

# Advertorials

## Your Story. Our Audience.

California Real Estate magazine advertorials are an effective platform to expand your reach and deliver your message in greater detail. As a hybrid of editorial and advertising content, advertorials demand tremendous results because the format, content, and layout give them the appearance of an editorial piece.

## Advertising + Editorial = Success

Success stories, case studies, and new product launches are perfect fits for the advertorial model. Showcase your company's products and services in this unique editorial-like environment by adding an advertorial to your campaign schedule.

- Two-page Spread Advertorial
- Includes a full-page 4-color ad



In an un-aided survey, 8 out of 10 C.A.R. members named California Real Estate magazine a membership benefit they value most.

Source: C.A.R. 2010 Membership Study

## Rave Reviews

No one knows your company the way you do. So who better to highlight the benefits and advantages of your products and services? Submit your advertorial copy and let our readers know exactly why they need you.

California Real Estate magazine advertorials demand results because they look and read like our editorial while conforming to the same strict guidelines, encouraging your prospective clients to read on. After you submit your copy to us, the Editor will discuss any recommended changes to ensure the final product meets our advertorial guidelines.

- Full-page Advertorial
- Includes a 1/3-page 4-color ad



# Advertorial Rates / Dates

## 2011 ADVERTORIAL RATES

Advertorials	1x	3x	6x	8x
2-page Spread	\$17,040	\$15,480	\$14,400	\$13,380
Full Page	9,480	8,580	8,010	7,440

## 2011 ADVERTORIAL CLOSING DATES

Issue	Space Closing	Copy Due	Issue Mails
Jan/Feb	Oct 26 '10	Nov 23 '10	Jan 14
March/April	Jan 4	Jan 29	Mar 15
May	Feb 17	Mar 18	May 3
June/July	Mar 25	Apr 29	June 14
August	May 18	June 16	Aug 2
Sept/EXPO	June 17	July 14	Aug 30
October	July 19	Aug 20	Oct 4
Nov/Dec	Aug 27	Sept 28	Nov 15
Jan/Feb '12	Oct 24	Nov 24	Jan 14



*“We’ve been impressed with C.A.R. on many levels. Their membership is engaged and informed, and we get a great ROI on our advertising. It’s always a pleasure to work with the C.A.R. team.”*

Debbie Connell, marketing manager, Market Leader, Inc.

Display ads within advertorials are due at the same time as regular ad materials for that issue. Please see page 7 for dates.

Advertorials will be clearly marked “Advertisement,” “Advertorial,” or “Special Advertising Section” on each page in a minimum type size of 8 point.

For complete advertorial guidelines, please see page 24.

Limited availability. All advertorial rates are published in net. Advertorial rates are non-commissionable. Advertorials are sold as one or two pages in length, no other sizes or cover positions are available. The above rates apply regardless if written by the advertiser or California Real Estate magazine. Your advertorial page(s) will be designed and prepared by California Real Estate magazine as part of the service.