

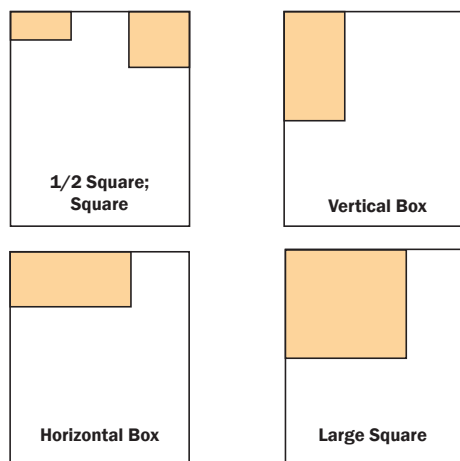
# CALIFORNIA Real Estate

Our 175,000 readers are YOUR target demographic! Reach more potential customers for LESS with a classified ad in *California Real Estate* magazine!

## CIRCULATION AND AUDIENCE

With distribution to more than one-sixth of the entire nation's REALTORS®, *California Real Estate* reaches more than 175,000 real estate practitioners throughout the state with each issue.

## AD SPECS



## CLASSIFIED DISPLAY

Space	Width	Depth
1/2 Square	2 1/4"	1 3/16"
Square	2 1/4"	2 3/16"
Vertical Box	2 1/4"	4 3/16"
Horizontal Box	4 3/4"	2 3/16"
Large Square	4 3/4"	4 3/8"

- **Formats**
  - PDF preferred; gif and .eps files also accepted
  - Quark Xpress, Illustrator, Photoshop files require fonts and graphics sent separately
- **Instructions**
  - Supply all fonts; include both printer and screen fonts
  - Include all images
  - Supply at 350 dpi; no compression
  - CMYK only; no RGB images
- **Third party ad designer available upon request**

Send ad materials and direct questions to:

Tony Vaccaro • 213.739.8320 • tonyv@car.org

CALIFORNIA ASSOCIATION OF REALTORS®

525 South Virgil Avenue • Los Angeles, CA 90020

## 2011 CLASSIFIED AD RATES

### Classified Display Box Rates

Black & White	1x	3x	6x	8x
1/2 Square	\$250	\$225	\$200	\$175
Square	450	425	400	350
Horiz./Vert. Box	900	825	775	700
Large Square	1,750	1,650	1,550	1,375

Color	1x	3x	6x	8x
1/2 Square	\$275	\$250	\$225	\$200
Square	550	500	475	425
Horiz./Vert. Box	1,075	1,000	925	825
Large Square	2,150	1,975	1,850	1,650

### Classified Line Rates

<b>Standard Line:</b>	\$30 per line
<b>Size:</b>	5-line minimum
<b>Enhancements:</b>	Additional \$30 per line each: Shading, Large Font, Color Font

## 2011 CLOSING DATES

Issue	Space Closing	Materials Due	Issue Mails
Jan/Feb	Nov 8 '10	Dec 8 '10	Jan 14
March/April	Jan 13	Feb 14	Mar 15
May	Mar 3	April 1	May 3
June/July	April 7	May 11	June 14
August	June 1	June 30	Aug 2
Sept/EXPO	July 1	July 26	Aug 30
October	Aug 1	Aug 24	Oct 4
Nov/Dec	Sept 9	Oct 12	Nov 15
Jan/Feb '12	Nov 8	Dec 13	Jan 13



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