

NEW FOR 2011!

Integrated Marketing Solutions

Custom Media Portfolio

Your Product is unique. So is your brand. That's why you need a relevant, targeted, and multi-pronged communication strategy to effectively reach our audience and achieve the highest level of response from your advertising campaign.

Our comprehensive portfolio of integrated media products allows you to increase your marketing exposure across mixed platforms at a fraction of the cost. Take advantage of our packaged solutions for the most cost-effective and comprehensive answers to your marketing objectives.

Platinum Package

- ▶ *California Real Estate* magazine
 - Full page, 4/color ad in 7 issues
 - Includes Premium Positioning
 - 2-page Advertorial in 1 issue
 - Half-page ad in Broker/Manager section of 1 issue
- ▶ E-Blasts
 - 4 issues delivered to entire membership
- ▶ Webinar
 - 1 Event
 - Exclusive Sponsorship
 - Includes pre- and post-event marketing
- ▶ E-Mail Newsletter Ads
 - First position Text ad; 12 issues
 - Run of e-letter text ad, 6 issues
 - 120 x 600 Skyscraper; 12 issues
- ▶ zipForm® 6 - Web site
 - 500,000 impressions
- ▶ www.car.org - Web site
 - Premium positioned block ad, 12 months
 - Run of site block ad, 6 months
- ▶ CALIFORNIA REALTOR® EXPO 2011
 - 10' x 20' Booth Space
- ▶ Platinum Package Cost
 - Package Value: \$236,990
 - Your cost: \$133,223
 - A 44% savings

Gold Package

- ▶ *California Real Estate* magazine
 - Full page, 4/color ad in 8 issues
 - Full-page Advertorial in 1 issue
 - Half-page ad in Broker/Manager section of 1 issue
- ▶ E-Blasts
 - 2 issues delivered to entire membership
- ▶ Webinar
 - 1 Event
 - Bookend Sponsorship
- ▶ E-Mail Newsletter Ads
 - First position Text ad; 6 issues
 - Run of e-letter text ad, 3 issues
 - 120 x 600 Skyscraper; 6 issues
- ▶ zipForm® 6 - Web site
 - 250,000 impressions
- ▶ www.car.org - Web site
 - Premium positioned block ad, 12 months
 - Run of site block ad, 3 months
- ▶ CALIFORNIA REALTOR® EXPO 2011
 - 10' x 10' Booth Space
- ▶ Gold Package Cost
 - Package Value: \$134,930
 - Your cost: \$98,738
 - A 27% savings

California REALTORS® prefer California Real Estate magazine to the national industry publication by a margin of 3 to 1.

Source: Readex Independent Research