

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



"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

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

2012 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

2012 ADVERTORIAL CLOSING DATES

Issue	Space Closing	Copy Due	Issue Mails
Jan/Feb	Oct 26 '11	Nov 23 '11	Jan 13
March/April	Jan 4	Jan 30	Mar 16
May	Feb 16	March 16	May 1
June/July	March 26	April 30	June 15
August	May 17	June 15	July 31
Sept/EXPO	June 15	July 13	Aug 31
October	July 18	Aug 17	Oct 2
Nov/Dec	August 24	Sept 26	Nov 13
Jan/Feb '13	Oct 21	Nov 23	Jan 15



"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 9 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 ask your advertising representative.

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.