

# 2019

## SPECS / GUIDELINES

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- advertorial | 6-7
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### digital

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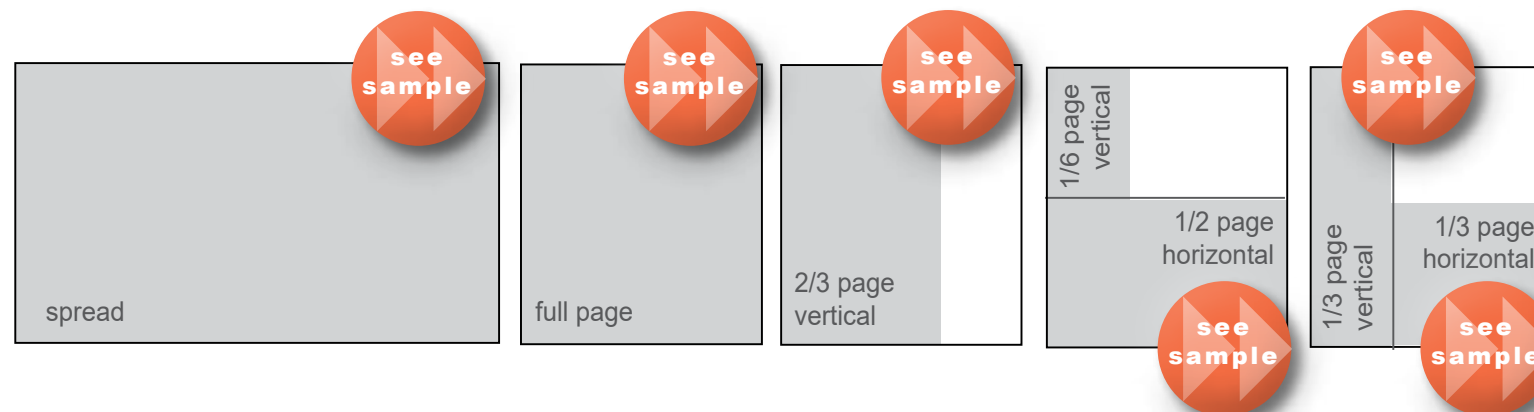
- production contacts | 18

## 1. dimensions

final trim | 8" wide x 10 1/2" high

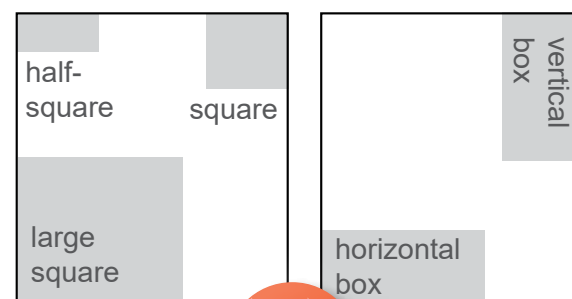
display | width x depth

space	non-bleed	bleed	live area	trim
spread	build as 2 pages	16 1/4" x 10 3/4"	15 1/2" x 10"	16" x 10 1/2"
full page	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	7 1/2" x 10"	8" x 10 1/2"
2/3 page vertical	4 3/4" x 9 3/4"	n/a	4 3/4" x 9 3/4"	n/a
1/2 page horizontal	7 1/4" x 4 3/4"	n/a	7 1/4" x 4 3/4"	n/a
1/3 page vertical	2 1/4" x 9 3/4"	n/a	2 1/4" x 9 3/4"	n/a
1/3 page horizontal	4 3/4" x 4 3/4"	n/a	4 3/4" x 4 3/4"	n/a
1/6 page vertical	2 1/4" x 4 3/4"	n/a	2 1/4" x 4 3/4"	n/a



## classified

space	width	depth
half-square	2 1/4"	1 3/16"
square	2 1/4"	2 3/16"
vertical box	2 1/4"	4 3/16"
horizontal box	4 3/4"	2 3/16"
large square	4 3/4"	4 3/8"



## 2. mechanical information

<b>Pre-press</b>	Computer-to-plate (CTP)
<b>Printing</b>	Web offset (SWOP)
<b>Binding</b>	Saddle-stitch
<b>Trim Size</b>	8" x 10 1/2"

## 3. digital requirements

### Acceptable Formats

- Press quality PDF
- Exported from InDesign, Illustrator or Photoshop at 300 DPI; no compression
- Include all printers marks

### Acceptable Delivery

- DVD, CD, email (PDFs only; 20 MB max)

## 4. creative requirements

### Color

- CMYK only; RGB not accepted
- Publisher is not responsible for color quality if high-quality proof is not supplied by advertiser

### Fonts

- Supply all fonts used in Mac format only. Include PostScript, screen, and printer fonts.

### Scans and Images

- PNG, TIFF, or EPS
- All images used must be supplied at 300 DPI, no compression
- Maximum density 260%
- Do not scale up or down more than 20%
- Include and place all images

### Full-Page Ads

- Keep all copy at least 1/4" inside final trim
- For bleed ads, include 1/8" bleed on all sides

### Partial-Page Ads

- Must be contained within a one-half or one-point border

### Spreads

- Supply non-bleed spreads as two full pages. For gutter bleeds, allow space in the gutter for cross-over if necessary.

## 5. ad copy | proofing

The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

## 6. production charges

Improperly prepared materials will be subject to production charges. Publisher cannot assume responsibility for reproduction quality from materials furnished incomplete, improper to specs, or in poor condition. Advertiser will absorb all production charges associated with the preparation of ad materials.

## 7. closing dates

2019 issue	ad closing date	ad materials due	issue mails
Jan/Feb	Nov 12 '18	Dec 6 '18	Jan 18
March/April	Jan 17	Feb 13	Mar 15
May/June	Mar 15	Apr 11	May 10
July/August	May 15	Jun 11	Jul 15
Sept/REImagine	July 5	Jul 30	Sept 1
October	Aug 5	Sept 9	Oct 11
Nov/Dec	Sept 12	Oct 11	Nov 15
Jan/Feb '20	Nov 7	Dec 4	Jan 17 '20
Mar/Apr '20	Jan 14 '20	Feb 7 '20	Mar 14 '20

## 8. production contact

Direct all print production questions and send ad materials to:

Melissa Hanson-O'Hare, Production Manager  
*California Real Estate* magazine  
 525 S. Virgil Ave | Los Angeles, CA 90020  
 213.739.8320 | [printads@car.org](mailto:printads@car.org)



## 1. outside flap

bleed	trim	live area*
3 1/4" x 8 1/8"	3" x 8"	2 1/2" x 7 1/2"

\* Starting at bottom right trim mark, keep 1 1/4" x 1 1/4" square clear for "Open Here" graphic

- "Open Here" graphic will be created by C.A.R.. Account for space, but do not include in your design.
- To comply with U.S. Postal Regulations, flap will affix to cover with a minimal amount of gummy glue.

## 2. inside flap

bleed	trim	live area
3 1/4" x 10 3/4"	3" x 10 1/2"	2 1/2" x 10"

## 3. digital requirements

Mac-formatted advertisements with all fonts and images included ensure seamless entry into our workflow.

### Acceptable Formats

- PDF (preferred), InDesign, Illustrator, Photoshop

### Acceptable Delivery

- DVD, CD, email (20 MB limit)
- PDFs only via email to [printads@car.org](mailto:printads@car.org)

## 4. creative requirements

### Color

- CMYK only; RGB not accepted

### Fonts

- Supply all fonts used in Mac format only. Include PostScript, screen, and printer fonts.

### Scans and Images

- PNG, TIFF, or EPS
- Supply at 300 DPI, no compression
- Maximum density 260%
- Do not scale up or down more than 20%
- Include and place all images

### Safety/Bleed

- Keep all copy at least 1/4" inside final trim
- For bleed ads, add 1/8" bleed on all sides

### Ad Copy

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

## 5. policies

- An accurate facsimile of cover gatefold (both inside and outside flaps) must be submitted to C.A.R. for review by due date listed here.
- The word "Advertisement" will be added to the outside flap by C.A.R. as shown below. Account for, but do not include in your design.
- All cover gatefolds are subject to final copy and creative approval by C.A.R. and must adhere to C.A.R. style formats and editorial standards.
- Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

## 6. due dates

2019 issue	Material due for review	Final materials due	Issue mails
Jan/Feb	Nov 20, '18	Dec 1, '18	Jan 18
March/April	Jan 31	Feb 6	Mar 15
May/June	Mar 26	Apr 4	May 10
July/Aug	May 29	Jun 4	July 15
Sept/REImagine	Jul 15	Jul 23	Sept 1
October	Aug 23	Sept 3	Oct 11
Nov/Dec	Sept 25	Oct 4	Nov 15
Jan/Feb '20	Nov 19	Nov 26	Jan 17 '20

## 7. production contact

Direct all print production questions and send ad materials to:

Melissa Hanson-O'Hare  
Production Manager  
California Real Estate magazine  
525 S. Virgil Ave  
Los Angeles, CA 90020  
213.739.8320 | [printads@car.org](mailto:printads@car.org)



outside flap



inside flap

Versions shown are at final trim. Add 1/8" bleed to all outside edges.



California Real Estate magazine has established the following guidelines to maintain the consistency, believability, accuracy, and good taste of advertorials. They will help to ensure the success of your advertorial and assist you in creating an editorial feel for your advertising. Your advertorial pages are laid out and designed by California Real Estate magazine as part of the service.

## 1. copy requirements

Advertorial copy may be written and submitted by the advertiser. If preferred, the advertiser may alternatively work with the Publisher to create the advertorial copy together. After booking your advertorial, our production manager will be in touch to find out how you would like to proceed.

one-page      two-page

**Body Text:** About 300 words  
**Headline:** Up to 7 words  
**Pull Quote\*:** 10 words

**Body Text:** About 500 words  
**Headline:** Up to 15 words  
**Pull Quote\*:** 17 words

\* If the advertorial will not include a photo, you may opt to include a short pull quote instead of extending the body text slightly.

Advertorial text must be submitted via e-mail (as a Word or other text file) by the published deadline.

Note that trademarks (™), register marks (®), etc. will be utilized only in their first instance in an advertorial. California Real Estate magazine will not incorporate graphic elements such as banners, starbursts, etc. in the advertorial or underline words or product names, or use all caps or callouts. No logos, branding, prices, or other evidence of advertising accepted within copy. Advertorial copy cannot imply product endorsement by the magazine or C.A.R.

## 2. writing your copy

While your advertorial should accurately reflect your own views, it also must maintain the following standards set by California Real Estate magazine for this special advertising format.

## copywriting tips

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Neither the title nor the logo of the magazine may be used in your copy.
- Present ideas and solutions clearly and simply using no advertising language.
- Do not include logos, branding, prices, or other evidence of advertising.
- Identify the writer with a byline, including name and title.
- Include a brief biography of the writer, if appropriate.

The Publisher will discuss any recommended changes with the advertiser prior to final proof to ensure the product meets the advertorial guidelines stated here.

## 3. terminology

The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

## 4. photos/graphics/images

All photos or graphics must be of professional digital quality for print reproduction. C.A.R. reserves the right to reject poor quality photos and substitute a pull quote instead.

**Final Size:** Minimum 2.75" wide by 3.25" deep  
**Resolution:** 300 dots per inch (dpi) at 100% size  
**Colors:** CMYK process  
**Format:** PNG, TIFF or EPS

## 5. review/approval process

Advertorial approval forms, which only include images and copy, will be sent to the Client for approval. Client should carefully check all body copy and, if time permits, make any revisions directly on the approval form and send the signed form back to C.A.R. by the assigned deadline. By signing the approval form, the client is agreeing that it is solely responsible for any content provided by or developed on behalf of the client. Client will not see or approve a layout at any stage including the final layout.

Due dates will be indicated on the approval form. If C.A.R. does not receive final sign-off from the client by the date indicated on the approval form, the advertorial will be

considered approved by the client for C.A.R. to run and place in the magazine as worded and shown on the approval form, and the client agrees to all stipulations on the form.

C.A.R. reserves the right to edit or reformat any material in order to maintain proper word count, grammar, and tense usage in compliance with standard copywriting and magazine guidelines. C.A.R. reserves the right to reject articles that are poorly written, contain inappropriate content, do not meet other requirements, or for any reason at any time. No advertorial will be accepted that is misleading, deceitful, fraudulent, unlawful, or reflects unfavorably on an individual, race, religion, gender, occupation, or institution or maligns the products and/or services of another company inside or outside the real estate industry.

## 6. deadlines

Display ads within advertorials are due at the same time as regular ad materials for that issue. Please see page 3 for display ad due dates.

2019 issue	closing date	advertorial copy due	issue mails
Jan/Feb	Nov 12 '18	Nov 17 '18	Jan 18
March/April	Jan 17	Jan 25	Mar 15
May/June	March 15	March 20	May 10
July/August	May 15	May 22	July 15
Sept/REImagine	July 5	July 12	Sept 1
October	Aug 5	Aug 15	Oct 11
Nov/Dec	Sept 12	Sept 19	Nov 15
Jan/Feb '20	Nov 7	Nov 14	Jan 17 '20

## 7. production contact

Direct all print production questions and send ad materials to:

Melissa Hanson-O'Hare, Production Manager  
California Real Estate magazine  
525 S. Virgil Ave | Los Angeles, CA 90020  
213.739.8320 | [printads@car.org](mailto:printads@car.org)



POWERED BY PEOPLE, TOOLS AND TECHNOLOGY

**A**s the leader of the home warranty industry, American Home Shield® is focused on creating a great experience for homeowners, buyers, sellers, and real estate professionals. AHS® is doing this by investing in people, tools and technology.

Building longstanding, trusting relationships with customers and real estate professionals is the goal of everyone at American Home Shield, including a dedicated team of Account Executives, Customer Care Center Agents and Service Contractors.

The AHS team is a growing force with thousands of employees and five Customer Care Centers, including the newest location in Phoenix, AZ. These Customer Care Agents are on call to help customers when they need them most.

In California alone, American Home Shield has 20 local Account Executives, two Regional Vice Presidents, as well as a Divisional Vice President, dedicated to support California real estate professionals and their clients.

AHS continuously measures their network of more than 14,000 contractors across numerous metrics to ensure contractors offer a positive home service experience to customers. These metrics are focused on quality, but also on data points that help to determine how long repairs

take and whether there were any service-related problems.

To ensure the best home warranty products for their customers, American Home Shield is devoted to implementing new services and adding them to their customers' plans. Setting their products apart from other home warranty companies in the industry is a commitment of AHS.

American Home Shield is passionate about creating a positive customer experience during each step of the service journey. Within each phase of this journey, there are action plans — and enhancements — that address customer needs and expectations.

One of these is a call-back feature which allows customers to virtually hold their place in line. American Home Shield will call customers back when it's their turn in the virtual queue and begin working on a resolution. Customers can now also receive status updates — including parts tracking — through text, email, and their MyAccount portal.

Dedicated team members, innovative customer care centers and an experience-driven customer journey all contribute to American Home Shield remaining the leader in the home warranty industry — and truly changing what it means to be the industry leader.

For more information about American Home Shield, visit [ahs.com/realstate](http://ahs.com/realstate).

Be sure with the Shield.™

We created the home

SOUTHERN CALIFORNIA EDISON: OFFERING RESOURCES FOR REALTORS® AND YOUR CLIENTS

**H**ANDLING electric utility issues today means far more than arranging to start or stop service. Knowledge of the latest information on solar power installations, multifamily dwelling energy-efficiency opportunities and low-income customer bill assistance, among other programs, can allow REALTORS® to help their clients.

SCE also provides free access to its Energy Education Centers in Irwindale and Tulare, with classes, workshops, interactive displays and consulting services that provide the latest information about energy management and efficiency technologies.

REALTORS® and their customers who would like more information on these and other SCE programs to help save energy, money and the environment should visit [scc.com](http://scc.com).

Every year, more Southern Californians adopt clean energy technologies, like rooftop solar and electric vehicles.

Join us for a one-hour session to learn how SCE is helping toward more renewable energy, and what you need to know to sell your residential properties.

- Solar 101 for Real Estate Professionals
- Electric Vehicle Charging Infrastructure & Rebate Program
- Residential Programs and Incentives for Single and Multifamily Properties
- Income Qualified Programs - save up to 20% on monthly electric bills for eligible customers

Wednesday, October 10, 2018  
9:15 a.m. - 10:15 a.m.  
Springdale  
REImagine! Conference  
Long Beach Convention Center

CREATING A CLEAN ENERGY FUTURE

Inserts are separately produced pieces, printed by the advertiser, and bound (stapled) into *California Real Estate* magazine.

## general info

### 1. pre-approval

- All inserts are subject to final copy, creative, and mechanical approval by C.A.R. prior to printing.
- To avoid last minute problems, talk to us early about the copy and visuals you are planning for your insert.
- The following must be submitted via regular mail (digital submissions not accepted) to production manager and approved in writing prior to final printing of insert.
  - Paper stock sample
  - Blueline or accurate hard copy of creative, folded and trimmed exactly to final size

### 2. ad copy | proofing

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

### 3. policies

- Publisher accepts no liability for inserts manufactured incorrectly to specs prior to approval.
- Supplements that do not meet proper size, paper weight, and packaging specifications may be subject to additional charges, which will be passed on to advertiser or agency.

## printing

### 4. printing guidelines

**Paper stock weight**

- 70# minimum
- 120# maximum

**Quantity**

- You will be asked to supply 4% MORE than your net print run to allow for bindery spoilage; confirm final number with Production Manager

**Folding**

- Deliver pieces scored and folded

- IMPORTANT: Hanger folds OVER full page for standard bind or UNDER full page for reverse bind
- Additional charges may apply for reverse bind
- Check with Production Manager to determine folding instructions for each issue

### 5. mechanicals

**Binding method**

- Saddle stitch

**Trim**

- Pieces will be trimmed after bound into magazine
- Supply pieces folded with all trims intact

**Final Furnished Size when FLAT** (including trims)

- 11 5/8" wide x 10 3/4" high

**Final FOLDED Furnished Size** (including trims)

- 8 1/8" wide x 10 3/4" high (creative pages)
- 3 1/2" wide x 10 3/4" high (blank hanger)

**Creative Space**

- Final Trim: 8" wide x 10 1/2" high
- Live Area: 7 1/2" wide x 10 1/4" high
- Keep all copy minimum 1/4" inside head/foot/face trim
- If ad bleeds, extend bleed into full head/foot/face trim

**Hanger**

- No creative on hanger; leave blank
- 3 1/2" wide (to left of full page on front, and to the right of full page on reverse)

**Trims to supply**

- 1/8" head
- 1/8" foot
- 1/8" face

## delivery

### 6. packaging requirements

- All product must be accompanied by a detailed packing list and bill of lading
- Quad Graphics job number must appear on all pallets and bill of lading.
- Package all products to avoid curling and shifting
- Mark each skid and/or carton clearly on all four sides with the following:
  - Count per carton
  - Cartons per skid (1 of 20, 2 of 20, etc.)
  - Total count per skid
  - Advertiser name
  - Description of piece (insert)
  - CRE magazine, Issue \_\_\_\_\_
  - Job#: \_\_\_\_\_ (see item 8 below)

### 7. shipping instructions

Deliver insert skids to bindery:  
 Quad Graphics  
 Attn: Steven Wilkins  
 RE: CRE Issue \_\_\_\_\_  
 Job #: \_\_\_\_\_  
 2201 Cooper Avenue  
 Merced, CA 95348  
 209-354-5105

**Quad Graphics Receiving Dock Hours**

- Monday-Friday: 24/7
- Opens 7 a.m. Monday
  - Closes 5 p.m. Friday
- Saturday/Sunday: 7 a.m. - 5 p.m.
- Or by appointment
- Holidays: Varies
- Please inquire if applicable

### 8. job number

Each shipment must be clearly marked with the job number below when shipping to bindery.

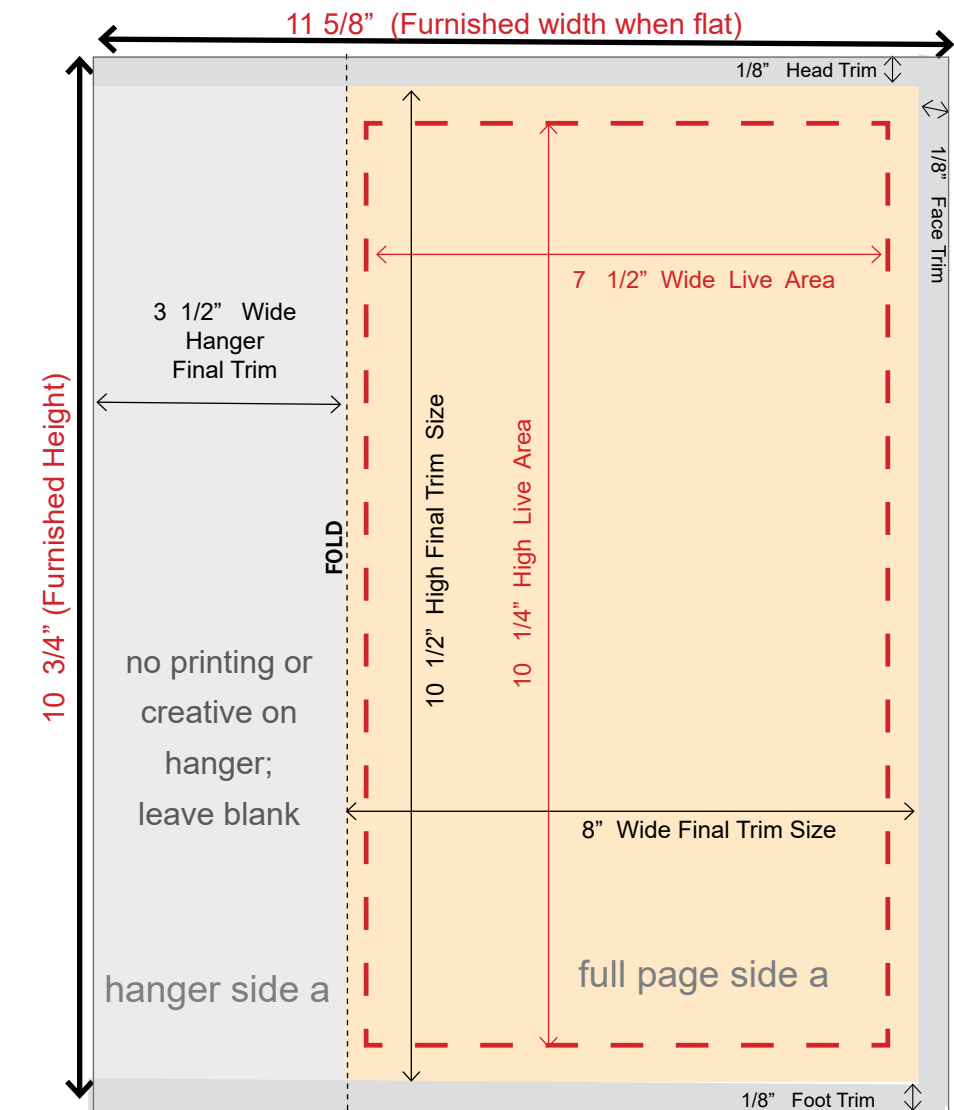
2019 issue	job number
Jan/Feb	B901UE0
March/April	B901UH0
May/June	B901UF0
July/August	B901UA0
Sept/REImagine	B901UD0
October	B901UJ0
Nov/Dec	B901UK0

## contact

### 9. production contact

Please submit blue line and final creative for approval and direct any questions regarding production to:

Melissa Hanson-O'Hare  
 California Real Estate magazine  
 525 S. Virgil Ave, Los Angeles, CA 90020  
 213.739.8320  
[printads@car.org](mailto:printads@car.org)



## deadlines

Only you know how long your printer will need to produce and ship your piece, so please don't hesitate to submit your piece PRIOR to the deadlines below!

2019 issue	due to C.A.R. for review	inserts due to bindery	issue mails
Jan/Feb	Nov 21, '18	Dec 21, '18	Jan 18
March/April	Feb 1	Feb 15	Mar 15
May/June	Mar 26	April 12	May 10
July/August	May 29	June 20	July 15
Sept/REImagine	July 18	Aug 5	Sept 1
October	Aug 23	Sept 16	Oct 11
Nov/Dec	Sept 25	Oct 18	Nov 15



Onsets are separately produced pieces, printed by the advertiser, for placement in a polybag with *California Real Estate* magazine.

## general info

### 1. pre-approval

- All onsets are subject to final copy, creative, and mechanical approval by C.A.R. prior to printing.
- To avoid last minute problems, talk to us early about the copy and visuals you are planning for your onset.
- The following must be submitted via regular mail (digital submissions not accepted) to production manager and approved in writing prior to final printing of onset.
  - Paper stock sample
  - Blueline or accurate hard copy of creative to final trim size

### 2. ad copy | proofing

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

### 3. policies

- Publisher accepts no liability for onsets manufactured incorrectly to specs prior to approval.
- Supplements that do not meet proper size, paper weight, and packaging specifications may be subject to additional charges, which will be passed on to advertiser or agency.

## printing

### 4. mechanicals

#### Size

- Magazine trim size: 8" wide x 10 1/2 " high
- Maximum final paper size: 8" wide x 10 1/2 " high
- Supply pieces trimmed to final size
- Minimum final paper size: 4" wide x 4 1/2 " high

### 5. printing guidelines

#### Paper stock weight

- 70# minimum
- 120# maximum

#### Quantity

- You will be asked to supply 4% MORE than your net print run to allow for bindery spoilage; confirm final quantity with Production Manager

## delivery

### 6. packaging requirements

- All product must be accompanied by a detailed packing list and bill of lading.
- Quad Graphics job number must appear on all pallets and bill of lading.
- Package all products to avoid curling and shifting.
- Mark each skid and/or carton clearly on all four sides with the following:
  - Count per carton
  - Cartons per skid (1 of 20, 2 of 20, etc.)
  - Total count per skid
  - Advertiser name
  - Description of piece (onset)
  - CRE magazine, Issue \_\_\_\_\_
  - Job#: \_\_\_\_\_ (see item 7 below)

### 7. job number

Each shipment must be clearly marked with the job number below when shipping to bindery.

2019 issue	job number
Jan/Feb	B901UE0
March/April	B901UH0
May/June	B901UF0
July/August	B901UA0
Sept/REImagine	B901UD0
October	B901UJ0
Nov/Dec	B901UK0

### 8. shipping instructions

Deliver onset skids to bindery:

Quad Graphics  
 Attn: Steven Wilkins  
 RE: CRE Issue \_\_\_\_\_  
 Job #: \_\_\_\_\_  
 2201 Cooper Avenue  
 Merced, CA 95348  
 209-354-5105

#### Quad Graphics Receiving Dock Hours

Monday-Friday: 24/7

- Opens 7 a.m. Monday
- Closes 5 p.m. Friday

Saturday/Sunday: 7 a.m. - 5 p.m.

- Or by appointment

Holidays: Varies

- Please inquire if applicable

## deadlines

### 9. due dates

Only you know how long your printer will need to produce and ship your piece, so please don't hesitate to submit your piece PRIOR to the deadlines below!

2019 issue	due to C.A.R. for review	inserts due to bindery	issue mails
Jan/Feb	Nov 21, '18	Dec 21, '18	Jan 18
March/April	Feb 1	Feb 15	Mar 15
May/June	Mar 26	April 12	May 10
July/August	May 29	June 20	July 15
Sept/REImagine	July 18	Aug 5	Sept 1
October	Aug 23	Sept 16	Oct 11
Nov/Dec	Sept 25	Oct 18	Nov 15

## contact

### 10. production manager

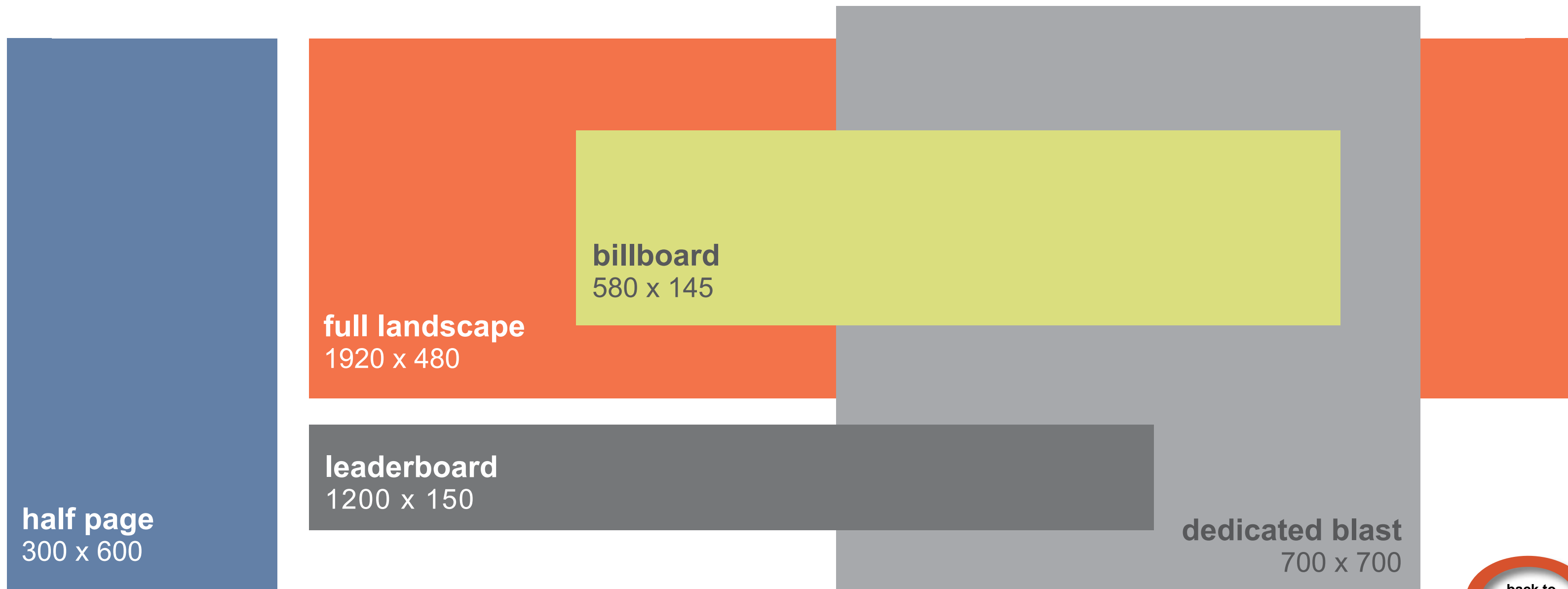
Please submit blueline / final creative for approval and direct any questions regarding production to:

Melissa Hanson-O'Hare  
 California Real Estate magazine  
 525 S. Virgil Ave, Los Angeles, CA 90020

213.739.8320  
[printads@car.org](mailto:printads@car.org)



Ad Unit	Size	Channel	File Types	Max File Size	Animation Length	Animation Speed	Guidelines / Requirements
Half Page	300 x 600	car.org	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	3.5 seconds min per image	Page 14-15
Full Landscape	1920 x 480	zipForm Exit Page, CA and National	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	3.5 seconds min per image	Page 14-15
Leaderboard	1200 x 1500	zipForm® Plus Platform	jpg, gif, png, html5	200k	15 seconds, 4 loops max	3.5 seconds min per image	Page 14-15
E-blast	700 x 700	100% Dedicated E-Blast	jpg, gif, png	200k	no animation	no animation	Page 17
Billboard	580 x 145	Email Newsletter Display Ads	jpg, gif, png	100k	no animation	no animation	Page 14-15
Text	250 characters	Email Newsletter Text Ads	include 1 hyperlink	n/a	n/a	n/a	Page 14-15



**half page**  
300 x 600

**full landscape**  
1920 x 480

**billboard**  
580 x 145

**leaderboard**  
1200 x 150

**dedicated blast**  
700 x 700



## all digital ads

### 1. due dates

All website and e-newsletter ads due 3 business days prior to flight date.

### 2. general requirements

- Submit active click URL with creative files.
- Ads cannot link directly to recruitment and/or employment solicitation; such messaging must be at least 2 clicks away.
- Audio is not permitted.
- Expanding or auto expanding ads are not permitted.
- Ads that resemble website navigation or components will not be accepted.
- All landing pages will open in a new browser window.
- All functionality visually indicated within ads must be working and not designed to deceive.
- All display ad creative with white or light-colored backgrounds must be surrounded by a minimum 1 pixel colored frame to clearly identify ad borders.
- Scripts or technology enabling the ad or browser to “shake” may not be used.
- C.A.R. reserves the right to refuse any ad and the right to de-activate any ad that is not rendering, is rendering slowly, is in violation of our ad specs, and/or results in customer complaints.

### 3. ad copy | proofing

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser’s sole responsibility to thoroughly review and proof every ad prior to submission.

### 4. production contact

Direct all online production questions and send website and e-newsletter ads to:

Online Production Coordinator  
213.739.8288 | [onlineads@car.org](mailto:onlineads@car.org)

## e-newsletter ads

### 5. digital requirements

- Billboard ad size:
  - 580 pixels x 145 pixels.
  - 100k maximum file size.
  - Acceptable formats: JPG, GIF, PNG
  - No animation, Flash, Rich Media, or Javascript.
- Text ad size:
  - Total characters: 250 characters, incl spaces.
  - Bold/capped text: 40 characters, incl. spaces.
- Links: One hyperlink per ad.

## website ads

### 6. digital requirements

- Acceptable formats: JPG, GIF, PNG, Flash (not recommended), HTML5
- Animation length:
  - 15 seconds max
  - 4 complete rotations max
- Animation speed: 3.5 seconds min. per image

### 7. size requirements

- Half page ad: 300 pixels x 600 pixels; 1mb max
- Full landscape ad: 1920 pixels x 480 pixels; 1mb max
- Leaderboard ad: 1200 pixels x 150 pixels; 100k max
- E-blast ad: 700 pixels x 700 pixels; 200k max
- Billboard ad: 580 pixels x 145 pixels; 100k max

### 8. third party / internal redirect tags

- Ensure creative is active prior to requested start date for testing.
- 3rd party ad server networks must support https connections.
- Please indicate the ad server company hosting your creative (i.e. Atlas, DoubleClick, etc.).
- Publisher reserves the right to modify the ad invocation code in order to properly serve and track third party ads.

### 9. HTML5 ad information

- HTML5 Ad Distinction  
Preceding all content should be the HTML tag `<!DOCTYPE html>`. The document should also contain at least `<html>` and `<body>` tags.
- All creative must comply with [IAB Display Creative Guidelines](#).
- Ad Responsiveness:  
Please ensure your .html file contains CSS declarations that will make elements within the ad responsive (scaling downward) to browser or device width.

- For a brief guide to making responsive images, please refer to:  
[www.w3schools.com/css/css\\_rwd\\_images.asp](http://www.w3schools.com/css/css_rwd_images.asp)
- For fluid width video embeds, please refer to:  
[www.css-tricks.com/NetMag/FluidWidthVideo/Article-FluidWidthVideo.php](http://www.css-tricks.com/NetMag/FluidWidthVideo/Article-FluidWidthVideo.php)
- For certain text and other elements, use media queries within your CSS stylesheet:  
[www.w3.org/TR/css3-mediaqueries/](http://www.w3.org/TR/css3-mediaqueries/)
- Please ensure that your code is properly tested before submission.**

#### d. Click Tags

Problems with HTML5 creative may result from incorrect clickTAG implementation. Please ensure:

- Click tags are placed in the .html file without minification
- The entire area of your creative should be click able and use a link tag exactly as written:  

```
<a href="{clickurl}">your ad content here</a>
```

#### e. Ad Delivery

- Please submit the master .html file
- Advertisers must host all image files and include the image URLs in the final .html file
- All code and assets but be kept in a single html file. Any additional resources must be referenced within the master .html file.
- Please ensure that your code is properly tested before submission.**



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## 1. policies

All subject matter, content and copy is subject to C.A.R. review and approval. Factors include deliverability, obtaining optimum open rates, and avoiding placement of our domain on spam lists. All e-blasts will adhere to C.A.R. format, style, editorial standards, and privacy policies. C.A.R. does not sell, rent or release email addresses, user information, or lists.

## 2. ad copy | proofing

- a. The word REALTOR<sup>®</sup> must always be capitalized, immediately followed by the registration symbol.
- b. Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

## 4. digital requirements

- a. Acceptable Formats: JPG, GIF, PNG.
- b. Size
  - i. 700 pixels wide x 700 pixels high (max)
  - iii. 200k maximum file size.
- c. Links
  - i. Provide link URL for your image.
  - ii. No links directly to recruitment and/or employment solicitation.

## 5. additional copy needed

- a. Headline
  - i. 35 characters max, including spaces.
  - ii. Notate words you would like to appear in color.
- b. Subject Line for email
  - i. 35 characters max, including spaces.
  - ii. Unless otherwise specified, the subject line will mirror the headline.
  - iii. The subject line will largely determine how many users OPEN your email, so it is arguably your most vital component. Wording should be strong enough to provoke curiosity and compell busy professionals to want to know more.
  - iv. No use of spam flag words such as free, offer, discount, save, buy, etc. No exclamation points or dollar signs.
- c. Preview text
  - i. Preview text is the short summary text that immediately follows the subject line when viewing an email in an inbox. This text is not displayed in your email's layout.
  - ii. 100 characters max, including spaces.

## 6. due dates

E-blast materials are due 5 business days prior to launch date.

Materials not submitted in time will be sent out at the discretion of C.A.R.

## 3. ad materials

Direct all online production questions and send website and e-newsletter ads to:

Online Production Coordinator  
213.739.8288 | [onlineads@car.org](mailto:onlineads@car.org)

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## sales

- stacey katzin | managing sales director  
213-739-8321 | [staceyk@car.org](mailto:staceyk@car.org)
- pamela scott | account executive  
213-739-8219 | [pamelas@car.org](mailto:pamelas@car.org)

## production

- print  
213-739-8320 | [printads@car.org](mailto:printads@car.org)
- digital  
213-739-8288 | [onlineads@car.org](mailto:onlineads@car.org)
- media kit