

# Break Through the Clutter...

Move your campaign beyond display advertising and demand their attention. We offer a broad mix of unique and high-impact marketing options guaranteed to increase your visibility and position your brand, product, and company to rise above the competition.

## Inserts

Highlight your advertising message with a bound insert. This valuable advertising option can be any number of pages in length and readers can't help but flip the magazine open directly to your piece. Get their feedback with business reply cards, and use this direct-response vehicle to establish personal links with new customers and expand your database. Print the inserts yourself and ship them directly to our bindery, or we'll be happy to have them printed for you.

In addition, we can hyper-target your piece to the readers who matter to you most, splitting our circulation out by individual ZIP codes or pre-determined DMAs so your insert will reach only your intended audience.

*We reach REALTORS® through C.A.R. who are serious about their real estate careers and looking for intelligent ways to build their business.*

- Craig Proctor, Founder and CEO of Craig Proctor Coaching

## Insert Rates

Pre-supplied magazine inserts:

Insert Unit	25,000	50,000	160,000
BRC, black & white	\$1,500	\$2,200	\$4,200
2-page, 4/color	4,000	6,500	15,000
4-page, 4/color	10,000	17,000	25,000

Magazine inserts including printing costs:

Insert Unit	25,000	50,000	160,000
BRC, black & white	\$4,300	\$5,450	\$10,450
2-page, 4/color	8,500	12,500	25,500
4-page, 4/color	15,800	24,200	37,000

Minimum insert distribution of 25,000. Restrictions apply. Above insert rates are estimated; as size and paper weight of inserts vary, please send sample for exact quote. Depending on size and weight, additional postage charges may apply. Business Reply Cards accepted only in combination with full-page display ad units.

## Onserts

Receive top-of-magazine visibility and make an immediate impact on your target audience by topping the magazine with your pre-printed polybagged piece. More cost-effective than direct mail, onserts provide the reader with an immediate, retainable piece about your products and services.

## Premium Placements

Positioning your ad adjacent to specific editorial provides your company with enhanced and relevant visibility in the magazine. Ask your advertising representative about premium placement opportunities and availability.

## Polybag Printing

Splash your message on the polybag that encloses the magazine. This unique approach is only offered on a limited, space-available basis. Take advantage when the opportunity arises!

# ...and Make It Pop!

New Options for 2012

## Cover Gatefold

Your marketing covers our cover! This unique gatefold is the diva of all print advertising, stealing focus, commanding attention and providing the perfect touch of drama. Your message is seen on the flap over the front cover, AND the inside of the flap. No magazine reader can possibly overlook this impressive positioning.

## Cover Gatefold Rates

1x	3x	6x	8x
\$13,500	\$12,800	\$12,200	\$11,800



Cover Gatefold Sample

*In an unaided survey, 8 out of 10 C.A.R. members named California Real Estate magazine among the membership benefits they value most.*

Source: C.A.R. 2010 Membership Study

## Regional Display Advertising

California is a big state. If you're interested in reaching only Southern or Northern California with your display ads, we can split the state in half for you with our discounted regional ad rates.

Regional rates apply for Northern OR Southern California.

Southern California region includes all ZIP codes between 90000-93499; Northern California zip codes include 93500 and above.

## Regional Display Ad Rates

Black & White	1x	3x	6x	8x
Full Page	\$3,350	\$3,025	\$2,800	\$2,600
1/2 Page	1,850	1,700	1,550	1,450
1/3 Page	1,250	1,150	1,050	1,000

Two-color	1x	3x	6x	8x
Full Page	\$3,975	\$3,575	\$3,350	\$3,100
1/2 Page	2,200	2,000	1,850	1,700
1/3 Page	1,500	1,375	1,300	1,175

Four-color	1x	3x	6x	8x
Full Page	\$4,350	\$3,900	\$3,600	\$3,400
1/2 Page	2,400	2,200	2,000	1,900
1/3 Page	1,650	1,500	1,400	1,300

Restrictions apply. Subject to availability. Restrictions apply. Rates are published in net; regional ad buys are non-commissionable.