

New Options for 2012

Bundle It...

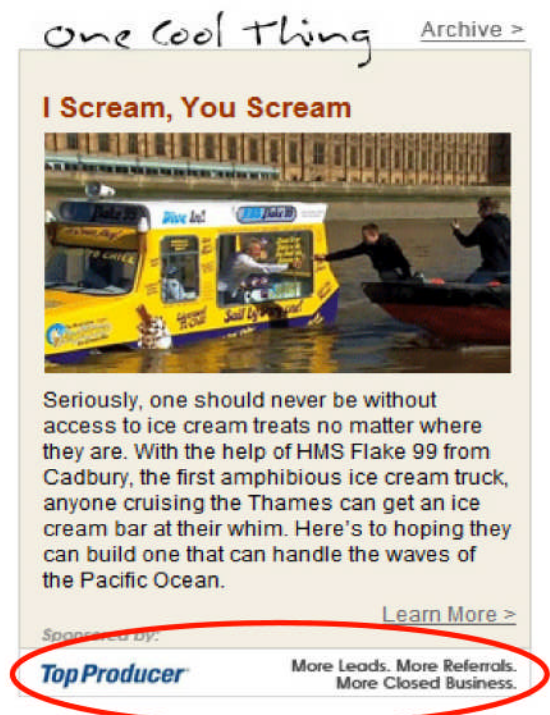
Integrated Marketing Delivers

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

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

Platinum

- ▶ California Real Estate magazine
 - Full-page, 4/color ad; 8 issues
 - Includes premium positioning
 - Full-page advertorial in one issue
 - Combination of advertising and editorial
 - ▶ E-blast
 - 1 issue delivered to entire membership
 - ▶ Email newsletter
 - First position text ad; 12 issues
 - Wide skyscraper ad (160 x 600); 12 issues
 - ▶ zipForm® 6 website
 - Leaderboard ad (728 x 90)
 - 12 months
 - 100,000 impressions per month
 - ▶ www.car.org website
 - Roadblock
 - Full banner ad (468 x 60), top of page PLUS
 - Wide skyscraper ad (160 x 600)
 - 12 months
 - 100,000 impressions per month
 - ▶ www.car.org website
 - Homepage Presence **(exclusive to this package!)**
 - Sponsorship of "One Cool Thing"
 - Includes "sponsored by" with your company name and hyperlinked company logo
 - ▶ California REALTOR® EXPO 2012
 - 10' x 20' booth space
 - ▶ Webinar sponsorship **(exclusive to this package!)**
 - 2 powerpoint slides featuring your company name and logo inserted into one C.A.R. webinar
- ▶ Platinum Package Value: \$198,000
▶ Your Cost: \$101,000



Homepage presence available ONLY with Platinum Package

...and SAVE BIG!

Sterling

- ▶ California Real Estate magazine
 - Full-page, 4/color ad; 8 issues
- ▶ E-blast
 - 1 issue delivered to entire membership
- ▶ Email newsletter
 - First position text ad; 6 issues
 - Wide skyscraper ad (160 x 600); 6 issues
- ▶ zipForm® 6 website
 - Leaderboard ad (728 x 90)
 - 9 months
 - 100,000 impressions per month
- ▶ www.car.org website
 - Full banner ad (468 x 60), top of page
 - 9 months
 - 100,000 impressions per month
- ▶ California REALTOR® EXPO 2012
 - 10' x 10' booth space

▶ Sterling Package Value: \$99,150
▶ Your Cost: \$72,150

Pewter

- ▶ California Real Estate magazine
 - Full-page, 4/color ad; 6 issues
- ▶ E-blast
 - 1 issue delivered to entire membership
- ▶ Email newsletter
 - Second position text ad; 12 issues
- ▶ zipForm® 6 website
 - Leaderboard ad (728 x 90)
 - 6 months
 - 50,000 impressions per month
- ▶ www.car.org website
 - Full banner ad (468 x 60), top of page
 - 9 months
 - 50,000 impressions per month

▶ Pewter Package Value: \$63,000
▶ Your Cost: \$42,200



Value of one e-blast alone is \$8,500!

Steel

- ▶ California Real Estate magazine
 - Full-page, 4/color ad; 2 issues
 - ▶ Email newsletter
 - Second position text ad; 8 issues
 - ▶ www.car.org website
 - Text ad
 - 6 months
 - 50,000 impressions per month
- ▶ Steel Package Value: \$23,300
▶ Your Cost: \$18,500

Titanium*

- ▶ California Real Estate magazine
 - Full-page, 4/color ad in 2 issues
 - ▶ E-blast
 - 1 issue delivered to entire membership
- ▶ Titanium Package Value: \$19,650
▶ Your Cost: \$9,050

Magazines drive web search more than any other medium.

Source: BIGResearch

*Titanium Package is eligible only to companies that have not advertised in California Real Estate magazine within a 12 month period. Restrictions apply. Only one Titanium Package allowed per advertiser per calendar year.

All bundled packages subject to availability. Restrictions apply. EXPO booth space requires additional contract.