

# CALIFORNIA Real Estate



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

How much is just one referral worth to you? Get connected to 160,000 REALTORS® throughout the state and expand your network with *California Real Estate* magazine. Referral ads pay off for other C.A.R. members, why not you?

## CIRCULATION AND AUDIENCE

With distribution to more than one-sixth of the entire nation's REALTORS®, *California Real Estate* reaches more than 160,000 real estate practitioners throughout the state with each issue.



Ad Shown is Actual Size  
2 1/4" wide x 2 3/16" high

***"It pays for itself time and time again."***

- Sandee Utterback, Prudential California

## AD SPECS

- Size
  - Width: 2 1/4"
  - Height: 2 3/16"
- Formats
  - InDesign, Illustrator, Photoshop, Press Quality PDF
- Instructions
  - Supply all fonts; include both printer and screen fonts
  - Include all images
  - Supply at 350 dpi; no compression
  - CMYK only; no RGB images
- Proofing
  - Disk and proof required

## 2012 REFERRAL AD RATES

C.A.R. Member Rates				
	1x	3x	6x	8x
<b>Black &amp; White</b>	\$350	\$350	\$320	\$260
<b>Color</b>	\$415	415	380	315

Non-Member Rates				
	1x	3x	6x	8x
<b>Black &amp; White</b>	\$380	\$380	\$350	\$260
<b>Color</b>	\$450	450	420	315

## 2012 CLOSING DATES

Issue	Space Closing	Materials Due	Issue Mails
Jan/Feb	Nov 8 '11	Dec 8 '11	Jan 13
March/April	Jan 10	Feb 10	Mar 16
May	Mar 2	April 2	May 1
June/July	April 6	May 11	June 15
August	June 1	June 29	July 31
Sept/EXPO	July 2	July 26	Aug 31
October	Aug 1	Aug 24	Oct 2
Nov/Dec	Sept 7	Oct 8	Nov 13

## SALES CONTACT

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