

# 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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# CALIFORNIA REAL ESTATE

OFFICIAL MAGAZINE OF THE CALIFORNIA ASSOCIATION OF REALTORS®

## CLASSIFIED RATES BOX ADS

black & white	1x	3x	7x
1/2 square	\$250	\$225	\$175
square	450	425	350
horiz/vert box	900	825	700
large square	1,750	1,650	1,375

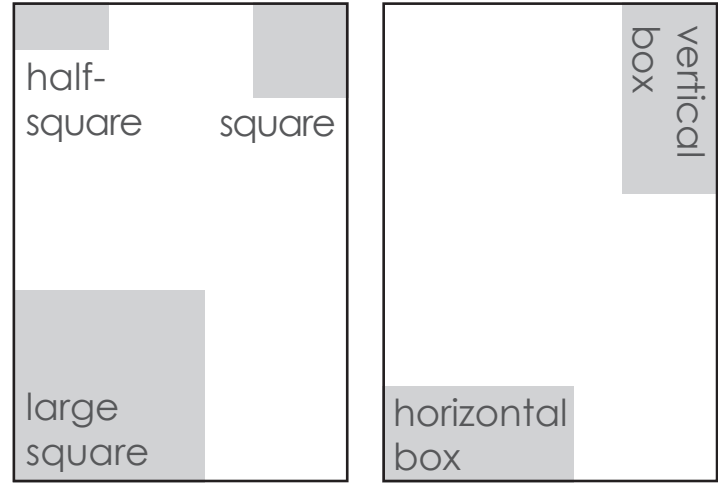
color	1x	3x	7x
1/2 square	\$275	\$250	\$200
square	550	500	425
horiz/vert Box	1,075	1,000	825
large square	2,150	1,975	1,650

## 2020 DEADLINES

issue	contract due	ad materials due	issue mails
Jan/Feb	Nov 8 '19	Dec 5 '19	Jan 17
March/April	Jan 15	Feb 7	Mar 13
May/June	Mar 17	Apr 14	May 15
July/August	May 8	June 15	July 10
September	June 11	July 8	Aug 21
October	July 15	Aug 10	Sept 18
Nov/Dec	Sept 10	Oct 8	Nov 13
Jan/Feb '20	Nov 2	Dec 2	Jan 15

## 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"