

NAR REALTOR® Newsletters

Brought
to you by:  NATIONAL
ASSOCIATION OF
REALTORS®

View the Latest Brief

[NAR REALTOR® News Daily](#)

[NAR REALTOR® News Monthly](#)

[NAR REALTOR® News Commercial](#)

Subscribers

- **NAR-Daily:** 105,670
- **NAR-Monthly:** 300,000+
- **NAR-Commercial:** 76,200

Advertising Performance

Daily Edition

- **Ad Impression Rate:** 56%
- **Newsletter Ad Avg. CTR:** 0.10 - 1.00%
- **Exclusive Send Avg. CTR:** 2.00 - 6.00%

Monthly Edition

- **Ad Impression Rate:** 35%
- **Newsletter Ad Avg. CTR:** 0.10 - 1.00%
- **Exclusive Send Avg. CTR:** 2.00 - 6.00%

Real Estate Industry Professionals

- Real Estate Agent = 57%
- Associate Broker = 27%
- Broker-Owner/Managing Broker = 13%
- Other Related Industry
Professionals = 3%

Our Top Subscribers



Our Advertising Partners

Lone Wolf



Detailed Campaign Reporting

Detailed advertising campaign reporting includes email marketing metrics along with qualitative click data including company name, job title and position level clicks.

Contact

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ADVERTISING OPPORTUNITIES

Display & Native Advertising

Billboard

The billboard ad unit is ideal for driving brand and product awareness. Being above the fold ensures that your ad is seen by all readers.

[View Sample](#)

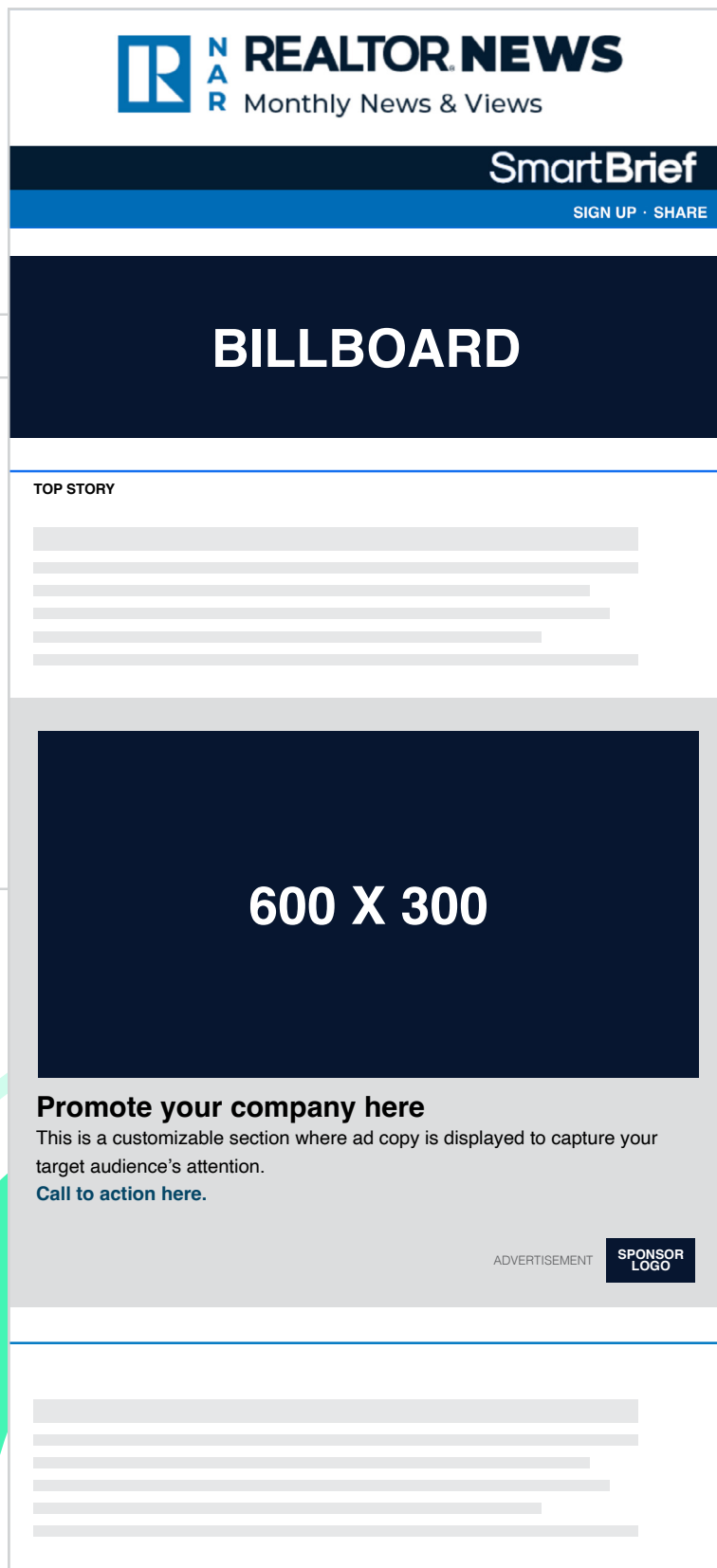
[View Specs](#)

Above-the-Fold Takeover

With a high-impact display ad unit atop the brief and a native text ad placement in the first content section, your sponsorship will deliver the best of both worlds: impact and engagement.

[View Sample](#)

[View Specs](#)



The mockup illustrates a digital article layout for 'REALTOR NEWS'. At the top is the site's header with the logo and tagline 'Monthly News & Views'. Below this is a 'SmartBrief' section with a 'SIGN UP · SHARE' link. The main content area begins with a large 'BILLBOARD' ad unit. This is followed by a 'TOP STORY' section containing several lines of placeholder text. A large '600 X 300' ad unit is positioned below the top story. Underneath this is a 'Promote your company here' section, which includes a description of the customizable ad space and a 'Call to action here.' link. To the right of this section is a 'SPONSOR LOGO' placeholder. The article continues with more placeholder text at the bottom.

REALTOR NEWS
Monthly News & Views

SmartBrief
SIGN UP · SHARE

BILLBOARD

TOP STORY

600 X 300

Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISEMENT **SPONSOR LOGO**

ADVERTISING OPPORTUNITIES

Display & Native Advertising

Rectangle-Text Ad

SmartBrief's news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

[View Sample](#)

[View Specs](#)

Featured Content

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content is ideal for promoting branded content. Through a Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

[View Sample](#)

[View Specs](#)

 **REALTOR NEWS**
Monthly News & Views

SmartBrief
SIGN UP · SHARE

TOP STORY



180 X 150

Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISEMENT 

INDUSTRY WATCH



180 X 150

Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

180 X 150

Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISING OPPORTUNITIES

Exclusive Opportunities

Dedicated Send

The Dedicated Send is an opportunity to send a stand-alone promotional eblast to the audience of one of our SmartBriefs, with 100% of the message content coming from the advertiser. You provide the HTML for the send so you control the look of the message, including images and layout.

[View Sample](#)

[View Specs](#)

Special Report

The Special Report is an excellent way to align your brand with critical industry topics and events. SmartBrief editors supplement the daily newsletter with a one- or two-part send on a topic or event you choose related to trending news and industry developments.

[View Sample](#)

[View Specs](#)

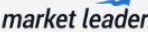
Spotlight

The Spotlight allows you to engage your target audience with useful, relevant information on a topic of your choice. Your branded content runs in a standalone send to a SmartBrief newsletter audience, supported by relevant news and information summarized by the SmartBrief Content Services team.

[View Sample](#)

[View Specs](#)

**SmartBrief**



Learn ChatGPT Lead Generation Secrets

It's not just hype. ChatGPT truly is a powerful tool that agents can use to connect with more buyers and sellers.

Yes, AI is complex. But so is your car, and that doesn't stop you from using it every day. You just need a beginner-friendly manual to learn how to use

**SmartBrief**
SIGN UP · SHARE

**Close 2025 with confidence**
Clean books await at Booth #1108

2025 NAR NXT Roundup

Who is NAR's new president?

Kevin Brown, broker-owner of Better Homes Realty Rockridge in Oakland, Calif., understands the intergenerational benefits of owning a home better than most. Brown is guided by the lessons passed down through previous generations, honed by customer claims, the need to



Sponsored Content

SPOTLIGHT ON THE FUTURE OF SOFTWARE FOR REAL ESTATE

Real estate professionals face new challenges in their markets every day—it's part of what makes this industry rewarding. But Lone Wolf Technologies is here to make real estate simpler. We do that by providing a digital lead-to-close experience for agents and brokers, with tools that span the entire real estate process all in one place.

FEATURED SECTION

Sponsored content from Lone Wolf Technologies

Your way to better real estate starts here



The new generation of software for real estate is here. Lone Wolf Foundation, real estate's first true end-to-end platform, makes details easier to find, deals quicker to close, and success simpler than ever to achieve. [Read more here.](#)



ADDITIONAL RESOURCES

Sponsored content from Lone Wolf Technologies

[Understanding tech fragmentation in real estate](#)

ADVERTISING OPPORTUNITIES

Audience Extension

Audience extension gives our advertisers access to multiple touch points to reach our readers throughout their day.

SmartSocial

Extend your campaign and reach SmartBrief's highly-engaged audience across the largest social media channels.

[View Sample](#)

[View Facebook/
Instagram Specs](#)

[View X \(Twitter\) Specs](#)

[View LinkedIn Specs](#)

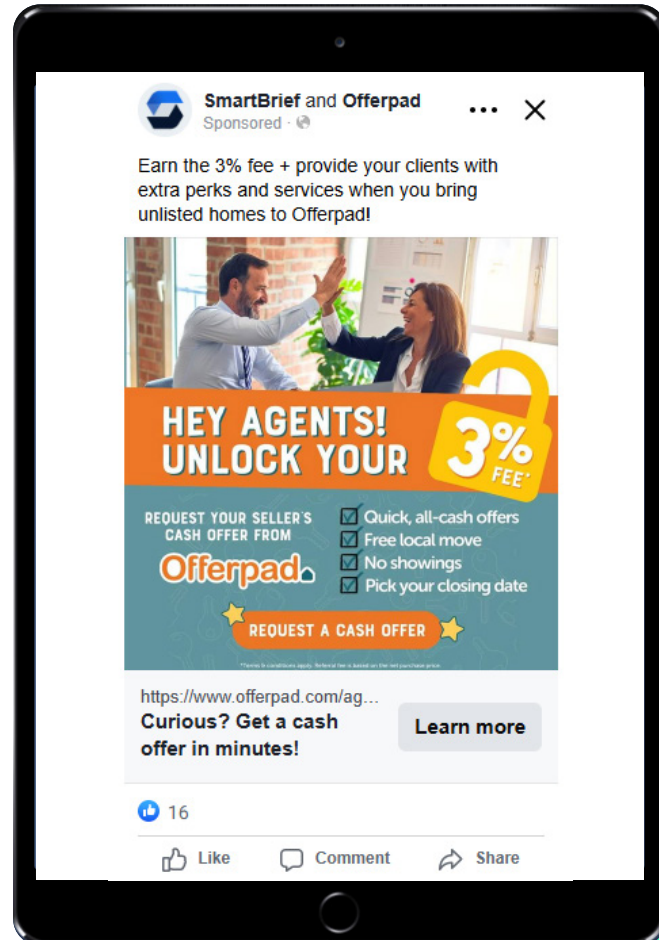
[View Pinterest Specs](#)

Website Display

Extend your campaign and deliver targeted advertising across the Open Web using verified first-party data.

[View Sample](#)

[View Specs](#)



Ask us about SmartStudio:

Our custom content development capabilities, content distribution and lead guarantee promotion programs.

 **SmartBrief**

2026 Pricing

NAR REALTOR® News Daily:

105,670 Readers

Display & Native Advertising

Service	Pricing
Above-the-Fold Takeover (Billboard + News 1)	\$1,800/issue
Billboard	\$1,200/issue
News 1	\$1,200/issue
News 2	\$1,050/issue
News 3	\$975/issue
Featured Content	\$1,200/issue
SmartSocial	Meta CPM (\$40) LinkedIn CPM (\$65)

Exclusive Opportunities

Service	Pricing
Topic or Conference Based Special Report	\$7,200
Dedicated Send	\$12,000
Spotlight	\$13,000
Year in Review	\$12,000

- 5x minimum on Display & Native Advertising
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium
- [NAR Advertising Guidelines](#)

2026 Pricing

NAR REALTOR® News Monthly: 300,000+ Readers

Display & Native Advertising

Service	Pricing
Above-the-Fold Takeover (Billboard + News 1)	\$6,000/issue
Billboard	\$4,200/issue
News 1	\$4,200/issue
News 2	\$3,350/issue
News 3	\$2,700/issue
Featured Content	\$4,200/issue
SmartSocial	Meta CPM (\$40) LinkedIn CPM (\$65)

Exclusive Opportunities

Service	Pricing
Topic or Conference Based Special Report	\$10,500
Dedicated Send	\$15,000
Spotlight	\$16,000
Year in Review	\$15,000

- 5x minimum on Display & Native Advertising
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium
- [NAR Advertising Guidelines](#)

2026 Pricing

NAR REALTOR® News Commercial: 76,200 Readers

Display & Native Advertising

Service	Pricing
Above-the-Fold Takeover (Billboard + News 1)	\$2,000/issue
Billboard	\$1,500/issue
News 1	\$1,500/issue
News 2	\$1,200/ issue
News 3	\$1,000/issue
Featured Content	\$1,500/issue
SmartSocial	Meta CPM (\$40) LinkedIn CPM (\$65)

Exclusive Opportunities

Service	Pricing
Topic or Conference Based Special Report	\$9,000
Dedicated Send	\$15,000
Spotlight	\$16,000
Year in Review	\$15,000

- 5x minimum on Display & Native Advertising
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- [NAR Advertising Guidelines](#)