

# CALIFORNIA Real Estate

## 2010 Referral Advertising Information

### Sample Ad

Del Webb's  
Sun City Palm Desert

Still Southern California's  
#1 New Home Selling Community  
and Always Broker Friendly

Supplement your income  
With our E-Z Broker  
Referral Program  
Well over \$2 million  
paid to REALTORS®  
Over 500 Broker Referred Sales

**"Sun City Sue" McCollum**  
1-800-847-0754 x5452  
www.delwebb.com/scpd.htm

Ad shown is Actual Size  
2 1/4" wide x 2 3/16" tall

### Advertising Rates

(All rates are per issue)

#### C.A.R. Member Discounted Rates

|                          | 3 times | 6 times | 8 times |
|--------------------------|---------|---------|---------|
| <b>Black &amp; White</b> | \$350   | \$320   | \$260   |
| <b>Color</b>             | \$415   | \$380   | \$315   |

#### Non-Member Rates

|                          | 3 times | 6 times | 8 times |
|--------------------------|---------|---------|---------|
| <b>Black &amp; White</b> | \$380   | \$350   | \$260   |
| <b>Color</b>             | \$450   | \$420   | \$315   |

### Closing Dates

| Issue          | Ad Space Closing | Ad Materials Due | Issue Mails |
|----------------|------------------|------------------|-------------|
| Jan / Feb      | Nov 9 '09        | Dec 8 '09        | Jan 15 '10  |
| March / April  | Jan 13           | Feb 12           | Mar 16      |
| May            | Mar 3            | April 1          | May 4       |
| June / July    | April 8          | May 13           | June 15     |
| August         | June 1           | June 30          | Aug 3       |
| September      | July 1           | July 28          | Sept 3      |
| October / EXPO | Aug 2            | August 24        | Sept 24     |
| Nov / Dec      | Sept 10          | Oct 12           | Nov 16      |

### Ad Specs

All ads require disk and proof

Width: 2 1/4"  
Height: 2 3/16"  
Proofing: High-quality final proof is required  
Color ads: High quality  
B&W ads: Halftone or laser print  
Formats: Quark Xpress, Illustrator, Freehand, Photoshop  
Instructions: Supply all fonts in MAC format  
Include both screen and printer fonts  
Include all images  
Supply at 350 DPI w/ no compression  
Save all colors as CMYK  
No pantones or RGB images

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