

CLASSIFIED ADS

“OUR MOST SUCCESSFUL MARKETING CAMPAIGN THIS YEAR WAS THROUGH C.A.R.”

ASHLEAH WILSON,
DIRECTOR OF MARKETING,
TOP PRODUCER

Our 214,000 readers are YOUR target demographic! Reach more potential customers for LESS with a classified ad in *California Real Estate* magazine!



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 214,000 members strong.

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.

CONTACT

Questions | Contracts | Ad Materials
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www.car.org

CLASSIFIEDS		
<p>LEAD GENERATION</p> <p>Here's How to Get Expires to Call You the Day Their Listing Expires</p> <p>Starting at \$25 per QuantumCard®, mailed! Customized with property photos. Minimum order of only 20 cards. Most orders mailed next business day.</p> <p>QuantumMail.com</p> <p>1.800.637.7373 Order online today at... www.QuantumMail.com/RealEstate</p> <p>www.GetExpiresToCallYou.com</p>	<p>MARKETING CONT.</p> <p>SELL MORE REAL ESTATE!</p> <p>Starting at \$25 per QuantumCard®, mailed! Customized with property photos. Minimum order of only 20 cards. Most orders mailed next business day.</p> <p>QuantumMail.com</p> <p>1.800.637.7373 Order online today at... www.QuantumMail.com/RealEstate</p>	<p>NEWSLETTERS</p> <p><i>While at a party I was surprised to overhear some people talking about me. They said: 'I get so many calls and so much junk mail from REALTORS'. The only thing I ever read is Remo Ruccione's real estate newsletter.</i> Remo Ruccione Coldwell Banker</p> <p>SEE FOR YOURSELF! www.rightsidemarketing.com 800-456-4395</p>
<p>MARKETING</p> <p>THE STAY-IN-TOUCH FOLLOW-UP SYSTEM</p> <p>We Help REALTORS® Take The Guesswork Out of Prospecting</p> <p>THE STAY-IN TOUCH FOLLOW-UP SYSTEM Stay In Touch, Inc. www.StayInTouchSystem.com 1.800.241.9991</p>	<p>Learn How to Get FSBOs to Call You First</p> <p>www.ListMoreFSBOs.com</p>	<p>PRODUCTS</p> <p>The FASTEST way to measure!</p> <p>Laser DIMENSION MASTER®</p> <p>Easy-to-use, accurate, ultrasonic measure with laser aim/pointer!</p> <ul style="list-style-type: none"> Use with or without laser or as a laser pointer only 99.5% accuracy from 18 inches to 50 feet Easy-to-read LCD. Measure distances in Feet-inches or Metric Select mode switch for laser and measure. Measure only or pointer only <p>Calculated Industries</p> <p>4500 North Drive • Garden City, WA 98026 1-772-46-4666 • Fax 1-772-466-4664 www.calculated.com</p> <p>Promo Code: CARC-1104</p>
<p>FREE Special Report</p> <p>Become a Magnet for Buyers!</p> <p>LIMITED SUPPLY!</p> <p>Call: 1-888-9-CALHOP www.calhop.org California Home Ownership Program</p>	<p>888-The SIGN</p> <p>24 Hour Sign Delivery</p> <p>Commercial Signs 4' x 6', 6' x 4', 4' x 4'</p> <p>www.888thesign.com 1-888-843-7446</p>	<p>SERVICES</p> <p>CREDIT REPORTS</p> <p>\$10 PER PERSON 5 MINUTE FAX BACK 800-691-7874</p> <p>SOFTWARE</p> <p>Auto-Fill Your Forms</p> <p>Auto-fill/email/fax Realty forms with your "databases" data. http://pureforms.com/pfm.htm 626-964-0188</p>

CALIFORNIA REAL ESTATE

OFFICIAL MAGAZINE OF THE CALIFORNIA ASSOCIATION OF REALTORS®

CLASSIFIED RATES **BOX ADS**

ALL RATES ARE PER ISSUE

black & white	1x	3x	5x
1/2 square	\$250	\$225	\$175
square	450	425	350
horiz/vert box	900	825	700
large square	1,750	1,650	1,375

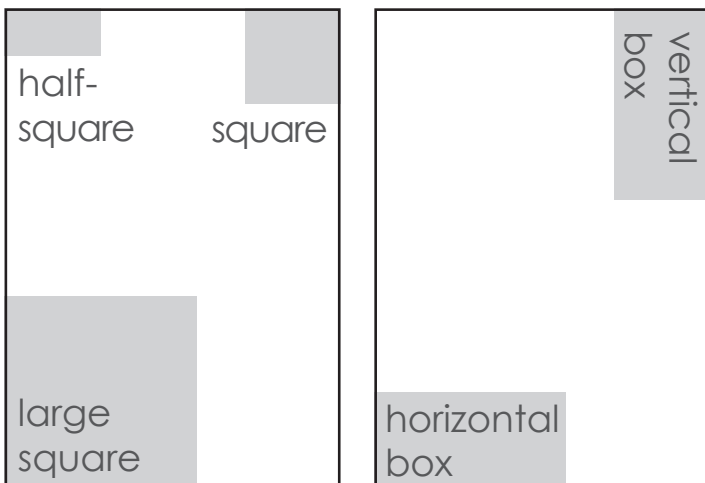
color	1x	3x	5x
1/2 square	\$275	\$250	\$200
square	550	500	425
horiz/vert Box	1,075	1,000	825
large square	2,150	1,975	1,650

2023 **DEADLINES**

issue	contract due	ad materials due	issue mails
Q1/Winter (Jan/Feb/Mar)	Nov. 1 '22	Dec. 1 '22	Jan. 13
Q2/Spring (Apr/May/June)	Feb. 1	Mar. 1	Apr. 7
Q3/Summer (Jul/Aug/Sep)	Apr. 26	May 24	June 29
REImagine! Conference	June 15	July 11	Aug. 25
Q4/Fall (Oct/Nov/Dec)	Sept. 7	Oct. 11	Nov. 16

CLASSIFIED RATES **LINE ADS**

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



AD SPECS

- **Formats**
 - Press quality PDF preferred
 - InDesign, Illustrator, Photoshop files require images and fonts (printer and screen) to be sent separate
- **Instructions**
 - All images used must be 300 dpi
 - Supply final file at 300 dpi; no compression
 - Color separation: CMYK only; no RGB images
 - Include minimum 1/2 point border or background color 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"