

But Wait, There's More

The Advertiser Rewards Program

We've created something that will help stretch your advertising dollars as far as they'll go. Purchase a half-page or larger ad in at least three issues and you'll receive a special bonus with each ad you buy. You get additional exposure to your target audience for no additional marketing dollars! Take advantage of these reward incentives when planning your 2010 schedule.

Rewards vary with each issue as follows:

January/February:	Free ad on www.car.org for one month
March/April:	Free e-mail newsletter ad to 140,000+ subscribers
May:	Free hyperlink on magazine section of www.car.org for one month
June/July:	Free e-mail newsletter ad to 140,000+ subscribers
August:	33% off ad space in the Broker/Manager section of this issue
September:	Free hyperlink on magazine section of www.car.org for one month
October/C.A.R. EXPO:	Free counter card for your C.A.R. EXPO booth
November/December:	Free ad on www.car.org for one month

What's Inside *California Real Estate Magazine*

In addition to *California Real Estate* magazine's special features, the magazine also runs the following regular columns and features:

Industry News: Late-breaking information about industry developments.

Government Affairs: Timely coverage of hot issues at the local, state, and national levels.

Legal: Summaries of recent legal developments impacting the real estate industry.

Member Benefits: Products and services available to California REALTORS®.

Technology: In-depth analysis of current technology tools.

Profile: Business profiles of real estate's leading executives, innovators, and newsmakers.

Roundtable: No-holds-barred discussions about the industry's hot topics from some of real estate's biggest players.

Home Edition: News From Your REALTOR®: Consumer-targeted content for distribution to clients.

