

ISSUE	ISSUE FOCUS	SCHEDULED EDITORIAL	SPECIAL SECTIONS	BONUS DISTRIBUTION	ADVERTISER REWARDS*	AD SPACE CLOSES	AD MATERIALS DUE
JAN/FEB	Trend-spotting and Market Dynamics	Focus: Trends and realities of the 2010 market	C.A.R. at-a-Glance		FREE ad on www.car.org for 1 month	11/9/09	12/8/09
MARCH/APRIL	Marketing, Mortgages, and Loan Mods, Oh My	Spotlight: Newest marketing venues and the latest in mortgage options			FREE ad in 1 issue of e-mail newsletter	1/13/09	2/12/09
MAY	The Balanced Agent: Mind and Body	Designations and professional development; balancing career with personal well-being			FREE hyperlink on magazine section of www.car.org for 1 month	3/3	4/1
JUNE/JULY	The Affordability Factor	Opportunities and obstacles for first-time buyers			FREE ad in 1 issue of e-mail newsletter	4/8	5/13
AUGUST	Slippery Slopes	Must-know legal issues and the many pitfalls to avoid	For Brokers & Managers		33% discount off ad in Broker/Manager section in this issue	6/1	6/30
SEPTEMBER	My Generation: Today's Consumer Demographics	Understanding and managing clients' expectations			FREE hyperlink on magazine section of www.car.org for 1 month	7/1	7/28
OCTOBER/ 2010 C.A.R. EXPO ISSUE	Shades of Green/Focus on EXPO	Real estate goes green/C.A.R. members flock to EXPO 2010	CALIFORNIA REALTOR® EXPO Program	10,000 to C.A.R. EXPO attendees	FREE counter card for your C.A.R. EXPO booth	8/2	8/24
NOV/DEC	On the Horizon and In the Rear View Mirror	A year-end retrospective along with the 2011 forecast	Closing Gift Guide		FREE ad on www.car.org for 1 month	9/10	10/12

*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.