

# CLASSIFIED ADS

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

ASHLEAH WILSON,  
DIRECTOR OF MARKETING,  
TOP PRODUCER

Our 205,000 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 205,000 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.

## CONTACT

Questions | Contracts | Ad Materials  
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CLASSIFIEDS		
<p><b>LEAD GENERATION</b></p> <p><b>Here's How to Get Expires to Call You the Day Their Listing Expires</b></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><b>QuantumMail.com</b></p> <p>1.800.637.7373 Order online today at... <a href="http://www.QuantumMail.com/RealEstate">www.QuantumMail.com/RealEstate</a></p>	<p><b>MARKETING CONT.</b></p> <p><b>SELL MORE REAL ESTATE!</b></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><b>QuantumMail.com</b></p> <p>1.800.637.7373 Order online today at... <a href="http://www.QuantumMail.com/RealEstate">www.QuantumMail.com/RealEstate</a></p>	<p><b>NEWSLETTERS</b></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><b>SEE FOR YOURSELF!</b> <a href="http://www.rightsidemarketing.com">www.rightsidemarketing.com</a> 800-456-4395</p>
<p><b>MARKETING</b></p> <p><b>THE STAY-IN-TOUCH FOLLOW-UP SYSTEM</b></p> <p>We Help REALTORS® Take The Guesswork Out of Prospecting</p> <p><b>THE STAY-IN TOUCH FOLLOW-UP SYSTEM</b> Stay In Touch, Inc. <a href="http://www.StayInTouchSystem.com">www.StayInTouchSystem.com</a> <b>1.800.241.9991</b></p>	<p><b>Learn How to Get FSBOs to Call You First</b></p> <p><a href="http://www.ListMoreFSBOs.com">www.ListMoreFSBOs.com</a></p>	<p><b>PRODUCTS</b></p> <p><b>The FASTEST way to measure!</b></p> <p><b>Laser-DIMENSION MASTER®</b></p> <p>Easy-to-use, accurate, ultrasonic measure with laser aim/pointer!</p> <ul style="list-style-type: none"> <li>Use with or without laser or as a laser pointer only</li> <li>99.5% accuracy from 18 inches to 50 feet</li> <li>Easy-to-read LCD. Measure distances in Feet-inches or Metric</li> <li>Select mode switch for laser and measure. Measure only or pointer only</li> </ul> <p><b>Calculated Industries</b> 4500 North Drive • Garden City, NY 11030 1-716-664-6666 • Fax 1-716-664-6666 <a href="http://www.calculated.com">www.calculated.com</a></p> <p>Promo Code: CARC-1104</p>
<p><b>FREE Special Report</b></p> <p>Become a Magnet for Buyers!</p> <p>LIMITED SUPPLY!</p> <p>Call: 1-888-9-CALHOP <a href="http://www.calhop.org">www.calhop.org</a> <b>California Home Ownership Program</b></p>	<p><b>888-The Sign</b></p> <p>24 Hour 24/7 DELIVERED</p> <p>4 1/2" High x 18" Wide x 4" Thick Metal Commercial Signs 4" x 6" 6" x 4" 8" x 4" 12" x 12" 18" x 18"</p> <p><a href="http://www.888thesign.com">www.888thesign.com</a> 1-888-843-7446</p>	<p><b>SERVICES</b></p> <p><b>CREDIT REPORTS</b></p> <p>\$10 PER PERSON 5 MINUTE FAX BACK 800-691-7874</p> <p><b>SOFTWARE</b></p> <p><b>Auto-Fill Your Forms</b></p> <p>Auto-fill/email/fax Realty forms with your "databases" data. <a href="http://pureforms.com/pm.htm">http://pureforms.com/pm.htm</a> 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	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

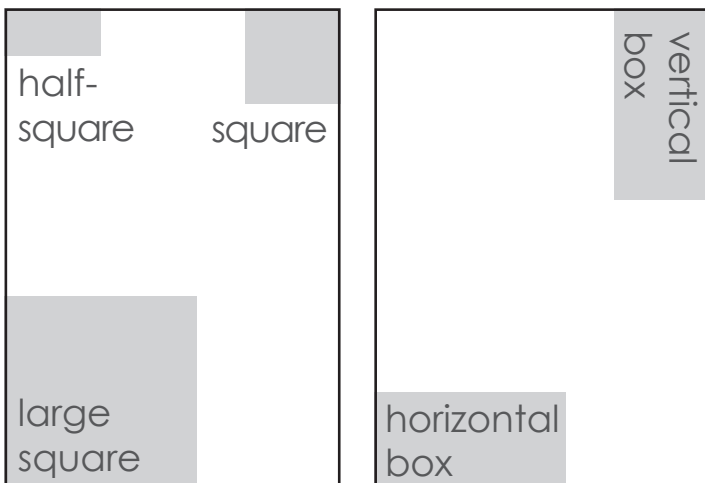
## 2021 **DEADLINES**

issue	contract due	ad materials due	issue mails
Jan/Feb	Nov 3 '20	Dec 2 '20	Jan 15
March/April	Jan 8	Feb 5	Mar 12
May/June	Mar 17	Apr 9	May 14
July/August	May 10	June 8	July 16
Sept/Oct	July 7	Aug 3	Sept 12
Nov/Dec	Sept 7	Oct 8	Nov 12
Jan/Feb '22	Nov 1	Dec 1	Jan 14
Mar/Apr '22	Jan 7	Feb 4	Mar 11

## 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"