

REALTYLINE

PRINT + DIGITAL + SOCIAL
MEDIA KIT - 2024

Caxton Publications, Inc
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Rates effective 01/02/2024

About Us

From industry events to timely industry leadership articles, as well as event photos and advertisements, RealtyLine is the ideal platform to consider when planning where to place your budget dollars.

Our Team

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CAROLINE CARVER

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Our Audience

We offer access to a wide audience to build brand awareness and favorability. This includes over 20,000+ members of the Austin Board of REALTORS® (ABoR), more than 1,800+ members of the Williamson County Association of REALTORS® (WCREALTORS), and the Home Builders Association of Greater Austin (HBAGA) and is a honorary member of the Women's Council of REALTORS - Austin Chapter (WCR). Additionally, it reaches professionals in the real estate industry.

Weekly Email

AVERAGES
31k subscribers
28% open rate
38% click rate
1.3% CTOR

Social Media



4.7K FOLLOWERS
FACEBOOK WEEKLY AVERAGES:
6.7k post reach
2.6k post engagements
44 new followers

1.8K FOLLOWERS
INSTAGRAM WEEKLY AVERAGES:
456 post reach
40 profile visits
22 new followers

Why Our Readers Love RealtyLine

From industry events to timely industry leadership articles, as well as event photos and advertisements, RealtyLine is the ideal platform to consider when planning where to place your budget dollars.

79%
Read Every
Month

20%
Industry
Articles

33%
Event / Still
Images

33%
Events /
Networking

29%
Advertisements

Survey November 2022

Here's Some of Our Package Perks



Print & Online Editions

Your ad will be featured in both the printed and online e-replica versions of RealtyLine. Visitors can easily browse the publication, click on your ad's image, and directly access your website.



Featured Article

Our writer interviews you or a selected representative from your company. This interview aims to share valuable insights about your people, products and services.



Social Media

Gain the advantage of social media exposure on our highly followed and engaged platforms.



Video Interviews

Utilize video content to effectively promote and inform our audience about your brand and products. These videos can be marketed across various digital channels, including our website, social media, and more, enabling broader reach and engagement.



Event Coverage

Capturing the event through still photography and creating a "live" Facebook video, resulting in valuable marketing assets



Event Calendar

Your company will have access to add an unlimited number of events to our online calendar.



Weekly e-Blast

Connect with thousands of active brokers and REALTORS in the Austin real estate community through our targeted subscriber email list.



Drone Footage

We'll capture elevated views of your surroundings, creating captivating, sweeping photographic shots of your communities. It's an excellent way to showcase a fresh and unique perspective on your brand offerings.

Brand[1] No Commitment	Brand[3] 3-Month Agreement	Brand[6] 6-Month Agreement	Brand[12] 12-Month Agreement	Brand[12+] 12-Month Agreement
1/4 page ad \$645 per month	1/4 page ad \$535 per month	1/4 page ad \$485 per month	1/4 page ad \$395 per month	Full page page ad \$1230 per month
1/2 page ad \$840 per month	1/2 page ad \$680 per month	1/2 page ad \$630 per month	1/2 page ad \$575 per month	
Full page ad \$1130 per month	Full page ad \$1030 per month	Full page ad \$930 per month	Full page ad \$830 per month	

Brand[1]
No Commitment

Ad Creative in Print & Digital Editions Only

Brand[3]
3-Month Agreement

Ad Creative in Print & Digital Editions
Event Coverage includes a Facebook LIVE
Unlimited Calendar of Events Entries Online

Brand[6]
6-Month Agreement

Ad Creative in Print & Digital Editions
Event Coverage includes a Facebook LIVE
Unlimited Calendar of Events Entries Online
Featured Advertiser Article
Press Release Submissions
Social Media Content Shares
Solo e-Blast (1)
BUILDER / DEVELOPERS CURRENTY INVENTORY included in Weekly e-Blast

Brand[12]
12-Month Agreement

Ad Creative in Print & Digital Editions
Event Coverage includes a Facebook LIVE
Unlimited Calendar of Events Entries Online
Featured Advertiser Article
Press Release Submissions
Social Media Content Shares
Solo e-Blast (2)
Visual Media - 30s Video Interview or 30s Drone Footage
BUILDER / DEVELOPERS CURRENTY INVENTORY included in Weekly e-Blast

Brand[12+]
12-Month Agreement

Ad Creative in Print & Digital Editions
Event Coverage includes a Facebook LIVE
Unlimited Calendar of Events Entries Online
Featured Advertiser Article
Press Release Submissions
Social Media Content Shares
Solo e-Blast (3)
Visual Media - 30s Video Interview or 30s Drone Footage
Logo & Link Print & Digital Front Page
Logo & Link Weekly Emails
BUILDER / DEVELOPERS CURRENTY INVENTORY included in Weekly e-Blast

Frequently Asked Questions

Is it possible to request a specific ad placement?

Yes. There is an additional 20% premium added to published rate on position guarantee.

What is the deadlines for submitting the print ad?

Deadlines are published on our website under the deadlines drop down menu.

Is there any design templates or guidelines available to follow?

We can provide you with a Adobe InDesign template for your use.

Is there a pre-payment discount?

Yes. We offer a 5% pre-payment discount. In order to receive discount payment must be received at signing the agreement.

What is the dimensions for the print ad?

Ad sizes and helpful production tips can be found under the products / print drop down menu on our website.

What payment methods are accepted?

Check, ACH, Visa, MasterCard and American Express. Please note a 3% fee will be added for credit card payments.

Sign Up Today For Just \$395* a month

*Based on 1/4 page, {Brand} package rate