

NEW FOR 2011!

E-Blasts

Amplify Your Marketing Efforts

Distribution: **120,000**

Take advantage of our exclusive e-mail list with a customized message tailored directly to your target demographic. An affordable alternative to direct mail, e-blasts generate remarkably high response rates and deliver measurable results. Showcase your products, events, and services along with your own call-to-action and drive traffic directly to your Web site.

Why Us?

Research shows people are more likely to open an e-mail from a trusted source than an unknown one. With C.A.R. as a trusted sender, your e-mail is more likely to be delivered and remain exempt from anti-spam measures.

Hyper-targeted and Measurable

To ensure optimum response, we offer geo-targeted delivery throughout California. We can deliver your customized e-mail message to your choice of segmented county regions of California. After your e-mail is deployed, we will provide a detailed report on delivery, open rates, and click-through activity.

Limited Availability

Out of respect to our subscribers and to maximize the effectiveness of communications distributed by C.A.R., we offer selected access to e-blast opportunities. Distribution is closely monitored and restricted, and quantities are limited. In order to ensure your preferred date, please book your e-Blast early.

Our List

C.A.R. does not sell, rent, or release e-mail addresses, user information, or lists in any capacity.

“We’ve been advertising with C.A.R. for years and know, through careful monitoring of our results, that this investment pays out for us.”

- Craig Proctor, Founder and CEO of Craig Proctor Coaching

E-Mail Blast Rates:

Full Distribution:	\$8,500 per issue
Partial Distribution:	\$80 CPM (Cost per Thousand)
Minimum Distribution:	40,000

Specifications:

For E-Blast specs, please see page 26.

Restrictions apply. Subject to availability. Payable in advance. Non-cancelable. Rates are published in net.
E-mail blast advertising is non-commissionable.