

# Terra Firma

THE OFFICIAL PUBLICATION OF THE REALTORS® LAND INSTITUTE

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# TERRA FIRMA MAGAZINE

## 2024 MEDIA KIT



REALTORS Land Institute  
430 N. Michigan Ave.  
Chicago, IL 60611

[rliland.com](http://rliland.com)

# TERRA FIRMA MAGAZINE

The Official Publication of the REALTORS Land Institute

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*Terra Firma* brings land real estate professionals the trend information they need to succeed and grow their business. It is the official publication of the REALTORS® Land Institute, "The Voice of Land" and is published bi-annually in the Summer and Winter.

With authors ranging from verified industry experts to Accredited Land Consultants and top industry service providers, *Terra Firma* provides readers with access to credible information on the most relevant real estate and land industry topics.

# OUR DISTRIBUTION

Reach the top professionals in the land industry.

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As the nation's largest network of land professionals, RLI distributes *Terra Firma* in hardcopy to over 2,000 members, including almost 700 Accredited Land Consultants (ALCs) - the most experienced, highest performers in the industry.

As a commercial affiliate of the National Association of REALTORS®, *Terra Firma's* digital distribution extends to an additional 1.6M professionals through our affiliation with NAR.



# A LOOK INSIDE

## What's Featured In Terra Firma

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### RLI by the Numbers

REALTORS® Land Institute membership has grown 45% in the past five years. In each issue we highlight the continuing reach and impact of our member programs, education offerings, and more.

### Chapter News

Eighteen state and regional RLI Chapters offer opportunities for local networking and land education. The Chapter News section is a resource for anyone seeking local connections.

### Land Connections Listings Stats

A look at what's hot in land property listings. See top searched properties, property types and locations on Land Connections, RLI's premier land listing site powered by Land Broker Co-op.

### National Events & Awards

The top leaders and producers (APEX Award Recipients) are recognized in each Summer issue of *Terra Firma*. Upcoming national events are highlighted.

### Marketing Moves

Move your business forward with marketing tools and ideas from RLI members, staff and guest writers from the marketing, branding and sales world.

### Feature Articles from the Experts

From leadership development and action on private property rights to technology and career inspiration, our feature articles deliver the latest land trends to readers.

### Inside the Beltway Updates from D.C.

Understand what's happening at national levels of government and the impacts on landowners and land professionals. RLI's legislative liaison delivers updates on top regulatory issues.

### My Land Story

The land is our legacy. RLI members share family stories about growing up on the land and how their land heritage inspires their work today.

# ADVERTISING OFFERINGS & RATES

## 2024 Rate Card

Ad Size and Placement	Standard Rate	Partner Rate*
Double page spread with bleed	\$2,199	\$1,099
Full Page (Inside Cover)	\$1,799	\$899
Full Page (Inside Back Cover)	\$1,499	\$749
Full Page (Non-cover)	\$1,199	\$599
1/2 Page (vertical or horizontal)	\$599	\$299

\*For information on RLI Partnerships contact Melissa Lutz, RLI Events & Programming Manager  
mlutz@rliland.com | (312) 329-8574

To become an advertiser or a content contributor, contact Kat Szymanski, RLI Marketing Manager  
kszymanski@rliland.com | (312) 329-8353

# AD SPECS

Submit print ready in hi-resolution PDF or jpg format.

Full Page  
8-1/2 x 11  
(8.50w x 11.00h)

1/8" bleed on all sides  
3/8" safe area around edges

The diagram shows a rectangular box representing a full page. The top half is white, and the bottom half is yellow. The text is centered in the white area.

Half Page  
Horizontal  
7-1/4 x 4-1/4  
(7.25w x 4.25h)

1/8" bleed on 3 sides  
3/8" safe area around edges

The diagram shows a rectangular box representing a half-page horizontal ad. The top half is white, and the bottom half is yellow. The text is centered in the white area.

Half Page  
Vertical  
3-1/2 x 8-3/4  
(3.50w x 8.75h)

1/8" bleed on 3 sides  
3/8" safe area around edges

The diagram shows a rectangular box representing a half-page vertical ad. The left half is yellow, and the right half is white. The text is centered in the white area.

Double Spread  
17 x 11  
(17.00s x 11.00h)

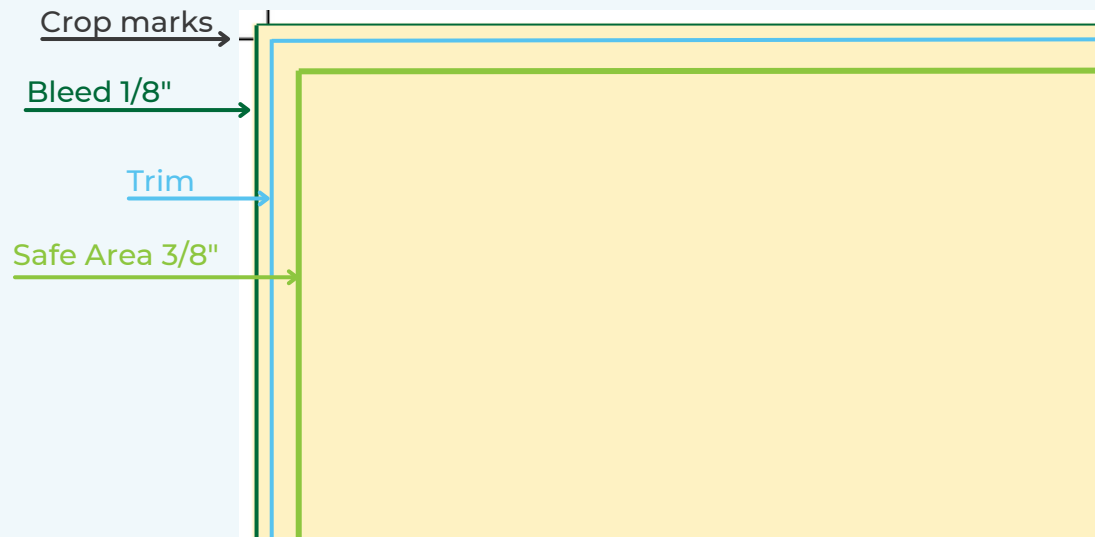
1/8" bleed on all sides  
3/8" safe area around edges

Do not place important content in gutter (text, faces, etc.)

The diagram shows a large rectangular box representing a double spread. The left half is yellow, and the right half is white, separated by a vertical black line representing the gutter. The text is centered in the white area. An arrow points to the gutter.

# AD SPECS

## Trim, bleed, and safe areas



Your ad in Terra Firma will represent your company best when you use these guidelines for ad design. Please contact us if you need help properly setting up your ad dimensions.

YouTube has a number of tutorials to set up bleed and trim in programs like Adobe Illustrator, Photoshop, and Canva.

**TRIM:** Trim represents the final dimensions of your ad. For full page ads in Terra Firma, this is 8 1/2" x 11".

**BLEED:** Bleed is the portion of your design that extends beyond the trim. The bleed is cut off when the publication is trimmed to final size.

**SAFE AREA:** Otherwise known as the "live area", the safe area is the space where you should place the most important information in your design. Anything outside the safe area is at risk for being cut off when the publication is trimmed to final size. Recommended safe area is 3/8".

# LET US HELP YOU FIND THE RIGHT FIT

We want to partner with you!

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Our members are eager to learn about new businesses, products, and services related to land. And, they love to spread the word! They are an excellent source of referral business.

There are opportunities for us to partner together beyond *Terra Firma*, too. Reach out if you'd like help creating a marketing mix that fits your needs and your budget.