

ISSUE	ISSUE FOCUS	SCHEDULED EDITORIAL	SPECIAL SECTIONS	BONUS DISTRIBUTION	ADVERTISER REWARDS*	AD SPACE CLOSES	AD MATERIALS DUE
JAN/FEB	Getting Perspective: A Market Analysis	2008's new realities and how to leverage them	C.A.R. at-a-Glance		FREE block ad on www.car.org for 1 month	11/13/07	12/5/07
MARCH	Wise Up! The Mega How-To Issue	Learn everything from marketing to adding video feeds to your web site			FREE block ad on www.car.org for 1 month	1/5/08	1/24/08
APRIL	Caution Ahead: Avoiding Litigation	Risk management and legal challenges			FREE hyperlink on magazine section of www.car.org for 1 month	2/1	2/25
MAY	Market Survival Guide	What REALTORS® need to know to survive & thrive in 2008	The New Agent Guide		33% discount off ad in New Agent section in this issue	2/21	3/21
JUNE/JULY	Spotlight on Foreclosures	Foreclosures, short sales and market scenarios			FREE block ad in 1 issue of email newsletter	4/9	5/12
AUGUST	Disclosures for Dummies	E & O insurance and the latest legal issues affecting the business of real estate	For Brokers & Managers		33% discount off ad in Broker/Manager section in this issue	6/2	6/23
SEPTEMBER	Going Green	How to make your business environmentally friendly			33% off Real Estate WebLink ad in 2008 <i>ret</i> ² issue	6/29	7/31
2008 <i>ret</i>² (Distributed in September)	The REALTOR®'s Guide to Trends and Trendsetters	A comprehensive guide to the very latest trends, gear and tech tools	Real Estate WebLink	100,000+ to NAR mid-year convention, state REALTOR® associations & industry conventions	FREE counter card for your NAR Expo booth	6/24	8/1
OCTOBER	New Business Models	An overview of trends, markets & niches reshaping the industry			FREE block ad in 1 issue of email newsletter	8/1	9/3
C.A.R. EXPO ISSUE (Distributed in October)	California REALTOR® EXPO Program	Guide to C.A.R.'s annual trade show and conference		10,000 to C.A.R. EXPO attendees	FREE counter card for your C.A.R. EXPO booth	7/28	8/22
NOV/DEC	A Look Back and A Look Ahead	A year-end retrospective & 2009 forecast	Hot Products Advertorial		50% off ad in Hot Products section of this issue	9/10	10/10

*Requires purchase of one-half page or larger 4-color ad in a minimum of three issues. Additional restrictions apply. Please contact your advertising representative for details. See reverse side for more information.