

2021

MARKETING
OPTIONS

CALIFORNIA ASSOCIATION OF REALTORS®

WWW.CAR.ORG



PRINT
EMAIL
DIGITAL SPACE
CONFERENCES



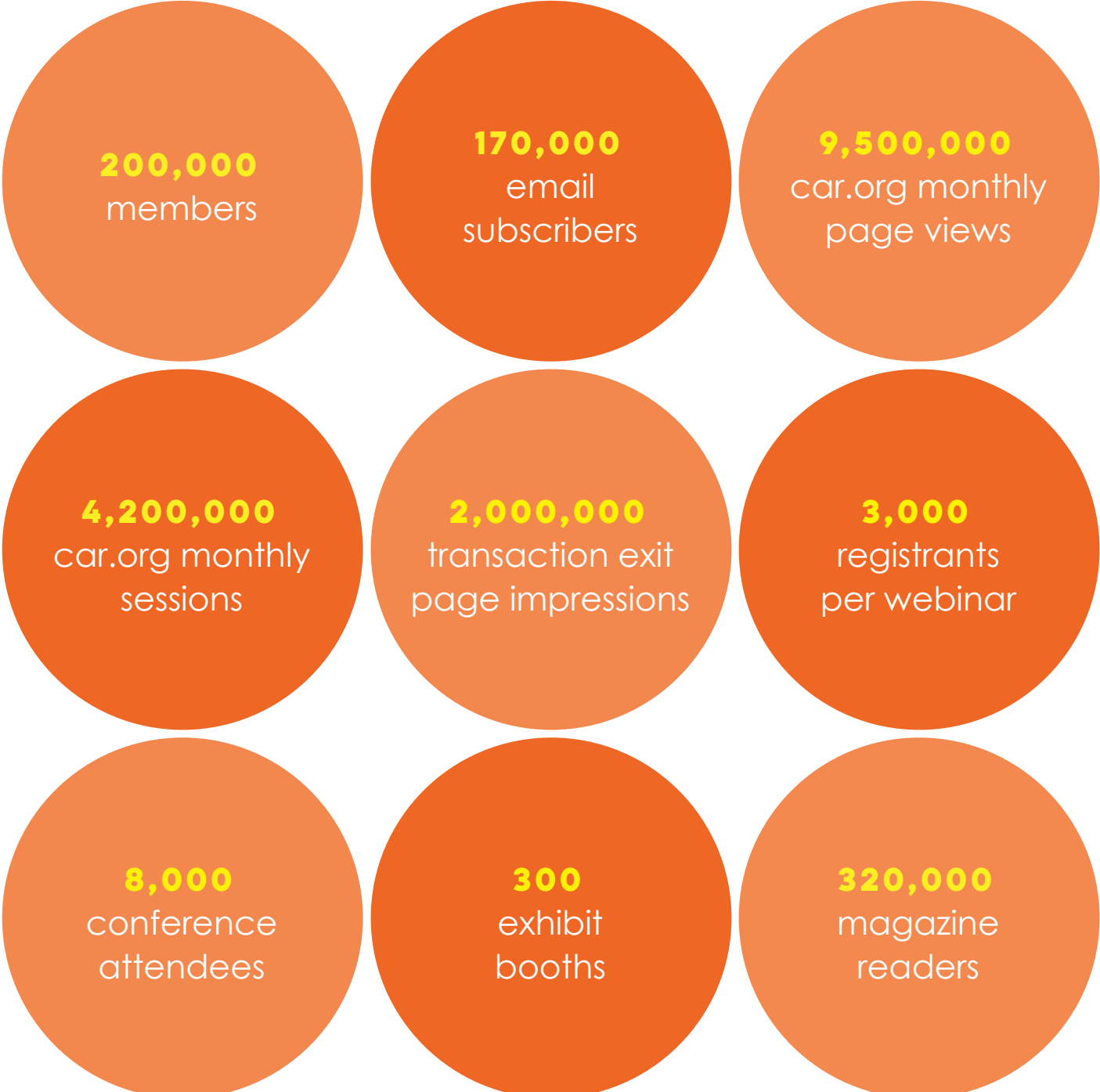
CALIFORNIA
ASSOCIATION
OF REALTORS®

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.

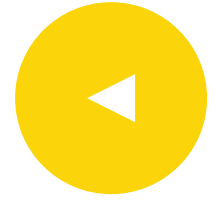
Our wide range of media products help our advertisers create brand awareness, improve ROI and increase their customer bases. And we can help you, too. Your ad rep is well-versed in this niche industry and will work closely with you to create a successful marketing strategy to yield tangible results.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

OUR REACH



JUST CLICK IT

Many items in this guide are clickable, including all topics below. Come back to this table of contents anytime by clicking this icon on the bottom of every page:



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

-- DIRECTOR OF MARKETING, TOP PRODUCER

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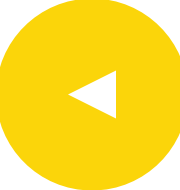
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09 SPECS

click here for all ad specs, sizes and guidelines





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 200,000 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 magazine for trends, tap our website for 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.

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:



Maggie Awards



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





PRINT

**CALIFORNIA REALTORS®
READ CALIFORNIA REAL
ESTATE MAGAZINE
BEFORE ANY OTHER REAL
ESTATE PUBLICATION.***

CELEBRATING **100+ YEARS**

For more than 100 years, real estate practitioners including brokers, office managers, and top producers have looked to *California Real Estate* magazine to educate, inform, and communicate diverse ideas and practical applications relevant to all areas of real estate. Following our award-winning redesign, we strive to keep real estate professionals up to date with the ever-changing industry as well as all that goes into finding success inside and outside of work – celebrating the deals, giving back, finding zen, and everything in between.

THE **POWER** OF PRINT

In this market, skill and expertise may be all that stand between you and the other guy. That's why our members turn to *California Real Estate* magazine for the innovative ideas, tools and intelligence that 100 years of experience brings to the table. Each issue provides valuable insight into the trends and developments driving today's industry and helps our readers outshine the competition.

LOCAL ADVANTAGE

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.

QUALIFIED **LEADS**

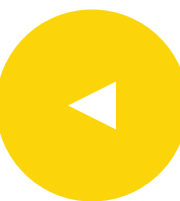
With the power to purchase and refer, REALTORS® don't just determine which products and services meet their own needs; they're also highly influential when it comes to recommending products and services to their clients.

OUR **CREDENTIALS**

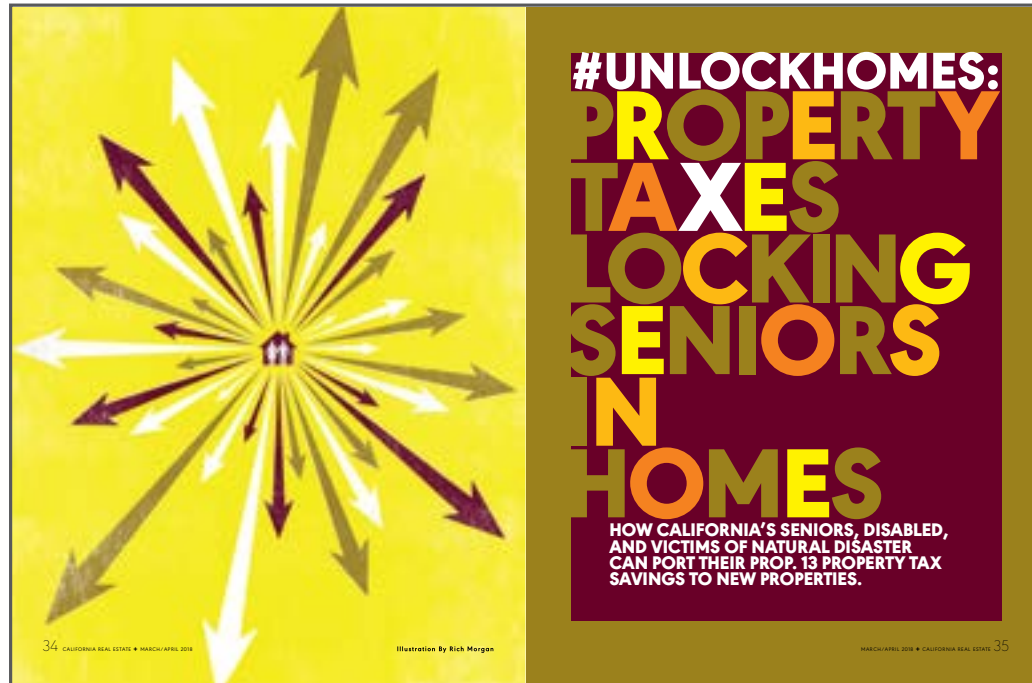
Why should it matter that we're audited annually by BPA Worldwide, the most recognized circulation study in the publication industry? Verification of our circulation numbers ensures that your ad dollars are being spent to deliver your message to the audience we've promised. And we think that absolutely matters.



*Source: Experian Simmons Independent Research



2021 Circulation **200,000**
 Readers Per Copy **1.6**
 Readership **320,000**
 Annual Issues **6**



AWARDS

To celebrate our 100 year anniversary, we launched a head-to-toe redesign of our flagship publication, garnering awards of excellence from these prestigious organizations:



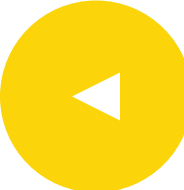
From the longest tenured media awards program in the USA dedicated to celebrating excellence in media, we are honored to receive:

- Maggie Award for Most Improved Publication
- Maggie Award for Best Trade Association Publication



From the American Society of Business Press Editors (ASBPE), one of the most competitive programs for business-to-business, trade, association and professional publications, we are honored to receive:

- AZBEE Gold National Award for Magazine Redesign
- AZBEE Gold Regional Award for Magazine Redesign



2021 EDITORIAL CALENDAR

PRINT

ISSUE	FOCUS	TOPIC	DATES
Jan/Feb	Where Are We Headed?	How COVID-19 and new legislation is changing the real estate landscape	Ad Closing: 11/12/20 Materials Due: 12/2/20 Issue Mails: 1/15/21
March/April	Fair Housing	Celebrating California's diversity and examining fair housing issues	Ad Closing: 1/8/21 Materials Due: 2/5/21 Issue Mails: 3/12/21
May/June	Shaking Things Up	New technologies and ways of doing business in today's world	Ad Closing: 3/17/21 Materials Due: 4/9/21 Issue Mails: 5/14/21
July/August	Affordable Housing	Breaking down the impacts of and possible solutions to the housing crisis	Ad Closing: 5/10/21 Materials Due: 6/8/21 Issue Mails: 7/16/21
Sept/Oct	The REImagine! Issue	Coverage of this year's REImagine! conference	Ad Closing: 7/7/21 Materials Due: 8/3/21 Issue Mails: 9/12/21
Nov/Dec	Time to Regroup	Looking back on the year's key issues and most influential news stories	Ad Closing: 9/7/21 Materials Due: 10/8/21 Issue Mails: 11/12/21

DISPLAY RATES

	color	1x	3x	6x
▶ spread		\$14,200	\$12,900	\$11,150
▶ full page		7,900	7,150	6,200
▶ 2/3 page		5,575	5,050	4,350
▶ 1/2 page		4,350	3,975	3,450
▶ 1/3 page		3,025	2,750	2,350
covers				
		1x	3x	6x
2nd		n/a	\$8,450	\$7,200
3rd		n/a	8,275	7,100
4th		n/a	8,500	7,200

rates - published in gross
agency commission - 15% on display advertising
editorial calendar - subject to change at any time

EVEN MORE

Ask your sales rep about regional splits and premium placements like pre-supplied inserts, polybags and bellybands.

CLASSIFIED RATES | BOX ADS

	black & white	1x	3x	6x
▶ 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	6x
▶ 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

AD SPECS

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

MOST CURRENT ISSUE

▶ [click here to read this month's issue](#)



MAGAZINES DRIVE WEB SEARCHES MORE THAN ANY OTHER MEDIUM.

SOURCE: BIGRESEARCH





DARE TO BE **DIFFERENT**

WANT TO GET NOTICED?

DEMAND ATTENTION
WITH OUR HIGH-IMPACT
MARKETING OPTIONS AND
POSITION YOUR BRAND
BEYOND THE COMPETITION.

COVER GATEFOLD

PRINT

GO AHEAD, TAKE THE SPOTLIGHT

Your marketing covers our cover! This unique position is the diva of all print advertising: stealing focus, commanding attention and providing the perfect touch of drama. Your message is seen on top of the front cover AND on the inside flap.

Magazine readers won't be able to overlook your ad, and even anyone walking by the magazine won't be able to help but take notice! Now *that's* impressive positioning.

GATEFOLD RATES

1x	3x	6x
\$13,500	\$12,800	\$11,800

rates - published in gross

agency commission - 15% on display advertising

CLOSING DATES

issue	materials due for review	final materials due	issue mails
Jan/Feb	11/17/20	11/24/20	1/15
March/April	1/22	1/29	3/12
May/June	3/26	4/2	5/14
July/August	5/25	6/1	7/16
Sept/Oct	7/20	7/27	9/12
Nov/Dec	9/24	10/1	11/12

AD SPECS

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

PRINT ADS
ARE MUCH
MORE LIKELY
TO MAKE A
POSITIVE IMPACT
THAN ADS IN
DIGITAL MEDIA.

SOURCE:
YANKELOVICH
RESEARCH, INC.



sample

YOUR STORY | OUR AUDIENCE

A hybrid mix of editorial and advertising content. Advertorials demand high-impact results because the format, content and layout give them the look and feel of a *California Real Estate* magazine editorial piece.

RAVE REVIEWS

Success stories, case studies and new product launches are perfect fits for the advertorial model. Showcase your company's products and services in this unique editorial-like environment by adding an advertorial to your campaign.

ADVERTORIAL RATES

size	1x	3x	6x
2-pg spread	\$17,040	\$15,480	\$13,380
full page	9,480	8,580	7,440

CLOSING DATES

issue	closing date	advertorial copy due	issue mails
Jan/Feb	11/2/20	11/12/20	1/15
March/April	1/7	1/22	3/12
May/June	3/17	3/30	5/14
July/August	5/10	5/24	7/16
Sept/Oct	7/7	7/21	9/12
Nov/Dec	9/7	9/20	11/12

“WE REACH REALTORS® THROUGH C.A.R. WHO ARE SERIOUS ABOUT THEIR CAREERS AND ARE LOOKING FOR INTELLIGENT WAYS TO BUILD THEIR BUSINESS”

-- FOUNDER AND CEO, CRAIG PROCTOR COACHING

advertorial rates are published in net

display ads within advertorials are due at same time as regular schedule; see page 11 for dates

advertorials will be clearly marked “Advertisement,” “Advertorial” or “Special Advertising Section” on each page in 8-point minimum font size

AD SPECS

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

ADVERTISEMENT

POWERED BY PEOPLE, TOOLS AND TECHNOLOGY

As 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/reaestate.

AMERICAN HOME SHIELD IS PASSIONATE ABOUT CREATING A POSITIVE CUSTOMER EXPERIENCE DURING EACH STEP OF THE SERVICE JOURNEY.

American Home Shield
Be sure with the Shield.®

We created the home warranty industry, now we're redefining it.

ADVERTISING

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

Handling 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.

Southern California Edison is moving towards more renewable energy. We serve 15 million people in a 50,000-square-mile service area, providing resources to help our customers and working together to create a clean energy future. Every year, the impacts of climate change make it more important to integrate clean energy sources into the grid.

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 sce.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 moving 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 30% on monthly electric bills for eligible customers

Wednesday, October 10, 2018
9:15 a.m. - 10:15 a.m.
Spotlight Stage
REImagined Conference
Long Beach Convention Center

CREATING A CLEAN ENERGY FUTURE

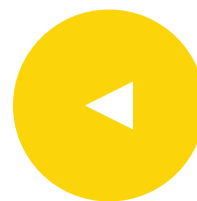
EDISON
Energy for What's Ahead.™

Continuing with C.A.R.
We're proud of our valuable, long-lasting relationship with the California Association of Realtors® — 21 years strong.

*Available to active AHS customers © 2018 American Home Shield Co.



Limited availability. All advertorial rates are published in net. The above rates apply regardless if written by the advertiser or California Real Estate magazine. Advertorial rates are non-commissionable. Ask your ad rep for pricing on multiple pages. Your advertorial page(s) will be designed and prepared by California Real Estate magazine as part of the service.



PREMIUMS

E-BLAST BUNDLE

You're not going to find a better deal than this. Purchase two full pages of advertising in *California Real Estate* magazine, and we'll throw in one dedicated, all-member e-blast valued at \$9,000 for FREE!

If you're interested in sending a customized e-blast to our entire membership list, this offer should seal the deal. The blast is \$9,000 on its own - add print and your exposure goes through the roof at an amazing value.



+



= ~~\$24,800~~ \$16,000

THINK BIG

If you can dream it up, chances are we can make it happen. *California Real Estate* magazine can create and customize high-impact marketing options to help you leap from the page and stand out. If you don't see it here, please talk to your ad rep about additional ideas and pricing.

BOUND INSERTS

Readers won't be able to help but flip the magazine open directly to your inserted piece. Get their feedback with business reply cards and use this direct response vehicle to establish personal links with new customers. Print and ship them to our bindery, or we can print them for you.

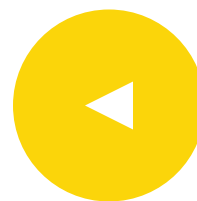
ONSETS

Receive top-of-magazine visibility and make an immediate impact on your target audience by topping the magazine with your pre-printed, polybagged piece. More cost-effective than direct mail, onsets provide the reader with an immediate, retainable piece about your products and services.

EIGHT OUT OF 10 C.A.R. MEMBERS NAMED CALIFORNIA REAL ESTATE MAGAZINE AMONG THE MEMBER BENEFITS THEY VALUE MOST.

-- SOURCE: C.A.R. MEMBERSHIP STUDY, UNAIDED SURVEY

Maximum of 2 free e-blasts per advertiser per calendar year. Cost based on net rates for print ads. Subject to availability. Restrictions apply. Depending on size and weight, additional postage charges may apply. ask your sales rep if you're eligible.





E-MEDIA



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



Subscribers **170,000**
 Annual Issues **175**
 Avg Open Rate **31%**

**53% OF BUSINESS
 USERS CHECK THEIR
 EMAIL SIX OR MORE
 TIMES PER DAY.**

SOURCE: FORRESTER
 RESEARCH

BECAUSE IT 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, graphic or sponsored content 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	6x	12x	24x
billboard	4:1 580 x 145	top of page	\$1,600	\$1,440	\$1,280	\$1,100
sponsored content	headline: 70 characters* body: 400 characters*	after 1st article	2,200	2,000	1,800	1,600
text ad	250 characters*	after 2nd article	1,600	1,440	1,280	1,100

*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](#)

NEW FOR 2021

The billboard ad has been moved to the top of the page, positioned well above the fold. Your ad is the first thing readers see when they open their email.

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

NEW FOR 2021

Introducing Sponsored Content in our email newsletter publications. With C.A.R. as your platform, this native ad provides a great opportunity to connect your company with, and provide value to, the C.A.R. membership.

Your ad clicks to an article page housed on the car.org website.

See article page sample on page 33 or click here for sample.

NEW FOR 2021

Text ad has been moved up the page and only one text ad appears per issue.

California Housing Market Outperforms Expectations

California's home-buying season extended further into September as home sales climbed to their highest level in more than a decade, and the median home price set another high for the fourth straight month.

[READ MORE](#)

SPONSORED CONTENT

7 ideas to grow your business even during these challenging times

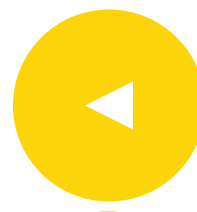
Real estate pros know the importance of maintaining momentum in their careers, and now isn't the time to take your foot off the gas. Take advantage of these curated methods of increasing your transactions and make sure this is one of your best years ever. Now is the time to make a lasting impact on your career and focus on growing your lead lists and increasing your sales.

[READ MORE](#)

SPEND A MORNING WITH MILLION DOLLAR AGENT.

Peek inside the businesses of the most successful agents in the country. Get the ads they run to generate dozens of leads every day, the scripts they use, the presentations that [LEARN MORE](#)

sample



DEDICATED BLASTS

E-MEDIA



NEW FOR 2021

Animated GIFs are here! Brand new this year, 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.



DEDICATED E-BLAST RATES

recipients	Ad Size	distribution	1x	3x	6x	12x
full list	700 x 700	170,000	\$9,000	\$8,750	\$8,500	\$7,500
brokers only	700 x 700	35-40,000	5,500	5,000	4,500	4,000
partial list*	700 x 700	40,000 minimum	\$70 per thousand	\$68 per thousand	\$65 per thousand	\$60 per thousand

* Minimum send of 40,000
 rates - published in net per issue

CLOSING DATES

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

AD SPECS

materials due - 5 days prior to flight date
[click here for ad specs, sizes and guidelines](#)

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

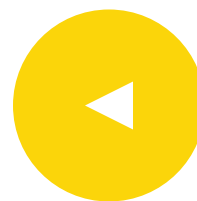
To ensure optimum response, we offer geotargeted delivery to your choice of segmented regions within California. Minimum distribution per blast is 40,000 members.

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.

TIP:
 CLICK TO
 PAGE 18
 FOR A
 KILLER DEAL

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

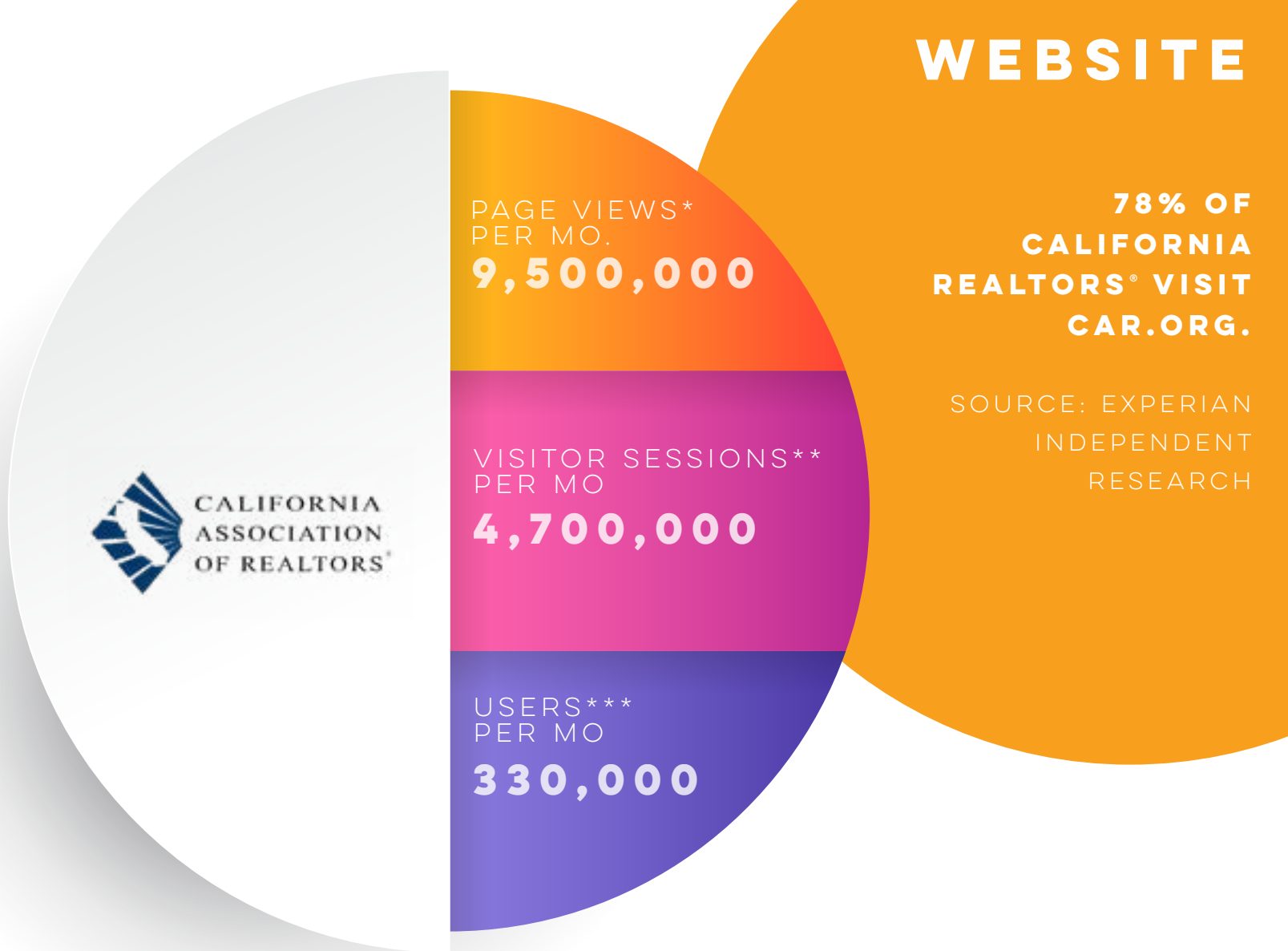




WEBSITE



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



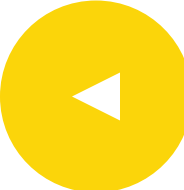
C.A.R.'S **AWARD-WINNING** WEBSITE

Welcome to the new 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 now 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
- Sponsored content opportunities
- 100% share of voice ad options
- Fully responsive site design, suitable for all devices and screen sizes
- Easy navigation with quick access to dive deep directly from the home page

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.



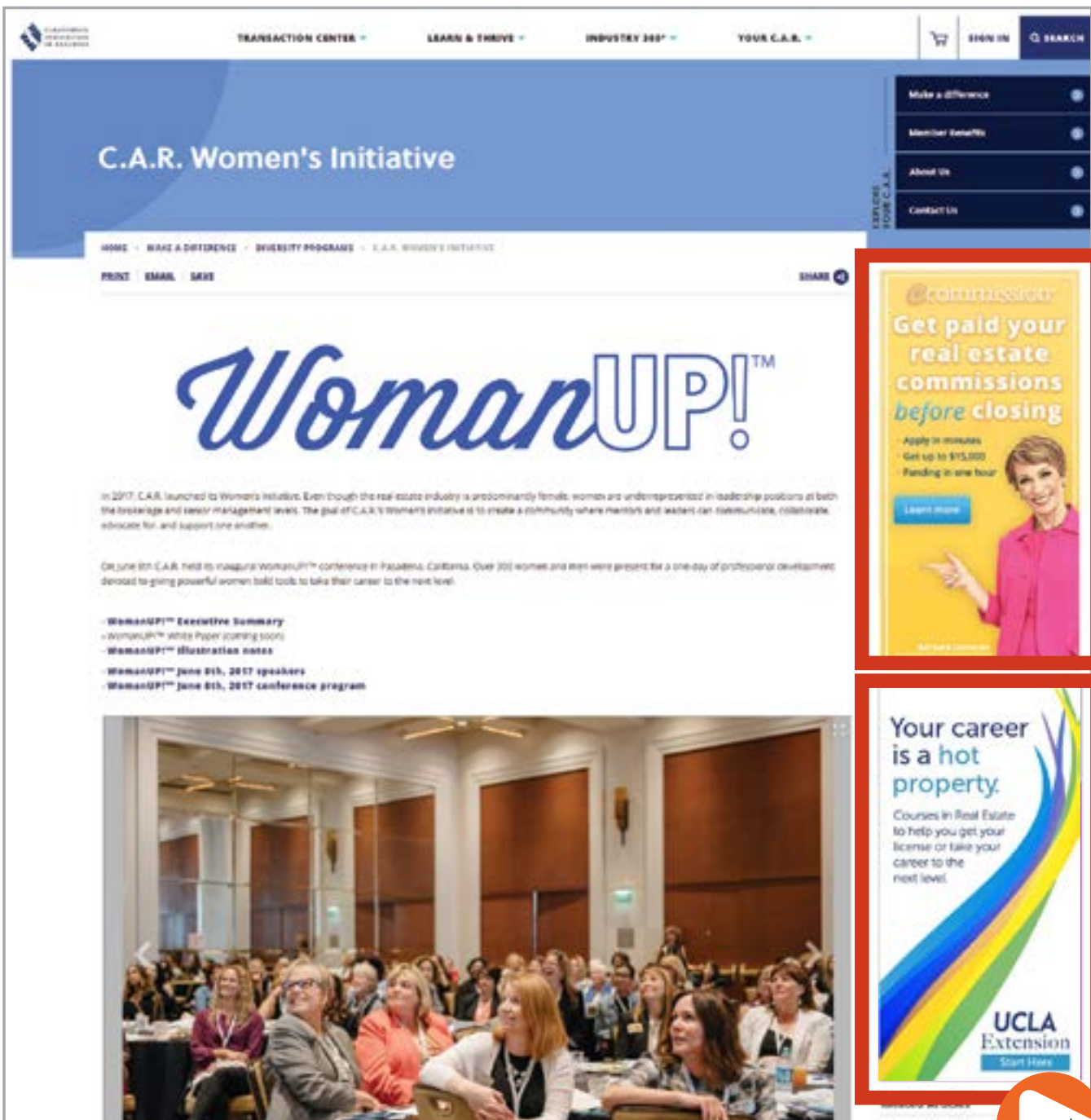
*Page view = the total number of pages viewed. Repeated views of a single page are counted.
 **Visitor session = the period of time a user is actively engaged with the website.
 ***Users = visitors who have had at least one session in that month. Includes both new and returning users.

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.



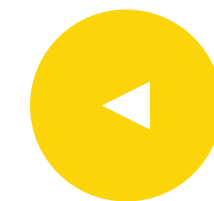
↑ FULL LANDSCAPE
1920 X 480

You can't ask for much more square footage than this. Served as a separate pop-under page as users access their transactions, this 1920 x 480 ad unit is so big it can even be used for branding purposes. 100% share of voice.

← HALF PAGE
300 X 600

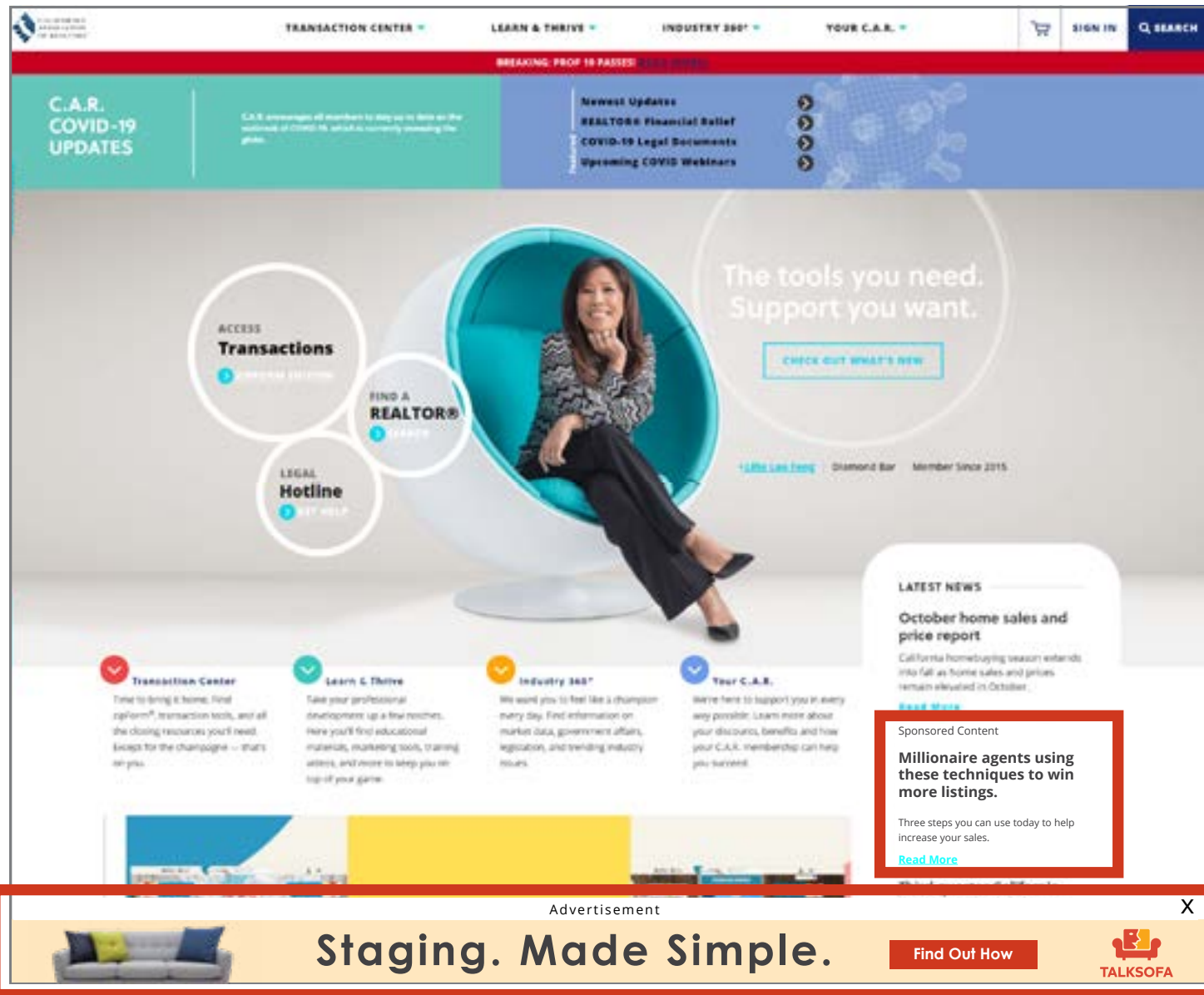
Two half page ads appear on almost every article page of the website, offering millions of impressions each month throughout the site. Separate pricing for above the fold versus below the fold on these 300 x 600 units.

↓ SEE PRICING ON PAGE 35



NEW FOR 2021

Introducing the most coveted spot in C.A.R.'s media portfolio -- the homepage. By popular demand, we're opening up the homepage to advertising for the first time ever. Grab your audience's attention and make sure yours is the first message they see when entering the site.



↑ IN-SCREEN BANNER 1920 X 96

This new banner ad floats on the bottom of the user's screen and follows them as they scroll down the homepage. The "Advertisement" label is anchored to the top of the ad, which includes an exit button to close the ad.



NEW FOR 2021

SPONSORED CONTENT

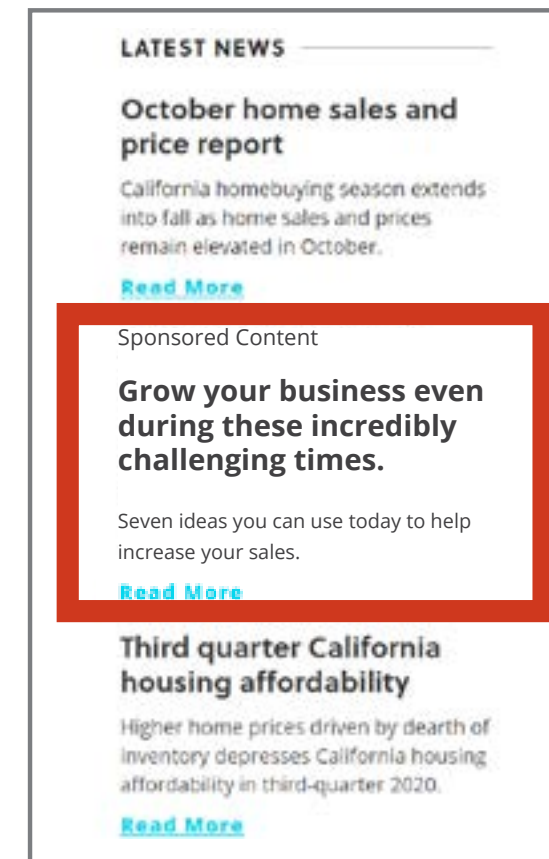


Be a part of the user experience and position your company as a thought leader with your own original content on the car.org homepage.

This new native ad mirrors the look and feel of the "Latest News" articles surrounding it on the homepage. Research shows that users remember sponsored (or native) content twice as long as traditional advertising.

Your sponsored content clicks directly to your article placed on the car.org site.

SPONSORED CONTENT SAMPLE



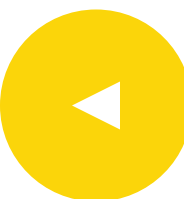
ARTICLE PAGE SAMPLE



▶ Click for article page in action.

**NATIVE ADVERTISING
DELIVERS HIGHER
ENGAGEMENT LEVELS
THAN DISPLAY
ADVERTISING.**

SOURCE: FORRESTER
RESEARCH



ZIPFORMS CALIFORNIA

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

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

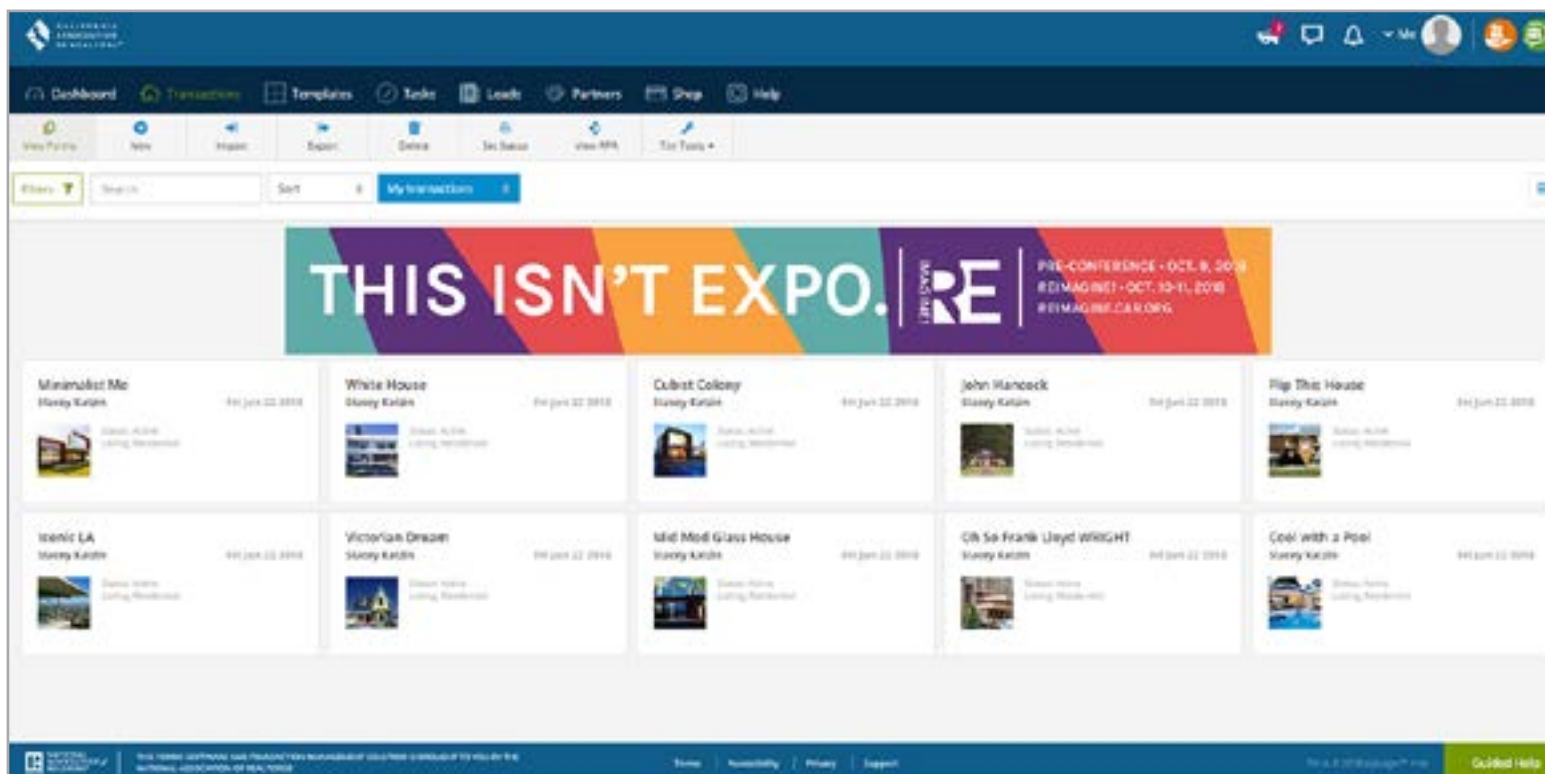
CA Visitor Sessions** per mo **1,200,000**

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!



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

website	ad unit	ad size	page placement	cpm 50,000 impressions	cpm 100,000 impressions	cpm 250,000 impressions
car.org	full landscape	4:1 1920 x 480*	above the fold	\$36 (= \$1,800)	\$30 (= \$3,000)	\$24 (= \$6,000)
car.org	half page	1:2 300 x 600*	above the fold	\$20 (= \$1,000)	\$16 (= \$1,600)	\$12 (= \$3,000)
car.org	half page	1:2 300 x 600*	below the fold	\$18 (= \$900)	\$14 (= \$1,400)	\$10 (= \$2,500)
car.org	in-screen banner	20:1 1920 x 96*	homepage, floats above fold	\$30 (= \$1,500)	\$25 (= \$2,500)	\$22 (= \$5,500)
zipForms	leaderboard	8:1 1200 x 150*	above the fold	\$20 (= \$1,000)	\$16 (= \$1,600)	\$12 (= \$3,000)
car.org	sponsored content	headline: 50 characters** body: 100 characters**	homepage, "Latest News" section	\$33 (= \$1,650)	\$30 (= \$3,000)	\$28 (= \$7,000)
all	geo-targeting	in addition to any of the above		\$6 (= \$300)	\$5 (= \$500)	\$4 (= \$1,000)

[click on arrow icons above to see ads in action](#)

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

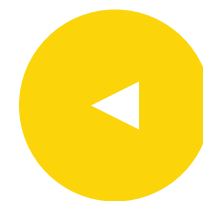
- * All website ads are responsive and may appear smaller based on each user's individual screen size and settings.
- ** Including spaces

* 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.





WEBINARS



POSITION YOUR BUSINESS
AS AN INDUSTRY
AUTHORITY AND FORM
NEW PARTNERSHIPS.



Average Registrations per Webinar **3,000**

NEW FOR 2021

C.A.R.-hosted webinars are now available for sponsorship throughout the year. Each webinar event features expertise and knowledge from those considered to be Movers & Shakers in the industry. As part of this series, four webinar events will be moderated by C.A.R. CEO Joel Singer featuring top producer panelists. All webinar content written and presented by C.A.R.

- “Sponsored by” or “Presented by” messaging will appear however/wherever webinar is promoted
- Webinar registration will be promoted via the following channels:
 - o Minimum of two all-member blasts
 - o Promo mentions in various C.A.R. email newsletter publications
 - o One story on Facebook and Instagram
- Prior to Webinar Event Date
 - o Company logo appears with “Sponsored by” or “Presented by” messaging:
 - » Zoom registration page
 - » Two reminder emails sent to all registrants
- During Webinar
 - o One slide at beginning and end of presentation with “thank you to our sponsor” messaging
 - o Company URL and contact info included on slide
- After Webinar
 - o Company logo appears with “Sponsored by” or “Presented by” messaging:
 - » “Thank you for attending” email sent via Zoom to all registrants
 - » “Sorry you missed it” email sent to registrants who didn’t attend
 - » Mention in C.A.R. email newsletter(s) with link to event on demand



“ADVERTISING WITH C.A.R. HAS BEEN A LIFESAVER FOR OUR BUSINESS, WITH CONSISTENT RESULTS MONTH OVER MONTH.”

CEO,
LINKUREALTY

TOP PRODUCER PANELS

- March 10, 2021
- June 4, 2021
- September 15, 2021
- December 14, 2021

VARIOUS WEBINAR EVENTS

Ask your sales rep for the latest schedule.

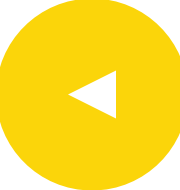
WEBINAR SPONSORSHIP RATES

1x	3x	6x	8x
\$5,000	\$4,800	\$4,500	\$4,000

CLOSING DATES

- contract due** - 2 weeks prior to run date
- materials due** - 5 days prior to run date

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.

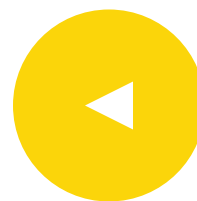




CONFERENCES



DEVELOP AND
STRENGTHEN YOUR
BRAND.



REIMAGINE!

LOCATION
Anaheim



2021 DATES
Oct 5-7



ATTENDEES
8,000+



BOOTHS
300+



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 exhibit hall provides an ideal setting to interact directly with our members, connecting you with thousands of independent agents, franchise owners, brokers and managers.

CONFERENCE


“WE’VE CONSIDERED OUR RELATIONSHIP WITH C.A.R. TO BE A TREMENDOUS COMPETITIVE ADVANTAGE FOR OUR BUSINESS.”

-- VICE PRESIDENT OF SALES & MARKETING, TIM & JULIE HARRIS® REAL ESTATE COACHING



FACE TIME

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.



CALIFORNIA ASSOCIATION OF REALTORS®

BOOTH RATES

10' X 10'
\$2,650

10' X 20'
\$5,300

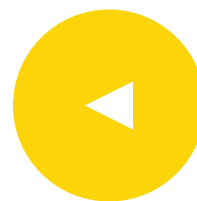
20' X 20'
\$11,100

Additional Costs
\$125 for each corner
Premium positioning available at additional cost

Corners
More than one side of your booth faces an aisle

20' x 20'
Corners are included for this island space

Website
Click [HERE](#) for more information on REImagine!



REIMAGINE!

BRAND VIDEO

Gain additional visibility for your brand and generate interest from prospective clients by showing your brand video to a captive audience at one of our grand ballroom luncheon events. Approximately 800-1,000 viewers per session.

ad unit	length	video plays	cost
video	30 seconds	1 session	\$3,500
video	60 seconds	1 session	6,500



EVENT APP

Help attendees find conference information right at their fingertips! The conference app is our one-stop, electronic source for attendees to access event information at any time, featuring event program details including speaker bios, session information, presentations, and exhibitors. Additional features include gamification and networking.

Includes:

- Identification as the app sponsor
- Your ad on the home screen every time the app is opened or used
- Including in pre-event marketing

\$5K

CONFERENCE

CONFERENCE GUIDE

Our on-site conference guide is a must-have reference for attendees. Distributed to all attendees when they arrive, the guide is their sole resource for essential information on event sessions, dates, times, locations and all things REImagine!

color ad unit	placement	cost
full page	outside back cover	\$3,500
full page	inside front cover	3,000
full page	inside back cover	3,000
full page	inside page	2,000
2-page spread	various	3,500

HANGING AISLE SIGNS

Each aisle in the exhibit hall is labeled with a number. Feature your company logo on one of these signs and be seen by everyone walking through the hall. Great opportunity to remind attendees to visit your booth! Approximately 10-15 signs available per conference, depending on exhibit hall layout.

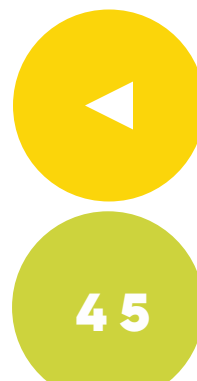
unit	placement	cost
1 sign	exhibit hall aisle	\$2,500
3 signs	exhibit hall aisles	7,000
5 signs	exhibit hall aisles	10,000
10 signs	exhibit hall aisles	15,000



EVEN MORE

Ask your sales rep about the many other sponsorship and marketing opportunities available for C.A.R.'s annual REImagine! event.

Restrictions apply. Limited availability. Subject to C.A.R. approval. All conference-related items are payable in advance.



VIRTUAL SUMMITS

Tech Xperience **APRIL 14**
 Branding Xperience **AUGUST 25**



NEW FOR 2021

The virtual conference boom may be thanks to the pandemic, but their popularity means they're here to stay in one form or another. That's why the CALIFORNIA ASSOCIATION OF REALTORS® has created two separate one-day summits, packed with invaluable tips, takeaways and resources. By partnering as a Presenting Sponsor, you'll have the opportunity to present your product demo as part of the event content. That's "virtually" priceless.

Tech Xperience: A Virtual Summit

From virtual tours to end-to-end transaction management, lead gen to digital marketing and the future of tech in the industry, we're delivering on our most requested topics.

Branding Xperience: A Virtual Summit

Building a brand is essential for every REALTOR®. Content for this event will focus on making a killer first impression with clients and standing out from the crowd.

VIRTUAL SUMMIT SPONSORSHIP RATES

virtual summit event	2021 date	sponsorship	cost
Tech Xperience	April 14	Presenting Sponsor	\$5,000
Branding Xperience	August 25	Presenting Sponsor	5,000
Both Summits	April 14 AND August 25	Presenting Sponsor	8,500



SIGN UP

application - [Click here to submit a sponsorship app](#)
 due dates, specs, guidelines, FAQs - ask your sales rep for more info

CONFERENCE

PRESENTING SPONSOR PACKAGE

Speaking

- ▶ **Present**
 - **One 5-minute product spotlight**
 - » Your pre-recorded product demo will be presented with one other vendor as a 10-minute session
 - » Product demo is due two weeks prior to event date

Lead Capture

- ▶ **Lead Generation**
 - **Lead capture for all event registrants**
 - » You'll receive contact name, company name, address, email, and phone number

Marketing BEFORE Event

- ▶ **Branding**
 - **Logo featured on event website**
 - » Hyperlinked logo appears on Homepage of event site
 - **Logo featured on Registration site**
 - » Your logo will be front and center as attendees register for the event
 - **Logo included in pre-event marketing to attendees**
 - » Reminder email(s) sent to each event registrant before the event
 - **Logo included in pre-event marketing to 195,000 C.A.R. members**
 - » Marketing email(s) sent to all C.A.R. members inviting them to attend

Marketing DURING Event

- ▶ **Advertising**
 - **100% dedicated e-blast sent to all show registrants**
 - » Distributed before, during, or after the event (as available; 2 per day max)
 - **Brand Video, 15 seconds**
 - » Plays prior to 1 content session
 - » Video due two weeks prior to event date
- ▶ **Recognition**
 - **100% dedicated "Thank you to our Sponsor" slide**
 - » Presented between content sessions
 - **Verbal thank you from the Emcee**
 - » Before the first session of the day and after the last session of the day

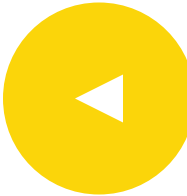
Marketing AFTER Event

- ▶ **Branding**
 - **Logo included in post-event marketing**
 - » Thank you email(s) sent to each event registrant after the event

Event Attendance

- ▶ **Tickets to Event**
 - **Receive 5 tickets to attend the event**
 - » Access to all content throughout the day

Restrictions apply. Limited availability. All conference-related items are subject to C.A.R. approval and payable in advance.



ELEVATE YOUR BRAND

The Center for California Real Estate (CCRE), an institute of the CALIFORNIA ASSOCIATION OF REALTORS®, is dedicated to intellectual engagement in the field of real estate.



CCRE places an emphasis on heightening intellectual engagement through roundtables, summits and forums. Your CCRE sponsorship includes corporate presence at some or all scheduled events throughout 2021.

Your brand is your most important asset. Raise your corporate profile by associating it with the most influential thought leaders in the industry, fostering some of California's most important policy discussions and helping to shape the future of the real estate industry.

SPONSOR

Ask your sales rep about sponsorship opportunities, such as including your logo on white papers and reports and on signage at CCRE events.

Some of CCRE's partners and collaborators include:

- California Business Roundtable
- Chapman Center for Demographics and Policy
- Chapman University
- LinkedIn
- Milken Institute
- Pepperdine University
- Stanford Professionals in Real Estate
- The Temer Center for Housing Innovation at UC Berkeley
- UC Berkeley Fisher Center for Real Estate
- UC Center Sacramento
- UC Irvine Center for Real Estate
- UCLA Anderson Forecast
- UCLA Ziman Center for Real Estate
- USC Lusk Center for Real Estate
- Yelp

Past speakers include:



NANCY SKINNER
State Senator,
9th Senate District



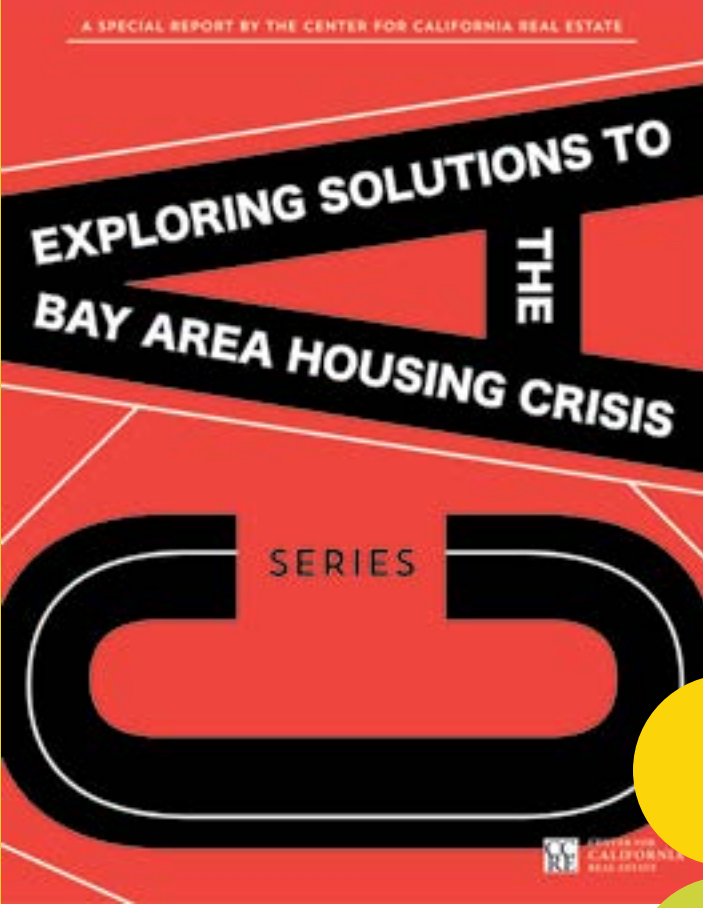
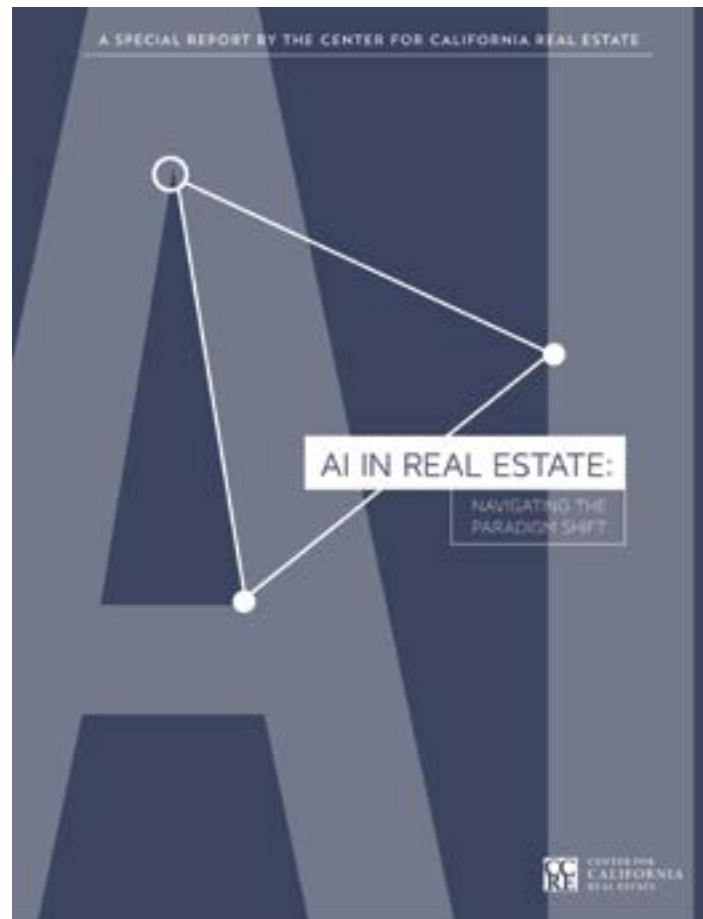
JULIAN CASTRO
Former United States
Secretary of Housing
and Urban Development



TONI ATKINS
State Senator,
39th Senate District



SCOTT WIENER
State Senator,
11th Senate District



Restrictions apply. Limited availability. All conference-related items are subject to C.A.R. approval and payable in advance.

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

SOURCE: EXPERIAN SIMMONS INDEPENDENT RESEARCH

CALIFORNIA REAL ESTATE MAGAZINE READERS...

- ...believe *California Real Estate* magazine provides the most news about legislative, legal, economic and industry issues in California.
- ...prefer *California Real Estate* magazine over the national industry publication by a 3-to-1 margin.
- ...find *California Real Estate* magazine's advertising more relevant to their business than the national industry publication by a 4-to-1 margin.

2021 rate base **200,000**
 readers per copy **1.6**
 total readership **320,000**

READERSHIP HABITS

regular readers	75%
spend 30 minutes or more reading	62%
valuable to their work	84%
take action from seeing an ad	53%
read before any other publication	39%
save entire issue	47%
visit advertiser website	33%
discuss ad with others	23%
use articles/ads when purchasing technology	41%

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%

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%

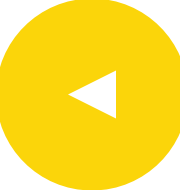
TECH USAGE

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

Source: CALIFORNIA ASSOCIATION OF REALTORS® Member Profile Surveys

Source: Experian Simmons Independent Research. Calculations based on valid responses to survey.

STATS



DISPLAY AD SALES

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

PAMELA SCOTT | ACCOUNT EXECUTIVE
213-739-8219 | pamelas@car.org

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

AD PRODUCTION | PRINT CLASSIFIED AD SALES | PRINT

213-739-8320 | printads@car.org

AD PRODUCTION | DIGITAL MEDIA

213-739-8288 | onlineads@car.org

CALIFORNIA ASSOCIATION OF REALTORS®

525 SOUTH VIRGIL AVE | LOS ANGELES, CA 90020

www.car.org

For our most up-to-date information along with all ad specs, sizes and guidelines visit:
on.car.org/CARmediakit

