

Click Here for More Leads

C.A.R. Online (www.car.org)*

The CALIFORNIA ASSOCIATION OF REALTORS® cyberhome was revamped from top to bottom to enhance the user experience. The new C.A.R. Online is the one-stop portal to the tech-savvy REALTOR® audience you're looking for.

Ask about new media advertising opportunities such as video, podcasts, webcasts, and webinars!



3,000,000
Page views per month:

750,000
Visitor sessions per month:

200,000
Unique visitors per month:

Consumer Targeted (www.ca.realtor.com)*

As the leading Web site for real estate listings in California, ca.realtor.com provides consumers all the listing details they need for free on California's largest real estate database. Search individual cities by price, size, and neighborhood and find information including home price, year built, pictures, number of bedrooms, and other property features.

800,000
Ad impressions per month:



*Certain restrictions apply.

C.A.R. Online
www.car.org

Consumer-targeted
www.ca.realtor.com



The CALIFORNIA ASSOCIATION OF REALTORS® Web site was redesigned from top to bottom in order to enhance the user experience. Well trafficked and highly regarded by our members, C.A.R. Online is the definitive one-stop portal to the tech-savvy REALTOR® audience you're looking for.

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Site Demographics

Average page views per month: 3,000,000
Average visitor sessions per month: 750,000
Average unique visitors per month: 200,000

Ad Rates*

'Basic Block' Standard Ads:
 Average 75,000 to 150,000 ad impressions monthly
 \$500 per month

'Best of Block' Premium-positioned Ads:
 Average 250,000 to 400,000 ad impressions monthly
 \$1,000 per month

Ad Specifications

For online advertising specs, please see page page

Ask about new media advertising opportunities such as video, podcasts, videocasts, webcasts, and webinars!

Ad Rates*

Home Page:
 Large Rectangle
 Average 30,000 to 50,000 ad impressions monthly
 \$500 per month

Property Details Page:
 Leaderboard or Skyscraper
 Average 150,000 to 200,000 ad impressions monthly
 \$750 per month

Search Results Page:
 Leaderboard or Skyscraper
 Average 200,000 to 300,000 ad impressions monthly
 \$1,000 per month

Ad Specifications

For online advertising specs, please see page .

*Restrictions apply. Subject to availability; three-month minimum run required for each ad. Payable in advance. Non-cancelable. Rates are published in net. Online advertising is non-commissionable.