

# classified ads

“ Our most successful marketing campaign this year was through C.A.R. ”

Our 210,000 readers are YOUR target demographic! Reach more potential customers for LESS with a classified ad in *California Real Estate* magazine!

circulation | 210,000  
readership | 336,000  
annual issues | 7

## about us

If you're interested in reaching REALTORS®, you've come to the right place. As a well recognized innovator and leader within the real estate space, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) is 210,000 members strong and growing.

## the power of print

Distributed to more than one-sixth of the entire nation's REALTORS®, *California Real Estate* magazine is mailed directly to every member of C.A.R. at their home or office; it's their choice.

The image shows a grid of classified advertisements. The top row includes 'LEAD GENERATION' with 'Here's How to Get Expireds to Call You the Day Their Listing Expires', 'MARKETING CONT.' with 'SELL MORE REAL ESTATE!' and 'QuantumMail.com', and 'NEWSLETTERS' with a testimonial from Remo Ruccione. The middle row features 'MARKETING' with 'THE SEAN-IN-TOUCH FOLLOW-UP SYSTEM' and 'SELL SMART', and 'PRODUCTS' with 'Laser MASTER' and 'CALCULATED INDUSTRIES'. The bottom row includes 'SERVICES' with 'FREE Special Report' and '888-The Sign', and 'CREDIT REPORTS' and 'SOFTWARE'.

## contact

questions | contracts | ad materials  
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www.car.org



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

-- Ashleah Wilson, director of marketing, Top Producer

# CALIFORNIA REAL ESTATE

OFFICIAL MAGAZINE OF THE CALIFORNIA ASSOCIATION OF REALTORS®

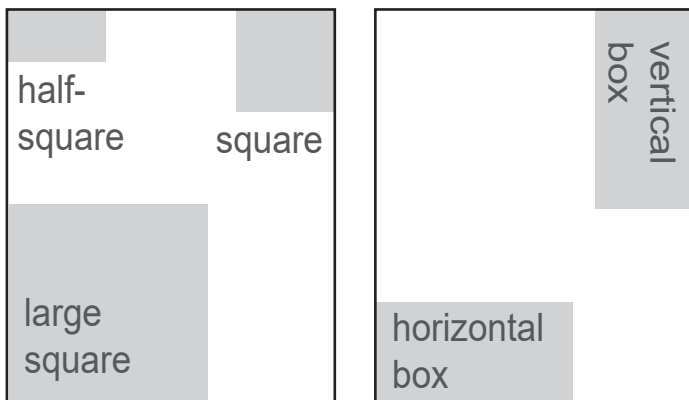
## classified rates | box ads

black & white	1x	3x	7x
1/2 square	\$250	\$225	\$175
square	450	425	350
horiz/vert box	900	825	700
large square	1,750	1,650	1,375

color	1x	3x	7x
1/2 square	\$275	\$250	\$200
square	550	500	425
horiz/vert Box	1,075	1,000	825
large square	2,150	1,975	1,650

## classified rates | line ads

\$30 per line | 5-line minimum  
 additional \$30 per line each: shading, large font, color font



## 2019 deadlines

issue	contract due	ad materials due	issue mails
Jan/Feb	Nov 12 '18	Dec 6 '18	Jan 12
March/April	Jan 17	Feb 13	Mar 15
May/June	Mar 15	Apr 11	May 10
July/August	May 15	June 11	July 16
September	July 5	July 30	Sept 3
October	Aug 4	Sept 9	Oct 11
Nov/Dec	Sept 12	Oct 11	Nov 15
Jan/Feb '20	Nov 7	Dec 4	Jan 10

## ad specs

- **Formats**
  - Press quality PDF preferred; gif, eps files acceptable
  - InDesign, Illustrator, Photoshop files require images and fonts (printer and screen) to be sent separately
- **Instructions**
  - All images used must be 300 dpi
  - Supply final file at 300 dpi; no compression
  - Color separation: CMYK only; no RGB images
- **Include background color or border to define ad space**

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"