

# Customize Your Media

Move your campaign beyond display advertising and stand out from the crowd. We offer a broad mix of unique and high-impact marketing options guaranteed to increase your visibility and position your brand, product, and company to rise above the competition.

## Inserts

Highlight your advertising message with a card stock insert. This valuable advertising option can be any number of pages and the reader can't help but flip the magazine open directly to your piece.

## Onserts

Receive top-of-magazine visibility and make an immediate impact on your target audience by topping the magazine with your pre-printed polybagged piece. More cost-effective than direct mail, onserts provide the reader with an immediate, retainable piece about your products and services.

## Cover Wraps

Your marketing piece covers our cover! Need we say more?



Cover Wrap Sample

*We reach REALTORS® through C.A.R. who are serious about their real estate careers and looking for intelligent ways to build their business.*

- Craig Proctor, Founder and CEO of Craig Proctor Coaching

## Regional Advertising

Do your advertising needs include only specific portions of California? Inserts or onserts can be targeted to the specific audience you choose by selecting ZIP codes throughout the state.

## Premium Placements

Positioning your ad adjacent to specific editorial can provide your company with enhanced visibility in the magazine. Ask your advertising representative about premium placement opportunities.

## Business-Reply Cards

Get direct feedback from your targeted audience through this direct-response vehicle that establishes personal links with new customers and expand your database.

## Polybag Printing

Splash your message on the polybag that encloses the magazine. This unique approach is only offered on a limited, space-available basis. Take advantage when the opportunity arises!