

2025

MARKETING
OPTIONS

CALIFORNIA ASSOCIATION OF REALTORS®

WWW.CAR.ORG



EMAIL

DIGITAL SPACE

CONFERENCES



CALIFORNIA
ASSOCIATION
OF REALTORS®

WHAT'S IN IT FOR YOU?

As the real estate industry continues to evolve, C.A.R. is committed to staying a step and a half ahead of the curve. We anticipate the topics that are critical to our members and help them take a look around the corner to see what's heading their way next.

Our wide range of media products help our advertisers create brand awareness, improve ROI and increase their customer bases. And we can help you, too. Your ad rep is well-versed in this niche industry and will work closely with you to create a successful marketing strategy to yield tangible results. After all, isn't that what you've been looking for in a marketing partner?



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

-- DIRECTOR OF MARKETING, TOP PRODUCER

OUR REACH

190,000
members

170,000+
email subscribers

6,500,000
car.org monthly page views

2,000,000
car.org monthly sessions

2,000,000
monthly transaction page impressions

3,000
registrants per webinar

7,500
REI conference attendees

250
exhibit booths

85
dedicated blasts

JUST CLICK IT

Click on any topic below to go directly to that section.

01
ABOUT US
who is C.A.R.

02
E-MEDIA
newsletters
e-blasts

03
WEBSITES
car.org
zipForms
pricing

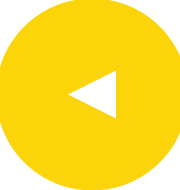
04
CONFERENCES
REImagine! booths
Sponsorships

05
STATS
demographics

06
CONTACT INFO
contact info

07
SPECS
click here for all ad specs, sizes and guidelines

Come back to Table of Contents by clicking the yellow arrow button on any page



2025 MEMBERSHIP 190,000



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 190,000 members strong.

Buying or selling a home is the single most important transaction in many people's lives. With stakes that high, consumers look to the expertise of trained and licensed professionals. That's where REALTORS® come in.

It's important to note that not everyone who sells real estate can call themselves a REALTOR®. Only members of C.A.R. are afforded that privilege in California. What's the difference? Night and day. Our members subscribe to a strict code of ethics and are committed to staying ahead of the frequent changes in the industry through continuing education and professional development.

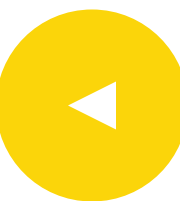
In an industry that changes as rapidly as real estate does, how do our members stay on top of it all? Through the channels you'll find in this media kit. They source our website for trends, tools and forms, and turn to our e-newsletters for up-to-the-minute news and updates. C.A.R. is the preeminent resource for the information that fuels their business. And with the power to purchase and refer, REALTORS® don't just determine which products and services meet their own needs; they're also highly influential when it comes to recommending companies to their clients.

So if you're interested in reaching REALTORS®, you've certainly come to the right place. We look forward to helping you connect with our members and hit all of your marketing goals.

C.A.R. is honored to have received awards of excellence from these prestigious organizations:



NEARLY ONE SIXTH
OF THE NATION'S
REALTORS® ARE
C.A.R. MEMBERS.

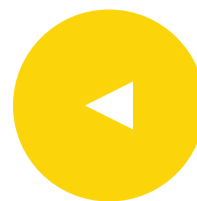




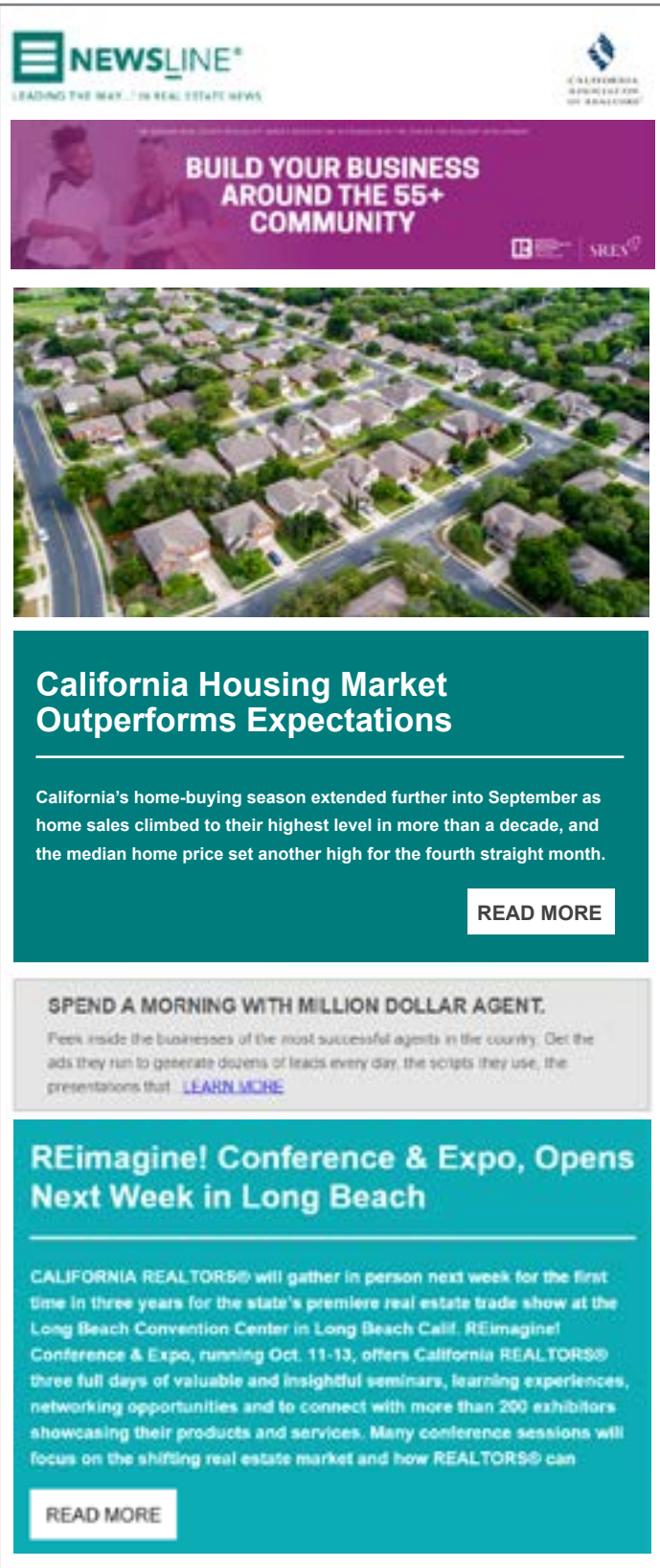
E-MEDIA



LEVERAGE THE POWER OF **E-MARKETING** AND GENERATE INSTANT AND MEASURABLE RESULTS WITH YOUR CAMPAIGN.



NEWSLETTERS



BILLBOARD AD



The billboard ad is at the top of the page, positioned well above the fold. Only one billboard is available per issue. Your ad is the first thing readers see when they open their email.

In addition, animated GIFs are now accepted for e-media channels -- your ad will capture even more attention with movement. No additional charge.

TEXT AD



Only one text ad appears per issue, placed after the first article.

Subscribers **170,000+**
 Annual Issues **175**
 Avg Open Rate **45%**

EMAIL WORKS

Email marketing is one of the most cost-effective and powerful marketing tools available today. It's timely, targeted, measurable and relevant, and it delivers the highest return on investment of any direct marketing channel available today.* Position your company a click away from California's most active real estate professionals with a text or graphic ad.

RESPONSIVE DESIGN

Our email newsletter publications have been redesigned to stand far apart from the crowd. Now fully responsive, your message will retain shape no matter what device or screen size is used to view it.

E-NEWSLETTER RATES

ad unit	ad size	placement	1x (1 issue)	6x (6 issues)	12x (12 issues)	24x (24 issues)
billboard	4:1 580 x 145	top of page	\$1,600 ea	\$1,440 ea	\$1,280 ea	\$1,100 ea
text ad	250 characters*	after 1st article	1,600 ea	1,440 ea	1,280 ea	1,100 ea

*Including Spaces
rates - net per issue

CLOSING DATES

ad space due - 10 days prior to run date
materials due - 3 days prior to run date

AD SPECS

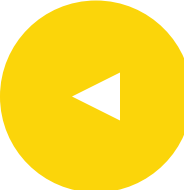
[click here for ad specs, sizes and guidelines](#)



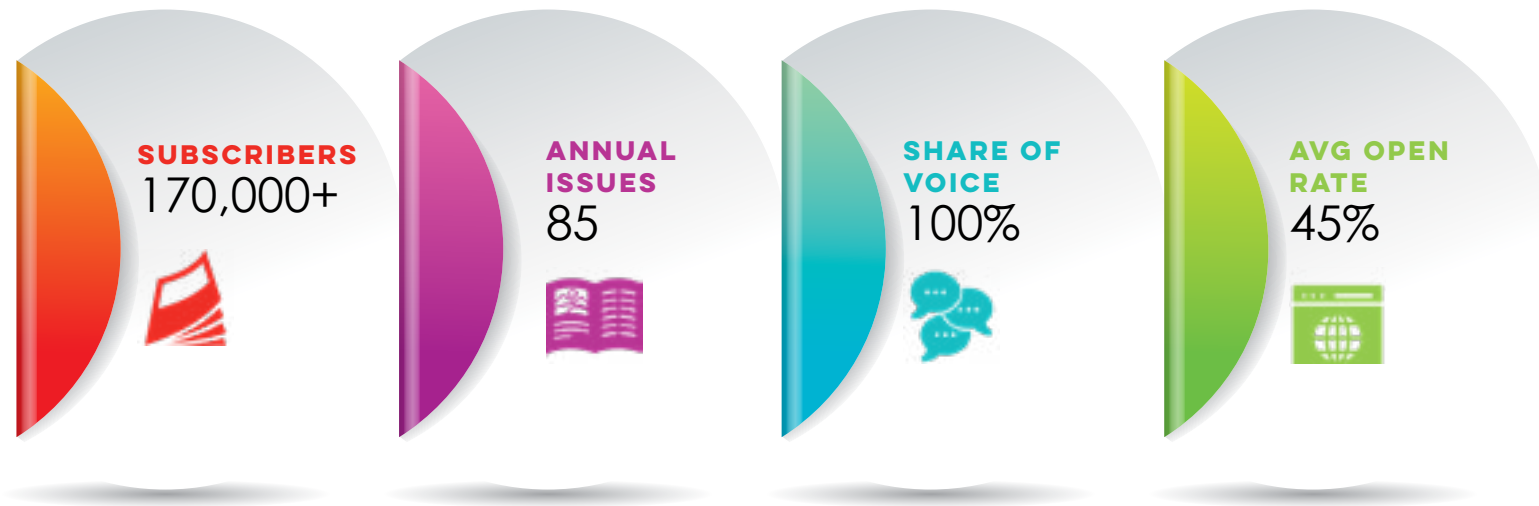
E-MEDIA

"WE'VE BEEN ADVERTISING WITH C.A.R. FOR YEARS AND KNOW THIS INVESTMENT PAYS OUT FOR US."

-- FOUNDER AND CEO,
 CRAIG PROCTOR
 COACHING



DEDICATED E-BLASTS



Animated GIFs are now accepted for e-media channels so make sure your blast stands out by adding movement to it. Animated ads can be up to 5 times more effective than static images. No additional charge.

recipients	Ad Size	distribution	1x (1 blast)	3x (3 blasts)	6x (6 blasts)	12x (12 blasts)
full list	700 x 1500	180,000	\$9,000 ea	\$8,750 ea	\$8,500 ea	\$7,500 ea
brokers only*	700 x 1500	35-40,000	6,000 ea	5,500 ea	5,000 ea	4,500 ea
partial list**	700 x 1500	40,000 minimum	\$70 per thousand	\$68 per thousand	\$65 per thousand	\$60 per thousand
			40,000 = \$2,800 ea	40,000 = \$2,720 ea	40,000 = \$2,600 ea	40,000 = \$2,400 ea
			60,000 = \$4,200 ea	60,000 = \$4,080 ea	60,000 = \$3,900 ea	60,000 = \$3,600 ea
			80,000 = \$5,600 ea	80,000 = \$5,440 ea	80,000 = \$5,200 ea	80,000 = \$4,800 ea
			100,000 = \$7,000 ea	100,000 = \$6,800 ea	100,000 = \$6,500 ea	100,000 = \$6,000 ea

CLOSING DATES

Limited number of blasts distributed per month. Ask us about availability as these tend to sell out.

AD SPECS

materials due - 5 days prior to flight date

[click here for ad specs, sizes and guidelines](#)

*Broker list includes office managers and franchise owners

**Minimum send of 40,000

Rates are published in net; e-media advertising is non-commissionable. Restrictions apply. Subject to availability. Payable in advance. Non-cancelable.

E-MEDIA

ALL YOU

C.A.R. dedicated e-blasts generate remarkably high response rates and deliver measurable results. Promote your products and services to our exclusive email list and land in the inboxes of 170,000+ qualified leads. 100% dedicated sponsored content means no competitive messaging, and no distractions.

WHY US AND NOT THEM?

Research shows people are more likely to open an email from a trusted source than an unknown one. With C.A.R. whitelisted throughout the industry as a trusted sender, both your delivery AND open rates will be higher than with other delivery systems.

HYPER TARGETED

To ensure optimum response, we offer geotargeted delivery to your choice of segmented regions within California. Minimum distribution per blast is 40,000 members.

CA Agents:
Expect more from lead generation

As someone committed to staying ahead in the industry, you understand the value of having powerful resources on your side like **Connections™ Plus**. It isn't messy about leads, it's about a holistic solution to growing and maintaining your customer pipeline.

- ▶ Connect with motivated buyers actively searching for homes in your specific market.
- ▶ Access conversion and communication tools that keep prospects moving in the right direction.
- ▶ Have all your essentials at your fingertips in a single app, whether you're in the office or on the go.

Take advantage of this chance to shape your real estate future. Partner with Connections™ Plus today.

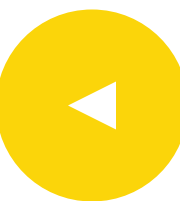
Let's get started
Call us: 1-844-207-5422

[Connect now](#)

realtor.com

LIMITED AVAILABILITY

Out of respect for our subscribers and to maximize the effectiveness of communications distributed by C.A.R., we offer select access to e-blast opportunities. Distribution is closely monitored and restricted, and quantities are limited. In order to ensure your preferred date, please book your e-blast early. C.A.R. does not sell, rent or release email addresses, user information or lists in any capacity.





WEBSITES



THE AVERAGE PERSON
SPENDS MORE TIME
ONLINE THAN WITH
TV AND ALL OTHER
MEDIA *COMBINED*.*



PAGE VIEWS*
PER MO.
6,500,000

VISITOR SESSIONS**
PER MO.
2,000,000

USERS***
PER MO.
200,000

C.A.R.'S **AWARD-WINNING**
CAR.ORG WEBSITE

Welcome to car.org! We've vastly improved the user experience by modernizing the look, simplifying the content and streamlining the search functionality. The car.org site features an intuitive interface and a responsive layout designed to be viewable on any size computer screen, tablet or mobile device.

Engaging with C.A.R. members has never looked so good:

- Large format, high-impact advertising options
- 100% share of voice ad options
- Fully responsive site design, suitable for all devices and screen sizes

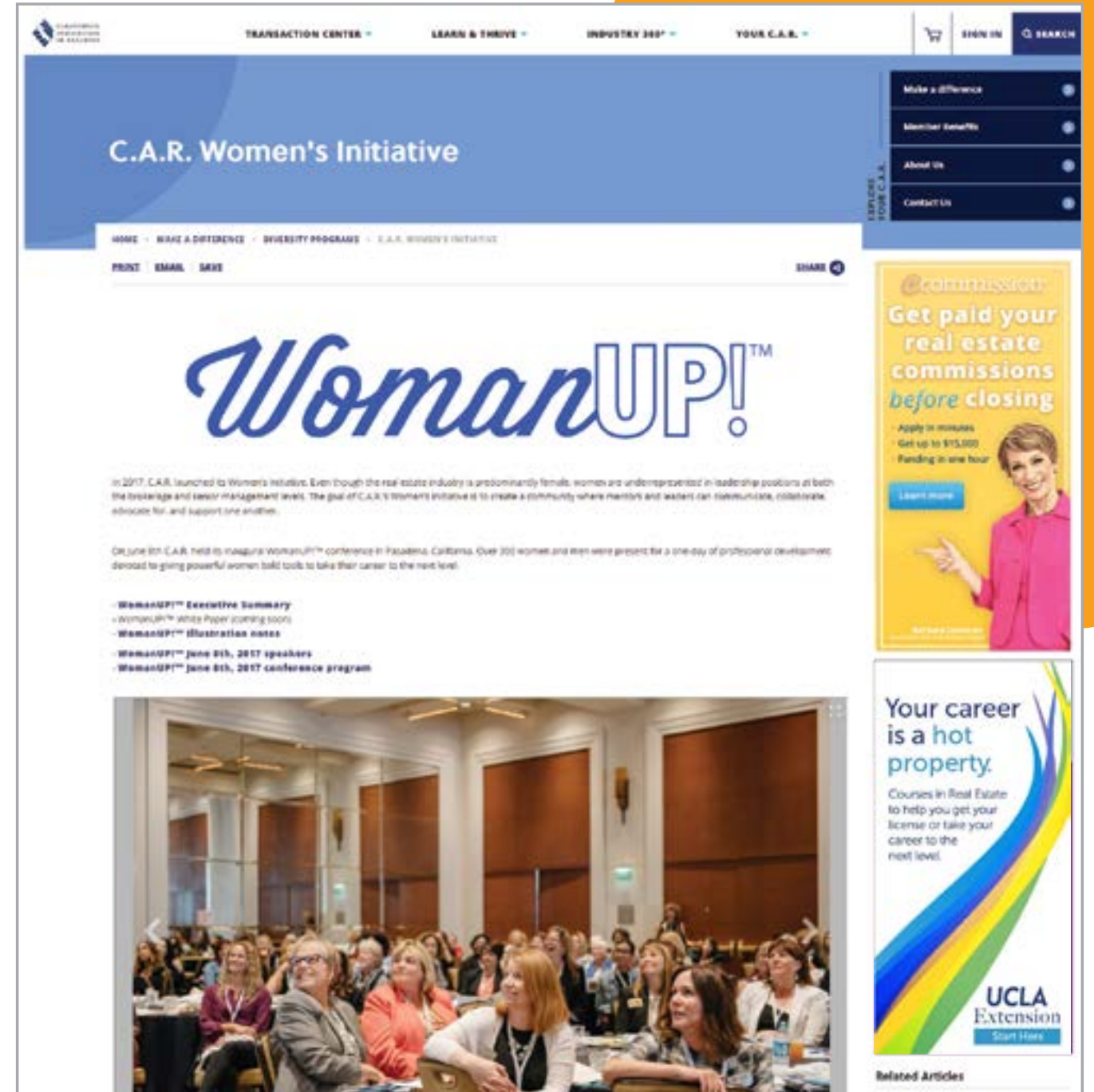
Create immediate connections with C.A.R.'s most active and influential members by advertising on car.org and position your company to be at the forefront of your target audience's attention.

RESPONSIVE AD SIZING

All website ads are responsive and will automatically be resized to fit each user's individual screen size, which means 1920 x 480 ads may appear smaller based on each user's screen size and settings.

GEO-TARGETING

Interested in reaching only certain parts of California? Deliver your advertising message specifically to the areas you want to target. Strategically placed, geotargeted ads are based on the user's IP location. Available for an additional fee, geo-targeting is offered by city or pre-determined DMAs.

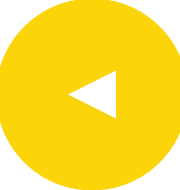


CONTENT PAGES
HALF PAGE AD
300 X 600



Two half page ads appear on almost every article page of the website, offering millions of impressions each month throughout the site. Separate pricing for above the fold versus below the fold on these 300 x 600 units.

*Page view = the total number of pages viewed. Repeated views of a single page are counted.
**Visitor session = the period of time a user is actively engaged with the website.
***Users = visitors who have had at least one session in that month. Includes both new and returning users.



LOGIN PAGE
LEADERBOARD
1200 X 150



Each time users log into their zipForm accounts, they are directed to this "login" screen. Your ad falls above the fold. 100% share of voice.

WELCOME TO LONE WOLF TRANSACTIONS ZIPFORM EDITION

Your membership provides you with FREE access to Lone Wolf Transactions (zipForm Edition) and the following additional FREE zipForm member benefits:

- zipForm® Mobile
- zipForm MLS-Connect®
- Forms Tutor/Forms Advisor™
- Authentsign
- OfferPlace™
- iMessage app®
- Record-Connect™
- Transaction Coordinator

[CONTINUE to Transactions](#)

WATCH THE CCRE HOUSING SUMMIT ON-DEMAND RECORDING

C.A.R. Business Products is your trusted source for top-tier real estate education, publications, and essential tools. Our expert research ensures you access only the best resources, taking the guesswork out of building your success in real estate.

[Visit STORE.CAR.ORG](#)

Thank you for using Lone Wolf Transactions (zipForm Edition)

FREE WEBINAR:
7 Proven Strategies to Grow Your Real Estate Business to High 6-Figures and Even 7 & 8 Figures in Annual GCI

Copy How Millionaire Agents Are Selling Real Estate in the Market Shift ... Without Spending Money You Don't Have or Working 24/7

[WATCH HERE](#)

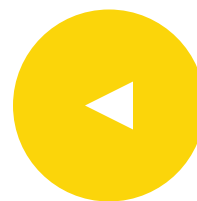


EXIT PAGE
FULL LANDSCAPE
1920 X 480



You can't ask for much more square footage than this. Served in a new window as users access their transaction forms, this 1920 x 480 ad unit is so big it can even be used for branding purposes. 100% share of voice.

SEE PRICING ON PAGE 19



ZIPFORM CALIFORNIA

THE **MOST** HIGHLY QUALIFIED LEADS IN THE INDUSTRY

CA Page Views* per mo **1,500,000**

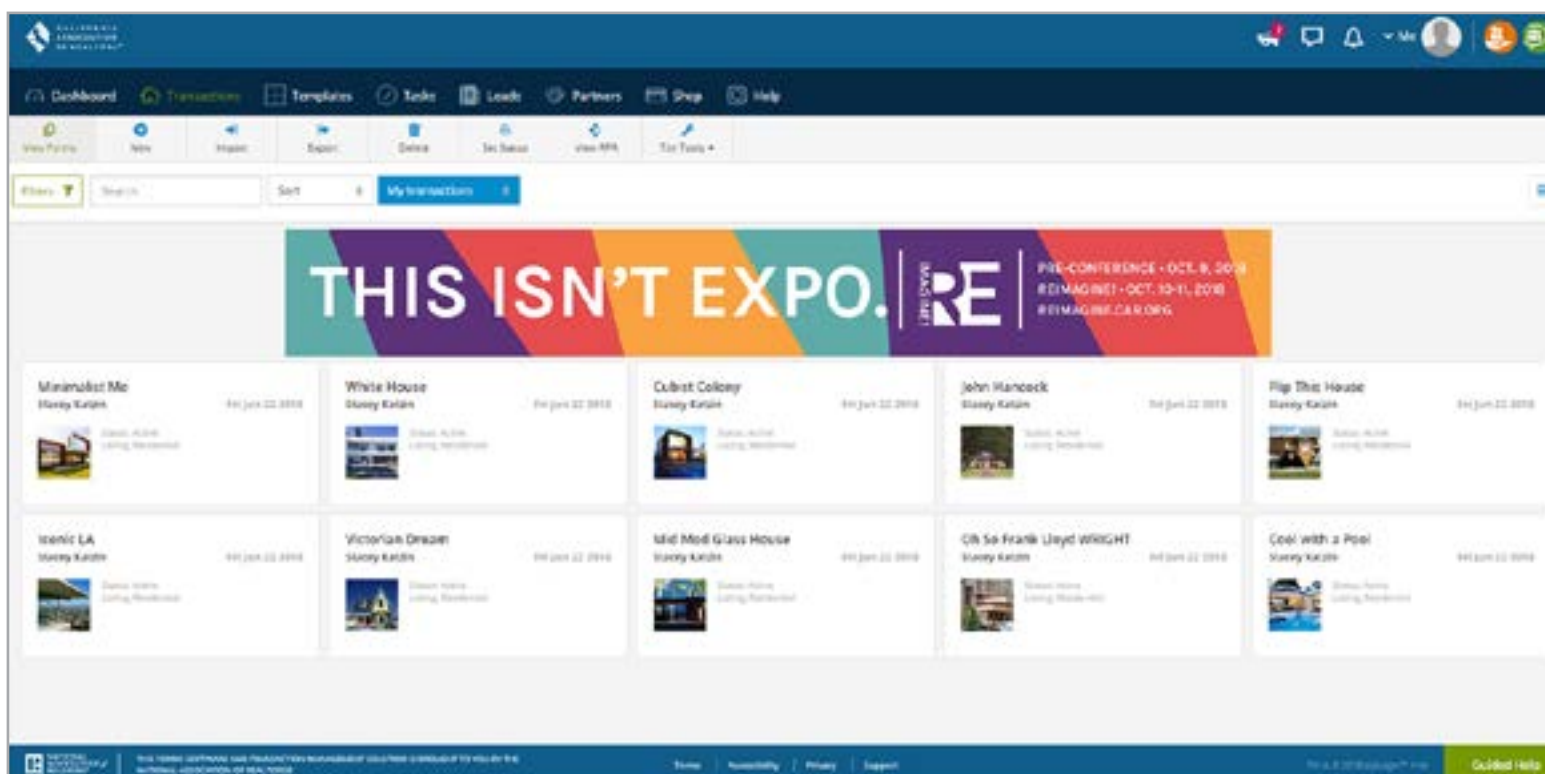
CA Visitor Sessions** per mo **1,200,000**

CA Users*** per mo. **330,000**



Place your ad WITHIN THE REAL ESTATE TRANSACTION! We offer exclusive access to the most highly qualified leads within California's real estate community through Lone Wolf Transactions zipForm Edition, the nation's leading real estate forms platform.

All California REALTORS® have access to these crucial forms FREE of charge, making this one of the most highly trafficked platforms within the real estate community. Your ad will be seen by REALTORS® as they fill out contracts and complete each real estate transaction. NO OTHER website comes close to offering advertisers this kind of extraordinary exposure!



ZIPFORM PLATFORM
LEADERBOARD
1200 X 150

Your ad appears on the homepage where all user transactions are housed. Only one leaderboard ad appears on the screen at a time with 100% share of voice.

WEBSITE

“WE’VE BEEN IMPRESSED WITH C.A.R. ON MANY LEVELS AND GET A GREAT ROI ON OUR ADVERTISING. IT’S A PLEASURE TO WORK WITH C.A.R.”

MARKETING MANAGER,
MARKET LEADER, INC.

CLOSING DATES

ad space due - 10 days prior to run date
materials due - 3 days prior to run date

AD SPECS

[click here for ad specs, sizes and guidelines](#)

WEBSITE AD RATES

location	ad unit	ad size	page placement	cpm 50,000 impressions	cpm 100,000 impressions	cpm 250,000 impressions
car.org exit page	full landscape	4:1 1920 x 480*	above the fold	\$37 (= \$1,850)	\$31 (= \$3,100)	\$25 (= \$6,250)
car.org content pages	half page	1:2 300 x 600*	above the fold	\$20 (= \$1,000)	\$16 (= \$1,600)	\$12 (= \$3,000)
car.org content pages	half page	1:2 300 x 600*	below the fold	\$18 (= \$900)	\$14 (= \$1,400)	\$10 (= \$2,500)
car.org login page	car.org leaderboard	8:1 1200 x 150*	above the fold	\$24 (= \$1,200)	\$20 (= \$2,000)	\$16 (= \$4,000)
zipForms homepage	zipForms leaderboard	8:1 1200 x 150*	above the fold	\$26 (= \$1,300)	\$22 (= \$2,200)	\$18 (= \$4,500)
all	geo-targeting	in addition to any of the above		\$6 (= \$300)	\$5 (= \$500)	\$4 (= \$1,000)

cpm = cost per thousand impressions
minimum impression commitment = 50,000 per month

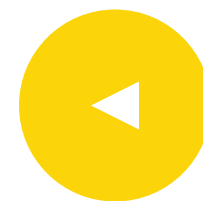
- All website ads are responsive and may appear smaller based on each user's individual screen size and settings.
- Including spaces

* Page view = the total number of pages viewed. Repeated views of a single page are counted.

** Visitor session = the period of time a user is actively engaged with the website.

*** Users = visitors who have had at least one session in that month. Includes both new and returning users.

Website ads payable in advance. Rates are published in net; online advertising is non-commissionable. Site design and ad sizes subject to change. Restrictions apply. Subject to availability.





CONFERENCES



DEVELOP AND
STRENGTHEN YOUR
BRAND BY GREETING
YOUR CUSTOMERS
FACE-TO-FACE.



REIMAGINE!

LOCATION
San Diego
Gaylord



EXPO DATES
Sept 16-17,
2025



ATTENDEES
7,500+



BOOTHS
250+



REIMAGINE! REImagine! is FREE for C.A.R. members to attend and offers a concentrated dose of hands-on training, business tips and invaluable networking opportunities.

The LIVE, IN-PERSON exhibit hall provides an ideal setting to interact directly with C.A.R. members, connecting you with thousands of independent agents, franchise owners, brokers, managers, and more.

SIGN UP

application - application coming soon.

due dates, specs, guidelines, FAQs - ask your sales rep for more info

BOOTH RATES

zone (hall placement)	booth size	cost	corners
standard	10 x 10	\$3,350	add \$250 for each corner
standard	10 x 20	\$6,700	add \$250 for each corner
standard	20 x 20 island	\$14,400	4 corners included in price
premium (front of hall)	10 x 10	\$3,850	add \$250 for each corner
premium (front of hall)	10 x 20	\$7,700	add \$250 for each corner
premium (front of hall)	20 x 20 island	\$16,400	4 corners included in price

Premium Zone = booth placement at the front entrance of the exhibit hall.

Corners = more than one side of your booth faces an aisle, increasing booth traffic from multiple directions.

For more information and additional opportunities, see the [REImagine! website here](#). See the 2025 exhibit hall floor plan [here](#).

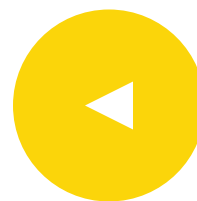
TRADE SHOW

“IT WAS WORTH EVERY DIME -- THE QUALITY OF LEADS AND TIME SPENT AT OUR BOOTH GENERATED MANY NEW ACCOUNTS.”

-- CHIEF MARKETING OFFICER, IRAR TRUST COMPANY

FACE-TO-FACE TIME

Nothing beats meeting your potential customers face-to-face. As the largest real estate industry event in the state, C.A.R.'s annual REImagine! conference offers a unique opportunity to showcase your products and services to the decision makers who impact your company's bottom line.



SPONSORSHIPS

Expertly executed and well attended, C.A.R. events are the ultimate conference experience for both attendees and sponsors. Sponsorship provides your brand exclusive access and invaluable exposure to the largest state REALTOR® association membership in the country.

REIMAGINE! EVENT SPONSORSHIPS

As the largest state REALTOR® conference in the country, this C.A.R. annual event is a magnet for more than 7,500 real estate professionals. A variety of REImagine! sponsorship options are available at all budget levels, some including high profile conference favorites like speaking sessions, exclusive access to brokers, content room sponsorships, large scale event signage, booth traffic boosters, social events, and more.



REIMAGINE! SPECIALTY SPONSORSHIPS

Held in person the day prior to the free conference, our pre-conference day focuses on these paid attendance events tailored to niche audiences within the real estate community.

▶ TECH TUESDAY

Tech Tuesday is BACK and it's better than ever! This day-long learning event is jam-packed with vital tech-know the pros need to help their businesses thrive. Excellent opportunity for sponsors to present products and services in a demo to the crowd and establish your company as an indispensable part of every REALTOR'S® day-to-day life.

▶ BROKER FOCUS

C.A.R.'s network of broker super-influencers is accessible exclusively through this sponsorship. Sponsor our 1-day Broker Conference by committing to this package before it sells out (limited availability).

▶ YPN IGNITE!

C.A.R.'s Young Professionals Network helps young real estate pros become more business-savvy by hosting YPN Ignite! networking events and encouraging communication with other YPN members. Connect directly with these movers and shakers at the start of their careers.

VARIOUS CONFERENCES

STEPS EVENTS

C.A.R.' STEPS *Toward Homeownership* program addresses housing affordability by shedding light on financial literacy, various lending options, down payment assistance, and options available for low- to moderate-income earners. STEPS is helping to remove barriers to homeownership by arming C.A.R. members with valuable information to help their clients finance their own personal American Dream. If your financial institution provides tools and resources for low- to moderate-income earners, your company is a candidate for sponsorship and speaking opportunities at STEPS conference events.



2025 VIRTUAL EVENTS: APR 3, JUNE 19, SEPT 4, DEC 3

FAIR HOUSING DAY

C.A.R.'s Fair Housing Day is back for a third year, featuring exciting sessions with innovators, researchers, advocates, policy experts and more on hot topics like appraisal bias, rental housing discrimination, and inclusive advertising. Associate your brand with this critical conversation on making the dream of homeownership a reality for more underserved Californians.



LIVE EVENT APRIL 9 2025 IN SOUTHERN CA

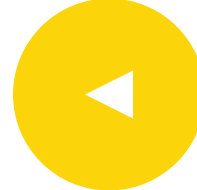
PROPERTY MANAGEMENT CONFERENCE

This half-day virtual conference provides attendees with an opportunity to learn more about increasing their revenue streams by building a property management portfolio. Leading names in the property management industry will provide insight on how they built their businesses and attendees will learn how to find the necessary resources to support and grow a property management business. Sponsors will be highly visible and accessible to this fast-growing niche audience.



VIRTUAL EVENT FEB 27, 2025

[CLICK HERE FOR 2024 SPONSORSHIP INFO AND PRICING](#)



92% OF OUR READERS RECOMMEND PRODUCTS AND/OR SERVICES TO THEIR CLIENTS.

SOURCE: EXPERIAN SIMMONS INDEPENDENT RESEARCH

STATS

AUDIENCE PROFILE

DEMOGRAPHICS

women	57%
men	43%
average age	53.9
4-year college degree or higher	56%
married	69%

CHARACTERISTICS

sales / broker associate	74%
broker / owner / manager	24%
transactions per year	10
years licensed in real estate	16.5
median sales volume	\$2.3 million

INCOME

median household income	\$118,800
earns more than average REALTOR® nationally	30%
owns primary residence	83%
owns at least 1 vacation home	12%

SPECIALTIES

residential real estate	81%
property management	19%
commercial	14%

TECH USAGE

firm has a website	86%
uses social media	58%
has a blog	12%

REFERS CLIENTS

escrow services	79%
home inspection	77%
home warranty	75%
mortgage/lenders	73%
pest control/inspectors	73%
title services	66%
appraisers	61%
home improvement/contractors	59%
attorneys	43%
appliance sales/repair	46%

ADVERTISING AND EVENT SALES

STACEY KATZIN | MANAGING SALES DIRECTOR
213-739-8321 | staceyk@car.org

MARTA PRIESTLEY | ACCOUNT EXECUTIVE
213-739-8236 | martap@car.org

AD PRODUCTION

213-739-8288 | onlineads@car.org

CALIFORNIA ASSOCIATION OF REALTORS®

915 L. Street, #1460 | Sacramento, CA 95814
www.car.org

[See all ad specs, sizes and guidelines](#)



CONTACT

