

Email Newsletters

E-news

It's a fact: Email marketing is one of the most cost-effective and powerful marketing tools available to businesses today. Leverage the power of e-marketing and generate instant and measurable results with your campaign.

Our popular e-newsletters deliver timely information on the latest developments in the real estate industry to more than 110,000 subscribers wherever they are -- in their office, at home, or on the road.

Ads available in wide skyscraper or 4-line text format.

Subscribers: **110,000**



Publications

- ▶ **zipForm® Today, California Edition**
 - Frequency: One per month
 - Editorial Focus: Tips and tricks for using our popular zipForm® 6 software
- ▶ **Realegal®**
 - Frequency: Sent as needed
 - Editorial Focus: Breaking legal information and legal prevention tips as they occur
- ▶ **C.A.R. Member Benefits**
 - Frequency: Every other month
 - Editorial Focus: The benefits, perks, and "did you know's" of C.A.R. membership

- ▶ **C.A.R. Newsline**
 - Frequency: Every Wednesday
 - Editorial Focus: All the must-knows of today's real estate economy, new products and services for REALTORS®, techno-developments, and more
- ▶ **Market Matters**
 - Frequency: Every Thursday
 - Editorial Focus: Grab today's headlines and put the story in perspective. User-friendly talking points for users to pass directly on to their clients
- ▶ **Your Membership, Your Way**
 - Frequency: One per month
 - Editorial Focus: Must-have information to save time, money, the transaction -- maybe even your sanity -- in navigating today's housing market

E-News Ad Rates

Prices are quoted per issue.

Specifications

See pages 24-25 for email newsletter ad specs.

| Ad Unit | Ad Size | Placement | 1x | 6x | 12x | 24x |
|------------|-----------|-----------|---------|---------|---------|---------|
| Skyscraper | 160 x 600 | Right | \$1,600 | \$1,440 | \$1,280 | \$1,100 |
| Text | 4 lines | First | 1,600 | 1,440 | 1,280 | 1,100 |
| Text | 4 lines | Second | 900 | 800 | 700 | 600 |
| Text | 4 lines | Third | 500 | 450 | 400 | 350 |
| Text | 4 lines | Fourth | 500 | 450 | 400 | 350 |

Restrictions apply. Subject to availability. Payable in advance. Non-cancelable. Rates are published in net. Email advertising is non-commissionable.