

WEEKLY / REAL ESTATE NEWS

NEWS, UPDATES, EVERY WEEK.

NEWSLETTER ADVERTISING OPPORTUNITIES

Find the latest news and information about the real estate market and mortgages on Weekly Real Estate News.

WRE appears twice weekly with the latest news updates, sales and marketing solutions, product information, technical tips and much more. New features are added weekly providing a unique advertising platform to deliver the impact, brand recognition and traffic you're looking for. WRE News is the perfect platform to showcase your products and services. NOTICE: As we build our online circulation of WREnews.com, we are offering introductory rates to advertisers interested in mailing to our 1.2 million strong list of Real Estate Professionals. Please review the Email Opportunities section of this media Kit for pricing.

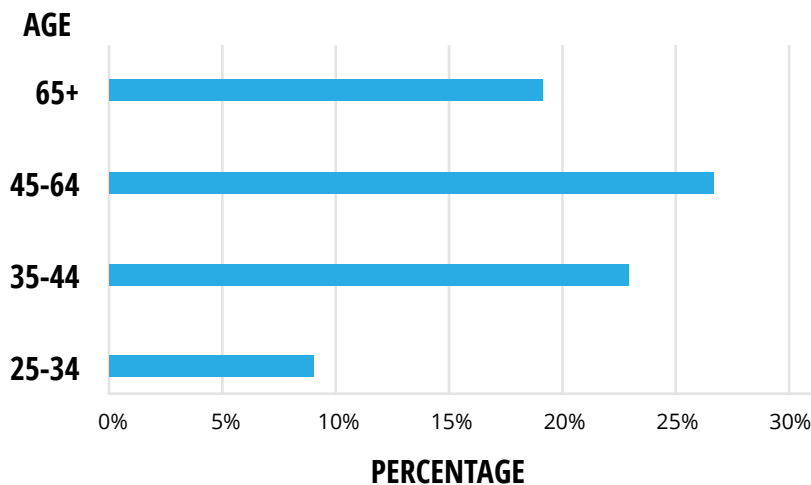
 Total Reach: **1.25 million** Real Estate Professionals

SPECIAL SECTIONS

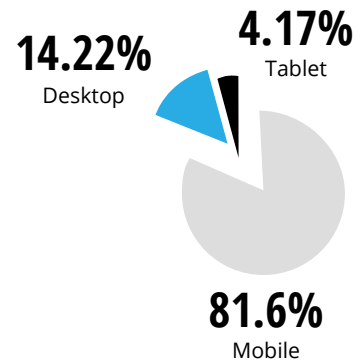
News and Updates Every Week

- Mortgage Information
- Real Estate Tools
- Real Estate News

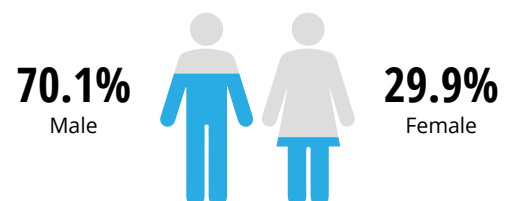
Age of Subscribers



WRE.news Subscribers are Mobile



WRE.news Subscriber Gender



NATIONAL NEWSLETTER AD BANNERS

All mobile banners are reactive

Combinations of different size banners are available for discounted pricing

		1x	3x	26x	56x (MONTHLY)
LEADERBOARD	728 x 90	\$2,500	\$2,250	\$2,000	\$1,500
MONSTER LEADERBOARD	1000 x 250	\$3,000	\$2,500	\$2,250	\$2,000
RECTANGLE/ MOBILE	300 x 250	\$1,500	\$1,250	\$1,000	\$750
MONSTER SQUARE	600 x 600	\$3,000	\$2,500	\$2,250	\$2,000

Leaderboard: 728 x 90

Monster Leaderboard: 1000 x 250

Monster Square: 600 x 600

**Rectangle Mobile:
300 x 250**

NEWSLETTER BANNERS BY STATE

Over 100,000

California, Texas, Florida

		1x	3x	26x
LEADERBOARD	728 x 90	\$3,000	\$2,750	\$2,500
MONSTER LEADERBOARD	1000 x 250	\$3,500	\$3,250	\$3,000
RECTANGLE/MOBILE	300 x 250	\$3,000	\$2,750	\$2,500
MONSTER SQUARE	600 x 600	\$3,500	\$3,250	\$3,000

99,000-40,000

Arizona, Colorado, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia

		1x	3x	26x
LEADERBOARD	728 x 90	\$2,000	\$1,750	\$1,250
MONSTER LEADERBOARD	1000 x 250	\$2,500	\$2,250	\$2,000
RECTANGLE/MOBILE	300 x 250	\$2,000	\$1,750	\$1,250
MONSTER SQUARE	600 x 600	\$2,500	\$2,250	\$2,000

40,000-10,000

Alabama, Connecticut, Idaho, Indiana, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, Oklahoma, South Carolina, Tennessee, Utah, Washington, Wisconsin

		1x	3x	26x
LEADERBOARD	728 x 90	\$1,500	\$1,250	\$1,000
MONSTER LEADERBOARD	1000 x 250	\$1,750	\$1,500	\$1,250
RECTANGLE/MOBILE	300 x 250	\$1,500	\$1,250	\$1,000
MONSTER SQUARE	600 x 600	\$1,750	\$1,500	\$1,250

Under 10,000

Alaska, Arkansas, Delaware, Hawaii, Iowa, Maine, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Rhode Island, Vermont, Washington DC, West Virginia, Wyoming

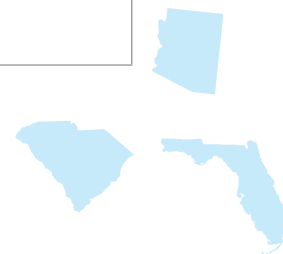
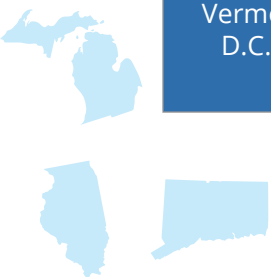
		1x	3x	26x
LEADERBOARD	728 x 90	\$1,000	\$750	\$500
MONSTER LEADERBOARD	1000 x 250	\$1,250	\$1,000	\$750
RECTANGLE/MOBILE	300 x 250	\$1,000	\$750	\$500
MONSTER SQUARE	600 x 600	\$1,250	\$1,000	\$750

NATIONAL EMAIL BLAST OPPORTUNITIES

	1x	6x	26x	52x
Entire WRE.news email Blast (over 1.25 million subscribers)	\$10,000	\$8,000	\$6,000	\$4,000

INDIVIDUAL STATE EMAIL BLAST

	1x	6x	26x	52x (MONTHLY)
States with 100,000+ names: Florida, California, Texas	\$6,000	\$5,000	\$3,500	\$2,500
States with 99,000-40,000 names: Arizona, Colorado, Georgia, Illinois, Michigan, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia	\$4,000	\$3,500	\$2,500	\$2,000
States with 40,000 - 10,000 names: Alabama, Connecticut, Idaho, Indiana, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Minnesota, Missouri, Oklahoma, South Carolina, Tennessee, Utah, Washington, Wisconsin	\$3,000	\$2,500	\$2,000	\$1,000
States with under 10,000 names: Alaska, Arkansas, Delaware, Hawaii, Iowa, Maine, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Rhode Island, Vermont, Washington D.C., West Virginia, Wyoming	\$2,000	\$1,500	\$1,000	\$750



ADVERTORIAL OPPORTUNITIES

Showcase your company's industry leadership by engaging readers with our "Thought Leader" advertorial. This is an excellent way to acquaint your company with our readership and promote your company's expertise and brand.

- Includes company logo and headshot of your corporate executive
- Advertorial of up to 800 words
- Our editorial staff will work with you to tell your story. You provide the initial content and our staff will help you enhance your message.

Cost: \$5,000

Advertorial Example



Getting Ready to Buy Your First Home



John Glen Stevens
President at SRE.com

One of the most exciting rites of passage in a person's life is buying their first home. Eventually, most Americans tire of paying increasing rents for a property that is not their own, especially when everyone else is enjoying increasing equity as home prices rise. And they always rise.

That's why there will never be a better time to buy than now. Being prepared for this purchase will save you money and give you a head start on building your own ownership equity.

Many first-time home buyers are confused about how lenders use their credit scores to price their home loans. Your credit score makes a difference and it can save you money if you get your credit in shape before you make an application for a home loan.

It's not a requirement that your credit be perfect. A good lender can find you the mortgage that makes sense for you. But preparation is always a good thing. Here is how you can be prepared in terms of your credit score.

What is my credit score?

Each of the three national consumer credit reporting agencies assign you a score based on the credit history they have about you in their records. These scores range from 300 to 850, the higher the better. A lender will look at all three scores and generally base their

underwriting decision on the top two, though this varies by lender.

The goal is to get the highest score you can. You can check your scores by going to the websites for Experian, TransUnion and Equifax. If you find incorrect information on your file, you will find help on the bureau's website to help you correct it.

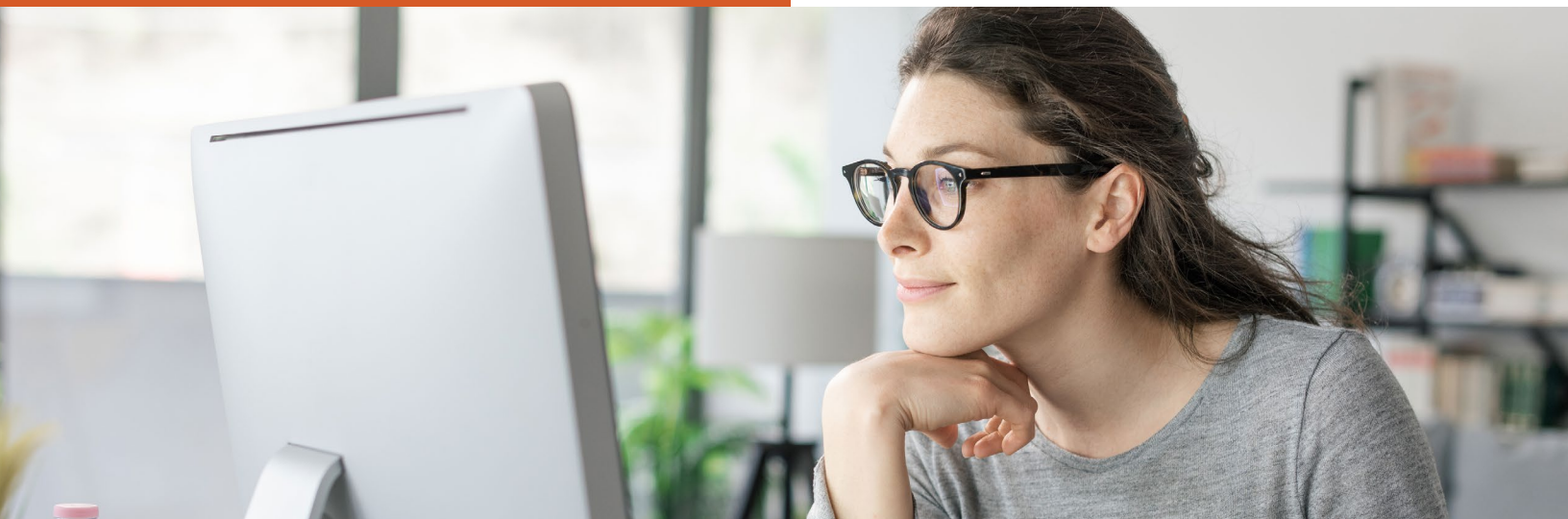
What score do I need for a loan?

Speaking generally, a score of 620 on two or three of your credit reports will qualify you for a mortgage, though government-insured loans often allow for lower scores. But there are a great many loan products available and it's impossible to know what will best meet your needs until you sit down with a loan officer.














If you're working with the right mortgage lender, your loan officer will explain exactly how your credit score impacts your loan choices and give you suggestions for getting the most home for your money and the best loan possible to finance it.

Some people will tell you that financing a home is just about numbers, but it's not. It's a rite of passage that, like any other transition in your life, will be easier with a good guide. There are many options available to you. Choosing wisely will make a big difference in your life.

If you're tired of paying rent and you're ready to begin building the kind of equity that will allow you to amass wealth, talk to an SRE Mortgage Alliance loan officer today.



ONLINE ADVERTISING GUIDELINES

-  Image types: PNG (preferred), JPG, GIF
-  File size: Below 1M per unit
-  Max looping: 30 Seconds
-  Submit artwork to myad@WREnews.com
-  No audio allowed
-  3rd party ad serving allowed
-  Cookies are not allowed
-  Advertisements cannot resemble WRE content
-  Linking URLs must be domain name based and cannot be the IP address
-  WRE reserves the right to accept, retract, or reject any advertisement at any time
-  We strongly recommend that Rich Media ads be submitted in HTML 5 technical requirements
-  Provide linking URL with ad creative submission; third-party tags must be live at the time of submission to enable thorough testing before launch
-  Creative cannot use the WREnews name or logo without preapproval from WREnews.com

1,254,532 Real Estate Professionals from every state. WREnews.com will bonus all email list advertisers free "position" banners in our online publication, WREnews.com on a first-come basis. Recognized Advertising Agencies will receive traditional 15% commission.

WEEKLY/REAL
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For details, contact TedPhillips@WREnews.com
or call 801-550-1808