

DADE REAL ESTATE INVESTORS ASSOCIATION

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Advertising Opportunities

Say goodbye to "shotgun" and "hit-or-miss" marketing opportunities

Advertise with DREIA and you will reach pre-qualified targeted prospects in your own backyard. We offer a number of advertising opportunities for our corporate (business) members as well as non-member vendors.

DREIA provides you with exactly what you're looking for - a targeted niche audience of real estate investors. What better way to promote your product or service than directly to those who can benefit...

Who are you reaching?

Our membership includes full-time and part-time investors, real estate brokers and agents, attorneys, accountants, property managers, renovation specialist, appraisers, bankers, and anyone who wants to start an investing career.

Many who join are looking for information and support to start investing and lack the contacts, knowledge, or confidence to begin. The contacts made through business associates offer newcomers a welcome support to their newly chosen endeavor. Seasoned investors alike use these contacts as an opportunity to refresh their list of contractors and suppliers.

How can you reach them?

DREIA hosts monthly meetings that are attended by an average of 150 members and guests every month. As a corporate member, you are entitled to purchase table space and exhibit your product or service during these meetings.

Members often call our headquarters asking for advice on where to go for services. They are referred to our Business Associate Directory.

We have several advertising mediums that are available to you including a monthly newsletter, website advertising, meeting and special events sponsorship, exhibit hall tables, new member manual, email campaigns.

Monthly Newsletter

All DREIA members receive an educational monthly newsletter. There is an *Investor Friendly Business Directory* within the newsletter where each corporate member's business has a FREE listing. Corporate members and non-member vendors may purchase additional advertising elsewhere within the newsletter.

Meeting Sponsorship

Members - \$395; Non-Members - \$500

Take advantage of this opportunity to speak directly to an audience who needs your services. Monthly meeting sponsors get:

- 1) Homepage website display ad with a link. ***Sponsor must provide image for display ad - (120x120). Display ad will be posted for approximately 2 weeks.***
- 2) Exhibit Hall table
- 3) Exclusive vendor right for placing materials on chairs
- 4) Sponsors can speak for 10 to 15 minutes just before our main speaker.
- 5) Company banner or poster may be displayed in the meeting room.

Exhibit Hall Trade Show

Members - \$35; Non-Members - \$75

Successful business is based on great customer relationships. DREIA provides the venue to meet with your potential customers in a one-on-one environment during the investor-friendly business trade show each month. Corporate members arrive on a first-come, first-serve basis to choose their booth, set up and accumulate contacts as they meet and mingle with potential customers, all seeking to do business in the real estate investment arena. To encourage networking amongst the attendees and Corporate members, beverages are strategically stationed within the trade show area.

You benefit by growing your business' database & building relationships as your future customers personally meet you to learn about your business and become your customer.

Doors open for setup at 5:45pm. Members are allowed in at 6:00pm.

Business and Business Sponsor members are eligible to purchase the use of a table in the vendor hall at the current member rate. Business Elite members get the use of a table in their annual membership.

Non-member vendors can purchase the use of a table at the current non-member rate.

Tables must be **pre-paid** by noon on the meeting day to qualify for the member rate.

Business members and non-member vendors can purchase tables at the meeting on a space available basis at the non-member rate.

Homepage Banners and Display Ads

DREIA.ORG receives over 1000 unique visitors monthly on average because of our search engine optimized website. Over 50% of the visitors are new visitors. Miami is still one of the most popular cities in the nation. Couple that with the high interest in real estate investing and you can easily see why the DREIA website is the place to reach targeted prospects.

Reserved area for Elite Members Only

Business Elite members can provide a small *postage stamp* image for permanent display on the home page of DREIA.ORG for the duration of their membership. Member must provide graphic (120 x 60). Animated graphics are allowed.

General home page banner and display ads

Buy ad space on the main page of DREIA.ORG in one of three prime locations.

The screenshot shows the Dade Real Estate Investors Association website in a Windows Internet Explorer browser. The page features a navigation menu on the left with links like Home, The Association, Events, and Members Only. The main content area includes a large banner for 'HOUSE FOR SALE' with the text 'First in Education. Learn, Earn, & Party with a Purpose.' Below this is a yellow banner for '*** ADVERTISE HERE *** Premium Banner Ad - \$100/wk Size: 490 x 95'. To the right of this banner is a list of advertising options: 'Advertise Here Display Ad \$50/wk 2 Size: 120 x 120' and 'Advertise Here Display Ad 3 \$50/wk Size: 120 x 120'. Further down, there is a 'Monthly Meeting' section with a 'VIRTUAL WHOLESALING' banner and a text block: 'Join us on Wednesday, April 16th to Learn The Secrets That Most Investors Will Never Know About Finding And Flipping Properties All Across The USA With Only A Cell Phone And Laptop'. At the bottom right, there is an advertisement for 'Investor Funding Solutions, LLC' with the text 'NEED CASH TO CLOSE YOUR NEXT DEAL? Licensed Mortgage Lender'.

Banner #1 - Size: 490 x 95

Members - \$200 per month; Non-Members - \$400 per month

This display ad will be permanently displayed for the pre-paid duration. This ad spot does not rotate.

Display Ads #2 and #3 - Size: 120 x 120

Members - \$50 per month; Non-Members - \$100 per month

This display ad will be permanently displayed for the pre-paid duration. This ad spot does not rotate.

Terms

1. This service is for current business members and non-member vendors.
2. Banners must be pre-paid before posted
3. Banners must be emailed to info@dreia.org. They must match the sizes as defined above.
4. DREIA will not create the banner. Banners can be ordered from sites like 20dollarbanners.com and Bannersmall.com

New Member Manual

All new individual members receive a ***New Member Manual*** full of educational and promotional information. Corporate members are encouraged to provide a full-page flyer promoting their business to be included in the New Member Manuals. This flyer must be provided to DREIA via email as an Adobe file (pdf). ***This benefit is available to all corporate members.***

Website Vendor Directory

Current business members will be listed in the **members only** section of our website under Vendor Listing. A basic vendor listing will include contact information, description of the business and a link the website. Listings are grouped according to business type.

Premier Business Listings are also available. These listings include the addition of a 490x95 banner on the vendor listing page. Business Elite members get premier business listings as part of their annual membership fee. **Members - \$25/month; Non-Members - \$50/month**

Special Event Sponsorship

Contact the [DREIA Office](#) for more information on special event sponsorship opportunities. Special events include weekend events, premier events, bootcamps and bus trips.

Email Campaigns

Members - \$25/month; Non-Members - \$50/month

Business Elite members are profiled in ALL email **meeting** announcements for the month. The member is responsible for providing an image for the display ad (120 x 120).

DREIA Business Members get discounts on email sponsorship. Email sponsorships are done on a space available basis and include the placement of a display ad (120 x 120) in the message.

All advertising rates subject to change without notice. Certain membership plans include ad privileges. Dade Real Estate Investors Association, Inc. reserves the right to reject any ad. Contact the [DREIA Office](#) for more information on placing or scheduling an ad.

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