

2024

MEDIA GUIDE



Cape Fear
REAL ESTATE DIRECTORY



ABOUT THE MAGAZINE

Since October 1986 The Cape Fear Real Estate Directory has proudly captured the stunning natural beauty of Wilmington while reflecting the dynamic and ever changing real estate market. The oldest continuous running monthly color publication of its kind in Southeastern North Carolina, millions of copies have been read by local, regional, and national homebuyers. Our biggest asset is our close working relationship to our clients with a common goal of mutual success.

DISTRIBUTION INFORMATION

We are a free, monthly publication with up to 12,000 copies distributed each month throughout the Cape Fear area.

DISTRIBUTION SITES INCLUDE *(but are not limited to):*

grocery stores, restaurants, shopping areas, hotels, real estate offices, mortgage companies, and more in New Hanover, Brunswick, and Pender Counties.

Each publication is also available in digital format on our website.

The publication can be expected on stands around the first day of each month.

OUR OTHER SERVICES

Did you know that we offer services other than ads in the magazine? See below for a sampling of services and contact us for more details.

PROFESSIONAL PHOTOGRAPHY

- Professional Listing Photos — *Interiors, Exteriors, & Twilight*
- Virtual Tours — *Branded/Unbranded*
- Immersive 3D Virtual Tours
- Custom Domain Virtual Tour Websites

GRAPHIC DESIGN AND MARKETING

Flyers and Folded Brochures
Rack Cards • Postcards
Door Hangers • Magnets
Calendars • Email Marketing
Websites • Business Cards
And Much More!

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ADVERTISING RATES (Per Issue)

MONTHLY RATE

No long-term commitment

6-MONTH CONTRACT

Rate for a commitment of 6 issues

1-YEAR CONTRACT

Rate for a commitment of 11 issues

— CONTACT US FOR PRICING —

CALL (910) 799-9960

EMAIL info@cfredads.com

VISIT www.DiscoverWilmington.info
and use our Contact Form

PAYMENT: Payments can be made by check or online bank transfer (ACH). Credit cards can be accepted at request, but a 3% Convenience Fee will be added to the invoice. **Please note:** If you are a first time advertiser with us we ask that you pay up front (prior to printing) for the first three issues to establish credit.

2024 ISSUE DEADLINES

SPACE RESERVATION DUE & COPY PICKUP

SUPPLIED ADS ARE DUE

FEBRUARY ISSUE

Tuesday, January 2

Friday, January 12

MARCH ISSUE

Thursday, February 1

Monday, February 12

APRIL ISSUE

Friday, March 1

Tuesday, March 12

MAY ISSUE

Monday, April 1

Friday, April 12

JUNE ISSUE

Wednesday, May 1

Monday, May 13

JULY ISSUE

Monday, June 3

Wednesday, June 12

AUGUST ISSUE

Monday, July 1

Friday, July 12

SEPTEMBER ISSUE

Thursday, August 1

Monday, August 12

OCTOBER ISSUE

Tuesday, September 3

Thursday, September 12

NOVEMBER ISSUE

Tuesday, October 1

Monday, October 14

DEC 2024/JAN 2025 ISSUE

Friday, November 1

Tuesday, November 12

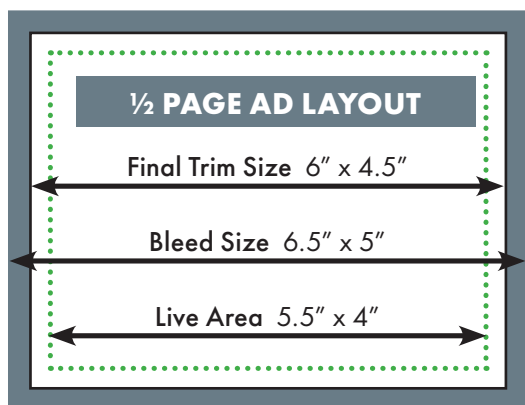
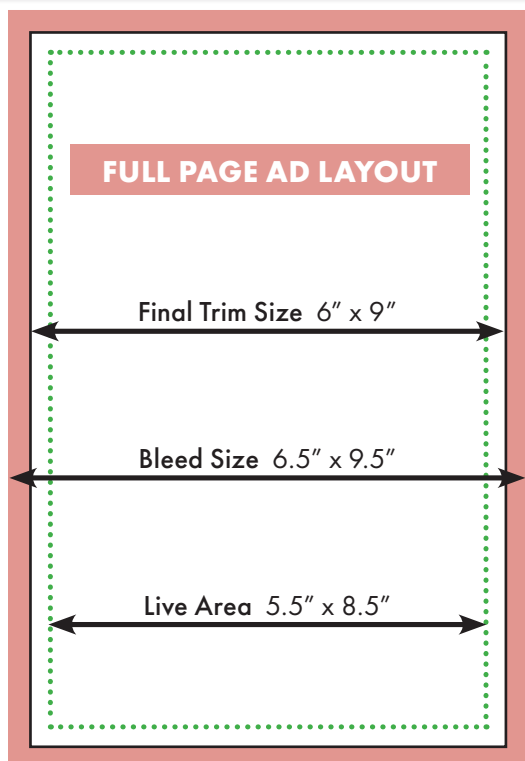
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SUPPLIED AD SPECIFICATIONS



We are happy to design your ad, **at no additional cost**, but also accept camera-ready artwork. If you would prefer to submit your own ad, below are the specs for doing so:

FULL PAGE ADS

Final Trim Size.....6" x 9"
Bleed Size*6.5" x 9.5"
Live Area..... 5.5" x 8.5"

HALF PAGE ADS

Final Trim Size.....6" x 4.5"
Bleed Size*6.5" x 5"
Live Area.....5.5" x 4"

* Please submit ad at the bleed size **WITHOUT** crop marks

- **Final Trim Size:** This is the final size of the ad once it is printed and trimmed.
- **Bleed Size:** A minimum of .25" on each side is needed if you would like the ad to bleed off the page.
- **Live Area:** We ask that you leave a .25" margin inside of the ad so that no important information is lost once the book is printed & trimmed.
- **Print-ready ads are accepted in the following formats:** PDF, InDesign, Photoshop, or Illustrator.
- **Please DO NOT include crop marks when exporting the file.** Our printer cannot accept files with crop marks included!
- **Supplying Multiple Pages:** Please supply as separate pages and NOT as a spread.

IMAGE REQUIREMENTS

- We are happy to take an exterior shot of your listings to use in the publication. Listing addresses are due at the Space/Copy deadline each month to get them on our photo routing.
- If you are supplying images for your ad (headshot, listing photos, etc.), they must be 300 dpi at their actual print size to ensure good print quality.
- You are responsible for verifying the copyright on all supplied images.

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