

E-Blasts



Amplify Your Marketing Efforts

Take advantage of our exclusive email list with a customized “tips of the trade” 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 website.

Distribution: **110,000**

Why Us?

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

Hyper-targeted and Measurable

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

Limited Availability

Out of respect for 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 email addresses, user information, or lists in any capacity.

2 Print Ads = 1 FREE E-Blast!

This year, we're offering the ultimate package deal. Purchase two separate, full-page, 4-color ads in *California Real Estate* magazine and receive one e-blast for FREE! It's just about the same cost as the e-blast alone, but your exposure goes through the roof with the addition of print advertising!

Here's how it works: If your company hasn't advertised in *California Real Estate* magazine within the last 12 months, you're eligible. See pages 4 and 5 for our bundled packages!

E-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-blast newsletter advertising is non-commissionable.