

New Options for 2012

car.org C.A.R. Website

C.A.R.'s Official Website

Well-trafficked and highly regarded by our members, the C.A.R. website is your definitive one-stop portal to the most targeted and actively engaged REALTOR® audience you can reach. From banner ads to roadblocks and text ads, your messaging will make an impact and create powerful sales results.



3,000,000
Page views per month:

900,000
Visitor sessions per month:

175,000
Unique visitors per month:

78% of California REALTORS® visit the C.A.R. website for real estate information.

Source: Experian Independent Research

Award-Winning

As a 2011 recipient of the Interactive Media Award for Outstanding Achievement, car.org was proud to be recognized for excellence in design, content, feature functionality, usability, and cross-browser compatibility.

Expanded Options

Starting in January of 2012, new online ad opportunities will catch your customers' attention, delivering the interaction and information they want, and the tracking and lead generation you need. Each a showstopper on its own, combine them to create a bold statement with a Roadblock that's impossible to ignore.

Wide Skyscrapers

With the exception of the homepage, these 160 x 600 skyscrapers appear on the right side of every single page within the site, including section landing pages.

Full Banners

These 468 x 60 attention-grabbers are hard to overlook. They appear at the top of internal pages of the site only; not available on the homepage or section landing pages.

Text Ads

This affordable option goes a long way in reaching your new customers effectively. Your seven-line ad features a hyperlinked header in blue, followed by up to 4 lines of ad copy. A two- to three-word call to action finishes your ad, also hyperlinked in blue. Text ads appear in the left margin of internal pages of the site only; not available on the homepage or section landing pages. Up to three text ads will appear on the page at any time.

Roadblocks

Make your campaign a knockout with a one-two punch! Roadblock advertising consists of a Full Banner combined with a Skyscraper. Both ad units are sold together; both ads run simultaneously on the page until your total impressions have been met.

Geotargeting

Interested in only certain areas of California? Deliver your advertising message just to the people you want to reach. Strategically placed geotargeted ads are based on the user's physical location. Available for an additional fee, geotargeting is offered by city or pre-determined DMAs.

Section Targeting

For an additional fee, your ads can be delivered within specified topic sections (i.e. Legal, Business Tools) of the site.

Run of Site (ROS)

Unless otherwise specified, your ad will appear randomly on any page within the site.

Homepage Presence

Want exclusive access to advertising on the homepage? There's only one way to get it – see the Platinum package on page 4.

Reporting

We'll provide you with a personal login and password, so feel free to check your own traffic and click-through stats anytime.

Ad Rates

With our CPM model, all prices are quoted in cost per thousand impressions. Minimum impression commitment is 50,000 per month.

Specifications

For online advertising specs, see pages 24 and 25.

Ad Unit	Ad Size	Placement	50,000 Monthly Impressions	100,000 Monthly Impressions	250,000 Monthly Impressions
Full Banner	468 x 60	Top	\$15 CPM	\$12 CPM	\$10 CPM
Wide Skyscraper	160 x 600	Right	10	7	5
Roadblock	Both of the above	Top and Right	22	20	13
Text	7 lines	Left	8	6	4
Geotargeting	In addition to any of the above		6	5	4
Section Targeting	In addition to any of the above		6	5	4

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