

2024

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?

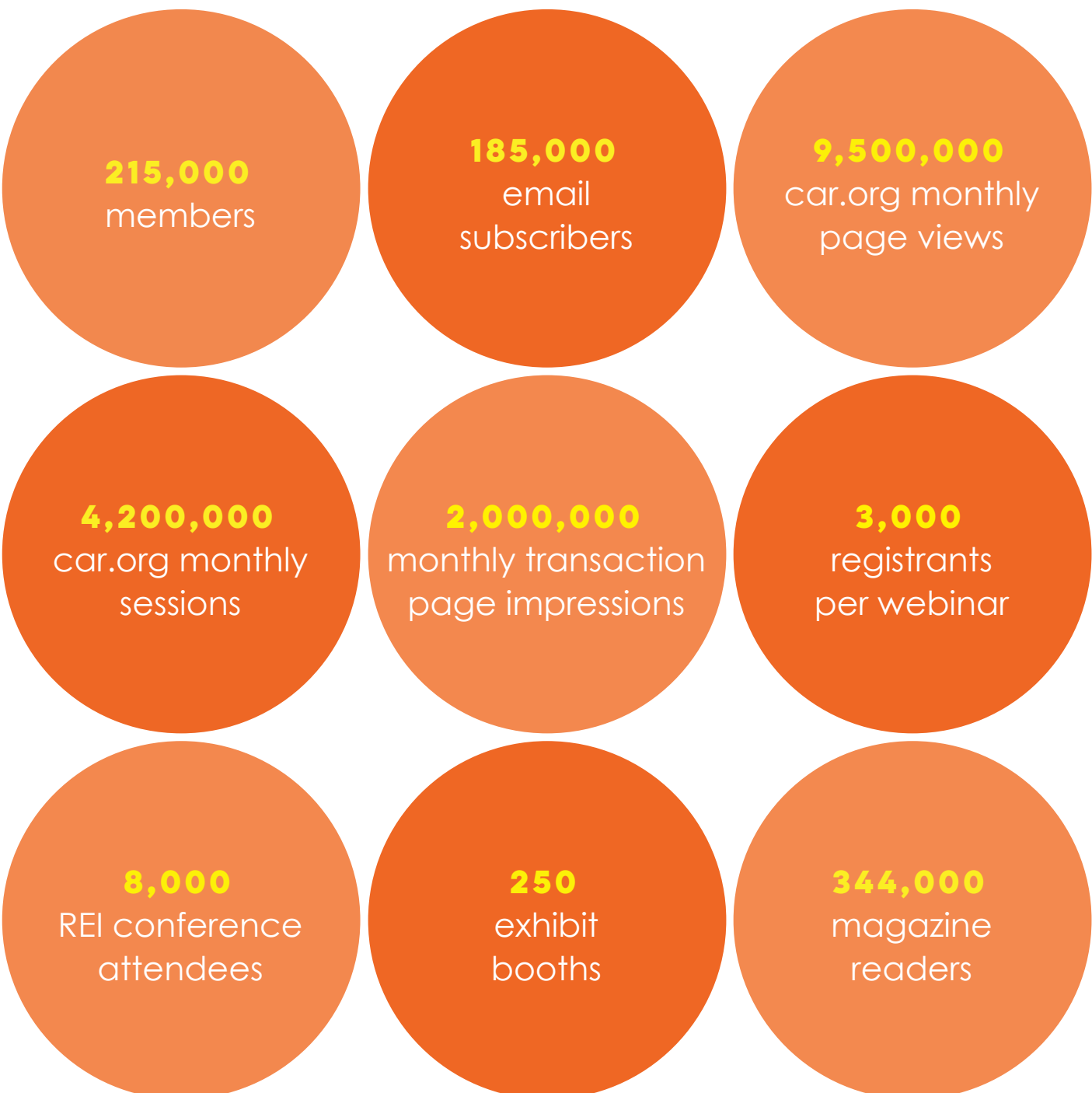
"OUR MOST SUCCESSFUL MARKETING CAMPAIGN THIS YEAR WAS THROUGH C.A.R."

-- DIRECTOR OF MARKETING, TOP PRODUCER

JUST CLICK IT

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

OUR REACH



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who is C.A.R.

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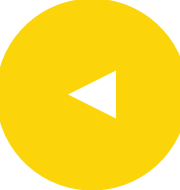
05
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Come back here by clicking the yellow arrow button on any page





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 215,000 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.

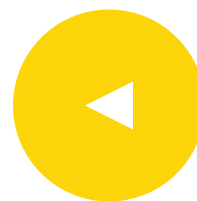
C.A.R. is honored to have received awards of excellence from these prestigious organizations:



Maggie Awards



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





PRINT



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.

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

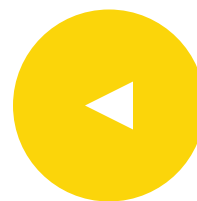
LOCAL ADVANTAGE

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.

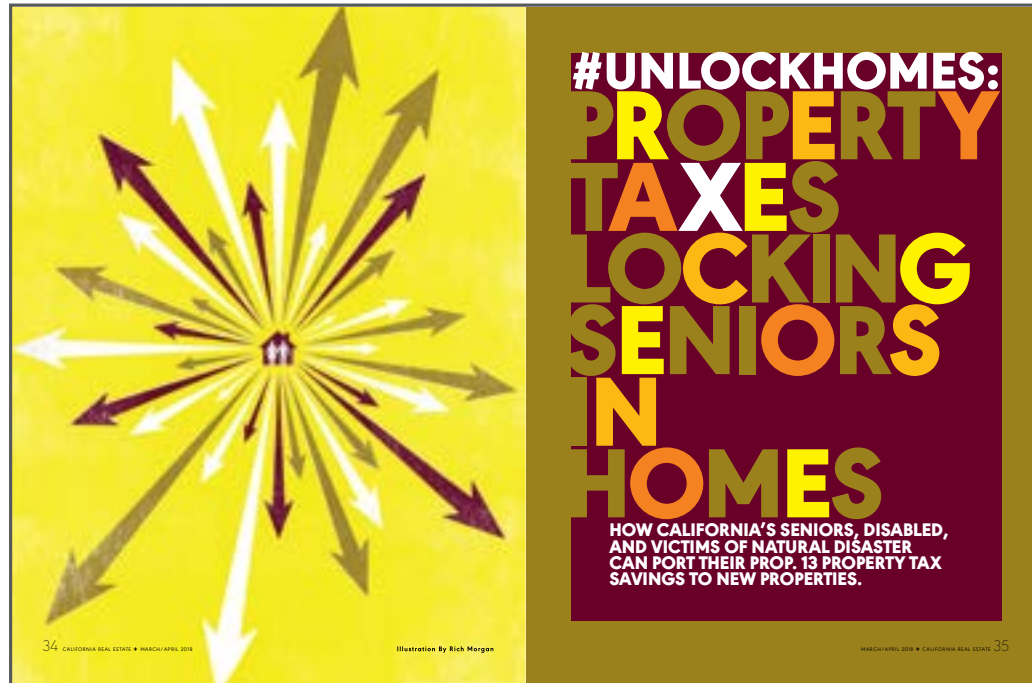
QUALIFIED **LEADS**

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.

*Source: Experian Simmons Independent Research



2024 Circulation **215,000**
 Readers Per Copy **1.6**
 Readership **344,000**
 Annual Issues **4**



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:



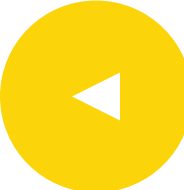
From the longest tenured media awards program in the USA dedicated to celebrating excellence in media, we are honored to receive:

- 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



2024 EDITORIAL CALENDAR

PRINT

ISSUE FOCUS TOPIC DATES

Q1 / Winter Jan/Feb/Mar	Issues Impacting the Industry	Top business trends for 2024; new legislation coming down the road	Ad Closing: 10/31/23 Materials Due: 12/1/23 Issue Mails: 1/12/24
Q2 / Spring April/May/June	Fair & Affordable Housing	Celebrating California's diversity and examining fair housing issues	Ad Closing: 1/31/24 Materials Due: 2/28/24 Issue Mails: 4/5/24
Q3 / Summer July/Aug/Sept	The AI Issue	REALTORS® using AI to gain a competitive edge in an increasingly fast-paced world	Ad Closing: 5/3/24 Materials Due: 6/6/24 Issue Mails: 7/12/24
Q4 / Fall Oct/Nov/Dec	Year in Review	2024's biggest industry issues and most important news events	Ad Closing: 8/9/24 Materials Due: 9/12/24 Issue Mails: 10/22/24

DISPLAY RATES

color	1x	3x	4x
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	4x
2nd	n/a	\$8,450	\$7,200
3rd	n/a	8,275	7,100
4th	n/a	8,500	7,200

CLASSIFIED RATES | BOX ADS

black & white	1x	3x	4x
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	4x
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 see this month's issue](#)

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.



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	4x
\$13,500	\$12,800	\$11,800

rates - published in gross
agency commission - 15% on display advertising

CLOSING DATES

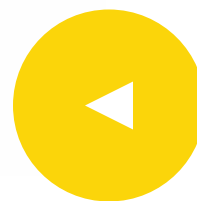
issue	ad space closes	materials due for review	final materials due	issue mails
Winter	9/15/23	11/22/23	12/1/23	1/12/24
Spring	12/8/23	2/22/24	3/1/24	4/5/24
Summer	3/2/24	5/17/24	5/24/24	7/12/24
Fall	7/20/24	10/4/24	10/11/24	10/22/24

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.



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	4x
2-pg spread	\$17,040	\$15,480	\$13,380
full page	9,480	8,580	7,440

"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

CLOSING DATES

issue	ad space closes	advertorial copy due	issue mails
Winter	10/25/23	11/14/23	1/12/24
Spring	1/25/24	2/15/24	4/5/24
Summer	4/19/24	5/10/24	7/12/24
Fall	8/31/24	9/25/24	10/22/24

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](#)

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.

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/realstate.

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.

SCE also provides free access to its Energy Education Centers in Irwindale and Tulare, with classes, workshops, interactive displays and consulting services that provide the latest information about energy management and efficiency technologies.

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
REimagine! 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.



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.

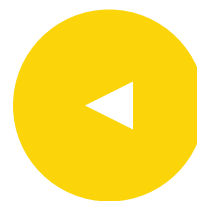
ONSETS

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.

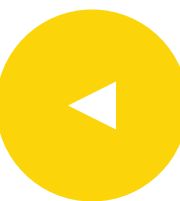




E-MEDIA



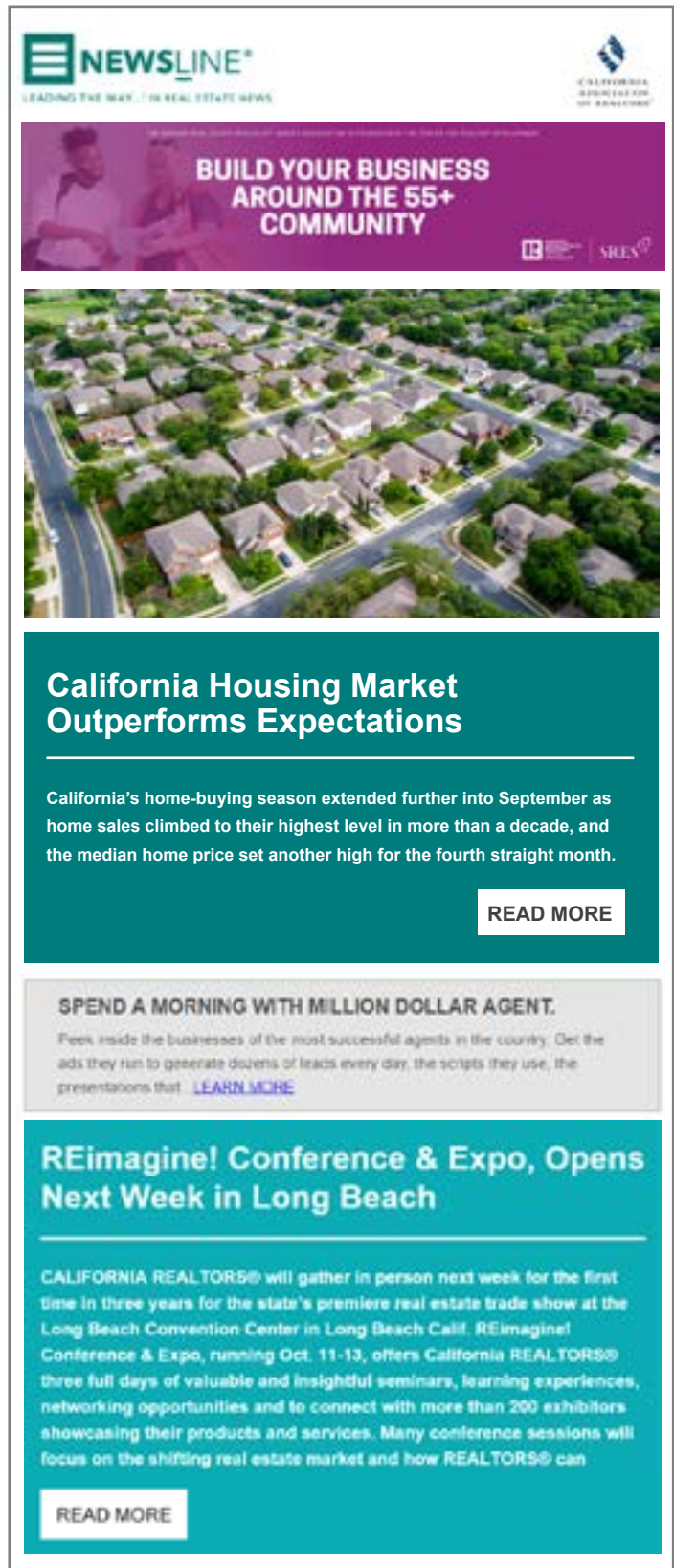
LEVERAGE THE POWER OF **E-MARKETING** AND GENERATE INSTANT AND MEASURABLE RESULTS WITH YOUR CAMPAIGN.



Subscribers **185,000+**
 Annual Issues **175**
 Avg Open Rate **40-45%**

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

SOURCE: FORRESTER
 RESEARCH



BILLBOARD AD



The billboard ad is at the top of the page, positioned well above the fold. Only one billboard is available ad 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.

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, 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 (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

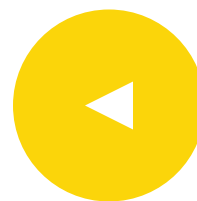
*Including Spaces
rates - net per issue
 ea = each

CLOSING DATES

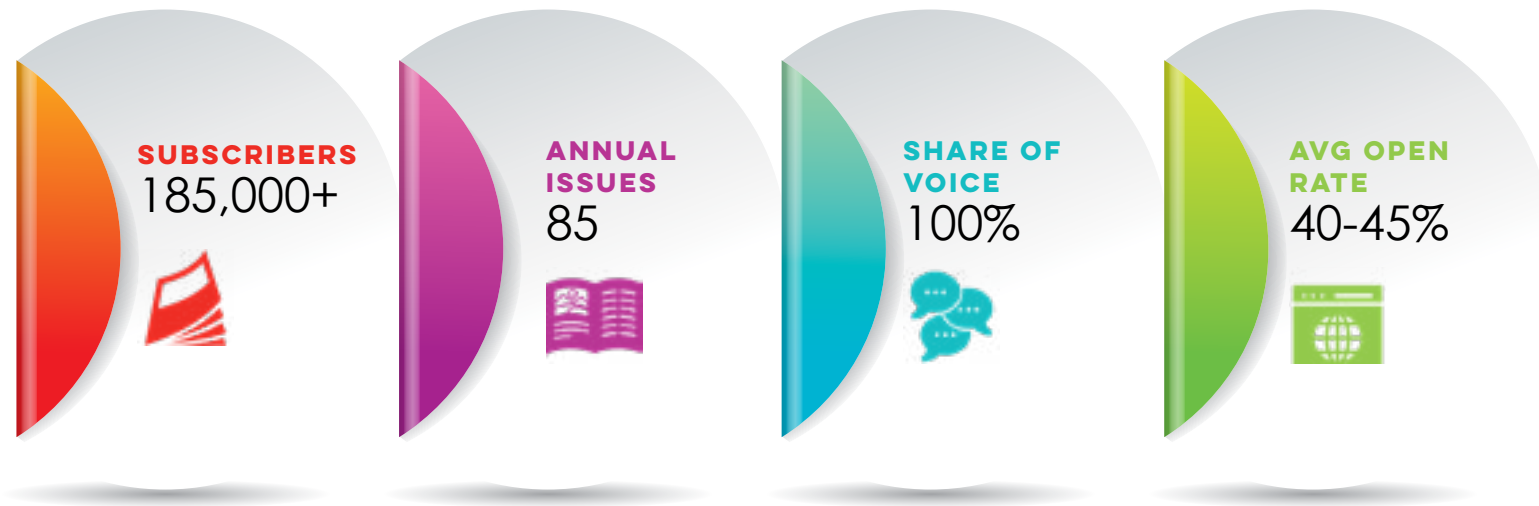
ad space due - 10 days prior to run date
materials due - 3 days prior to run date

AD SPECS

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



DEDICATED 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](#)

TIP:
CLICK TO
PAGE 18
FOR A
KILLER DEAL

*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 185,000+ qualified leads. 100% dedicated sponsored content means no competitive messaging, and no distractions.

WHY US AND NOT THEM?

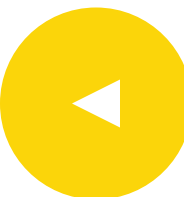
Research shows people are more likely to open an email from a trusted source than an unknown one. With C.A.R. whitelisted throughout the industry as a trusted sender, both your delivery AND open rates will be higher than with other delivery systems.

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.



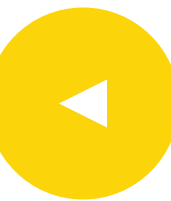


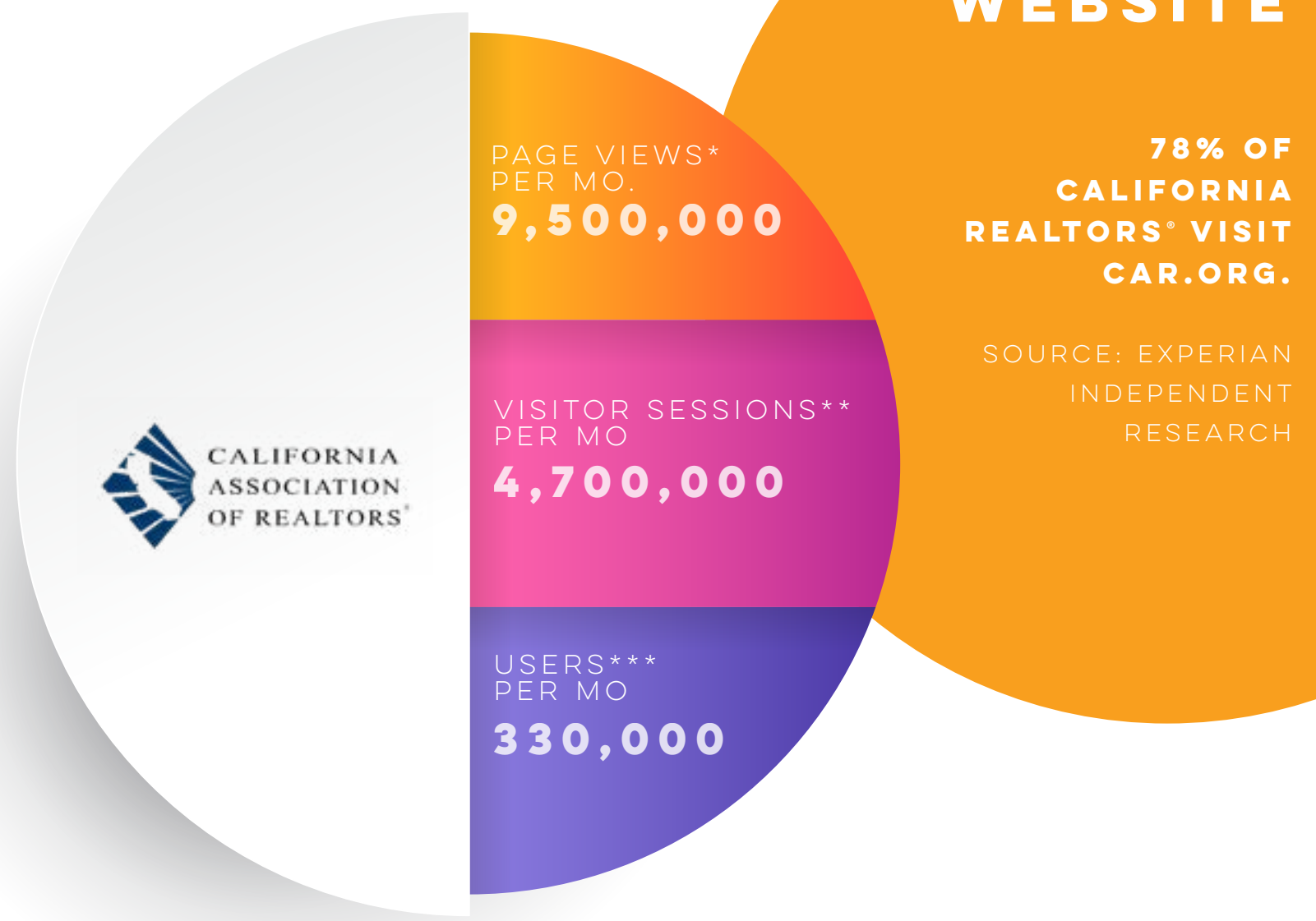
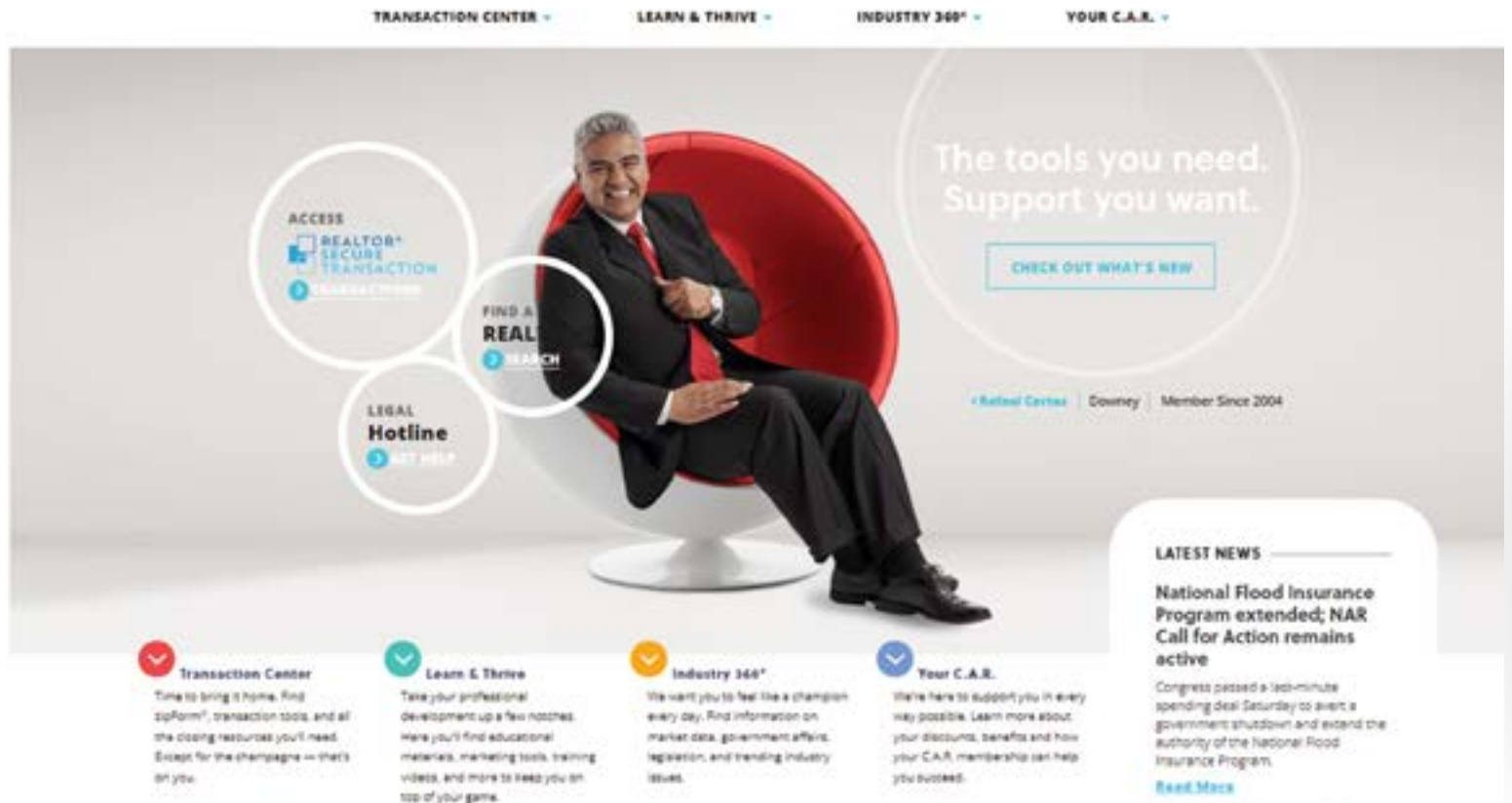
WEBSITE



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

*Source: Branding Bricks





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

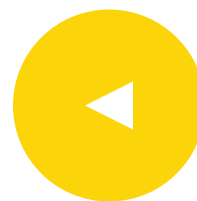
Welcome to the new car.org! We've vastly improved the user experience by modernizing the look, simplifying the content and streamlining the search functionality. The car.org site now features an intuitive interface and a responsive layout designed to be viewable on any size computer screen, tablet or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



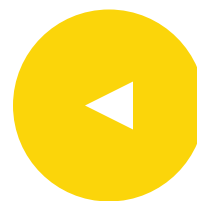
↑ FULL LANDSCAPE
1920 X 480

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 33



ZIPFORM CALIFORNIA

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

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

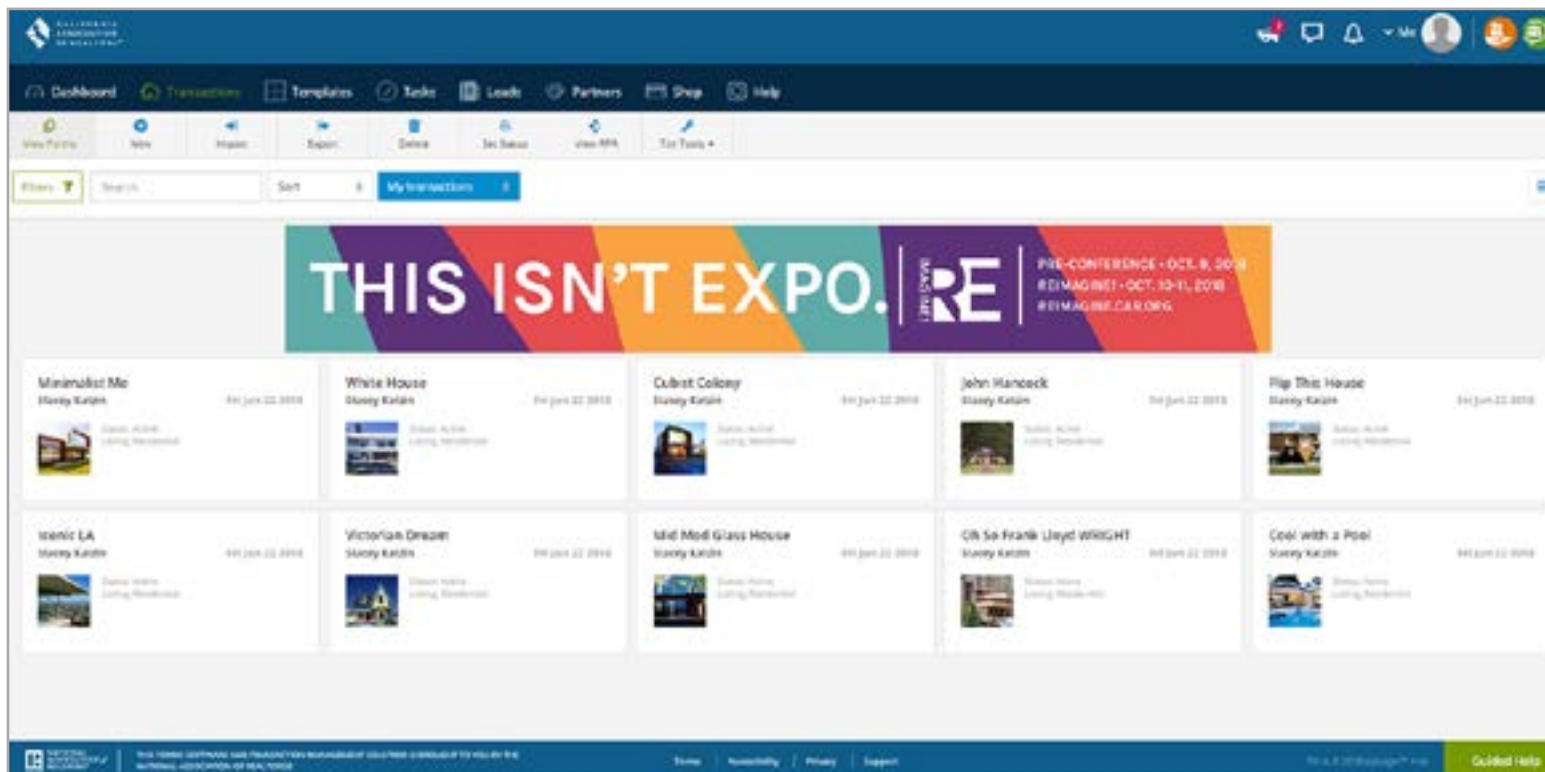
CA Visitor Sessions** per mo **1,200,000**

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!



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	\$37 (= \$1,850)	\$31 (= \$3,100)	\$25 (= \$6,250)
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)
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)

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

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

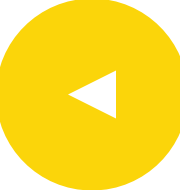
- All website ads are responsive and may appear smaller based on each user's individual screen size and settings.
- Including spaces

* 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.

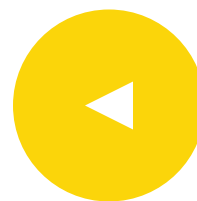




CONFERENCES



DEVELOP AND
STRENGTHEN YOUR
BRAND. AND GREET
YOUR CUSTOMERS
FACE-TO-FACE AGAIN!



REIMAGINE!

LOCATION
Long Beach



2024 DATES
Sept 24-26



ATTENDEES
8,000+



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	\$3,250	add \$200 for each corner
standard	10 x 20	\$6,500	add \$200 for each corner
standard	20 x 20 island	\$13,800	4 corners included in price
premium (front of hall)	10 x 10	\$3,750	add \$200 for each corner
premium (front of hall)	10 x 20	\$7,500	add \$200 for each corner
premium (front of hall)	20 x 20 island	\$15,800	4 corners included in price

Premium Zone = booth placement near 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 2024 exhibit hall floor plan [here](#).

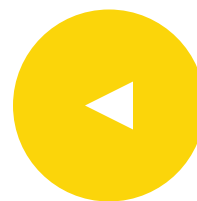
TRADE SHOW

“THE BEST REAL ESTATE SHOW IN CALIFORNIA! 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 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 8,000 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.



VIRTUAL EVENTS APR 10, JUNE 11, SEPT 5, DEC 4

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 16 IN SOUTHERN CA

PROPERTY MANAGEMENT CONFERENCE

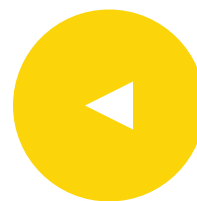
This half-day virtual conference provides attendees with an opportunity to learn more about increasing their revenue streams by building a property management portfolio. Leading names in the property management industry will provide insight on how they built their businesses and attendees will learn 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 29, 8-12:30

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

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

2024 rate base **215,000**
 readers per copy **1.6**
 total readership **344,000**

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%

STATS

Source: CALIFORNIA ASSOCIATION OF REALTORS® Member Profile Surveys

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

DISPLAY AD 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 | 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

