

# REFERRAL ADS

**“I GET REFERRALS FROM ALL OVER THE STATE AND IT HAS MORE THAN PAID FOR ITSELF.”**

TERRY WUNDERLICH,  
TERRA FIRMA GLOBAL PARTNERS

## INTRODUCE YOURSELF

You know better than anyone -- referrals are an essential part of building a strong clientele base. But what's the best way to reach out-of-town buyers and tap into that thriving relocation market? Connect with 205,000 of your fellow REALTORS® throughout California with a referral ad in *California Real Estate* magazine. When your colleagues have clients moving out of their neighborhoods, make sure they think of you first.

## THE POWER OF REFERRALS

How much is just one referral worth to you? Chances are, just one referral will more than likely cover the costs of your ad campaign for the entire year, so take advantage of this marketing opportunity and start growing your referral business today.

## QUALIFIED LEADS

In a challenging market, skill and expertise may be all that stand between you and the other guy. That's why C.A.R. members turn to *California Real Estate* magazine for the innovative ideas, tools, and intelligence that our 100 years of experience brings to the table.

CIRCULATION  
**205,000**



READERS  
PER COPY  
**1.6**



READERSHIP  
**328,000**



ANNUAL  
ISSUES  
**6**



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

# CALIFORNIA REAL ESTATE

OFFICIAL MAGAZINE OF THE CALIFORNIA ASSOCIATION OF REALTORS®

## AD RATES\*

### C.A.R. MEMBERS

ad type	1 issue rate	3 issue rate	6 issue rate
black & white	\$350	\$320	\$260
color	415	380	315

## AD RATES\*

### NON-MEMBERS

ad type	1 issue	3 issue rate	6 issue rate
black & white	\$380	\$350	\$290
color	450	420	350

\*All rates - are per issue based on number of contracted issues. All contracted issues must be completed to qualify for discounted rate.

## 2021 DEADLINES

issue	contract/ payment 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	Jul 7	Aug 3	Sept 12
Nov/Dec	Sept 7	Oct 8	Nov 12
Jan/Feb '21	Nov 1	Dec 1	Jan 14
Mar/Apr '21	Jan 7	Feb 4	Mar 11

## AD SPECS

- Size
  - Width: 2-1/4" (2.25")
  - Height: 2-3/16" (2.1875")
- Format
  - Press Quality PDF exported from InDesign, Illustrator, or Photoshop at 300 dpi; no compression
- Instructions
  - All photos and logos used should 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



Ad Shown is Actual Size

## CONTACT

Questions | Contracts | Ad Materials  
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