

# Customize Your Reach

## Individual Opportunities

*Enjoy several options to customize your marketing exposure and meet your budget.*

<b>Events</b>	
<b>Installation Dinner - Winter</b> (Attracts over 400 attendees) <ul style="list-style-type: none"> <li>• Table Sponsor (includes seating for 10 and recognition in event program)</li> </ul>	\$699
<b>SDAR Expo &amp; Conference - Spring</b> (Attracts over 1,200 attendees) <ul style="list-style-type: none"> <li>• Includes booth space, ad in event program, and keynote luncheon seats</li> </ul>	\$750 - \$15,000
<b>Ambassadors Foundation Charity Golf Tournament - Summer</b> (Attracts over 200 attendees) <ul style="list-style-type: none"> <li>• Includes table-top display near tee box and sponsor recognition during awards ceremony</li> </ul>	\$400
<b>Real Estate Summit - Fall</b> (Attracts over 700 attendees) <ul style="list-style-type: none"> <li>• Includes table-top display, sponsor recognition on event signage, and event seats</li> </ul>	\$1,000 - \$15,000
<b>Member Appreciation - Fall</b> (Reaches over 12,000 members) <ul style="list-style-type: none"> <li>• Table Sponsor (includes table-top display at SDAR Service Center events and sponsor recognition in member communications)</li> </ul>	\$300
<b>Holiday House - Winter</b> (Attracts over 400 attendees) <ul style="list-style-type: none"> <li>• Table Sponsor (includes table-top display and sponsor recognition in pre and post-event marketing)</li> </ul>	\$500
<b>Education</b>	
<b>SDAR Classroom Training</b> (approx. 20-30 attendees per class) <ul style="list-style-type: none"> <li>• 3 minute speaking opportunity</li> <li>• Opportunity to display promotional material in the classroom</li> <li>• Sponsor recognition on class promotional material</li> </ul>	\$175 per class
<b>Monthly New Member Orientation</b> (approx. 50 attendees per orientation) <ul style="list-style-type: none"> <li>• 3 minute speaking opportunity (limited to 3 speakers per month)</li> <li>• Opportunity to display promotional material at venue (during orientation)</li> <li>• Sponsor recognition on New Member Orientation promotional material</li> </ul>	\$375 per orientation with speaking \$300 per orientation without speaking
<b>Spring or Fall Extravaganza</b> (approx. 45 attend each day of a 5-day training series) <ul style="list-style-type: none"> <li>• Limited to 1 sponsor per day of each 5-day training series</li> <li>• Lunch sponsor</li> <li>• 5 minute speaking opportunity during lunch</li> <li>• Opportunity to display promotional material at venue (during training)</li> <li>• Sponsor recognition on Extravaganza promotional material</li> </ul>	\$525 each day
<b>Brown Bag Educational Seminars</b> (approx. 40 attendees per seminar) <ul style="list-style-type: none"> <li>• 6 Brown Bag Education Seminars are scheduled annually (limited to 2 sponsors per Seminar)</li> <li>• Lunch sponsor</li> <li>• 5 minute speaking opportunity during introductions</li> <li>• Opportunity to display promotional material at venue (during seminar)</li> <li>• Sponsor recognition on seminar promotional material</li> </ul>	\$250 per seminar
<b>Membership</b>	
<b>Designated Affiliate Membership</b> <ul style="list-style-type: none"> <li>• Ask your SDAR Sales Representative about membership benefits</li> </ul>	\$195 annually \$75 application fee \$270 total
<b>Associate Affiliate Membership</b> <ul style="list-style-type: none"> <li>• Ask your SDAR Sales Representative about membership benefits</li> </ul>	\$95 annually \$35 application fee \$130 total

***Annual Partnerships also available***

*Ask for details.*

## Advertising

<b>Webtile Ad on SDAR.com</b> (33,000+ web site visits monthly) <ul style="list-style-type: none"> <li>• 220x200 pixels</li> <li>• On designated pages of SDAR.com</li> </ul>	\$275 per month (2 month minimum)
<b>Ad in Monthly eNews/eEducation</b> (16,000+ distribution each) <ul style="list-style-type: none"> <li>• Banner (500x90 pixels) or square (250x95 pixels) display ad</li> <li>• Received by all SDAR members, brokers, office managers, and MLS users</li> </ul>	Banner \$395 Square \$295
<b>Ad in Weekly Broker and Office Manager Email Communication</b> (2,400+ distribution) <ul style="list-style-type: none"> <li>• Banner (500x90 pixels) or square (250x95 pixels) display ad</li> <li>• Received by all SDAR Broker and Office Managers</li> </ul>	Banner \$395 Square \$295
<b>Poster in SDAR Kearny Mesa Service Center - Main Office</b> (6,500+ members visit the Kearny Mesa Service Center each year) <ul style="list-style-type: none"> <li>• 24"x36" dimension (production included)</li> </ul>	\$195 month
<b>Ad on Service Center Video Displays</b> (10,000+ members view the Service Center displays each year) <ul style="list-style-type: none"> <li>• 30 second display of sponsor advertisement (PPT slide format)</li> </ul>	\$150 month
<b>Membership Mailing Labels</b> (list segmentation available)	\$225 per thousand members
<b>Sponsorship of "The Scoop"</b> (16,000+ email distribution) <ul style="list-style-type: none"> <li>• Monthly housing statistics video presented by SDAR President</li> <li>• Videos posted to SDAR.com and on SDAR's YouTube Channel</li> <li>• Sponsor ad included in each monthly "The Scoop" video post on SDAR.com and YouTube (average 500 views monthly)</li> <li>• Banner ad (665x60 pixels) included on "The Scoop" page on SDAR.com (average 510 visitors quarterly)</li> <li>• Banner ad (500x90 pixels) included in monthly email</li> <li>• Received by SDAR members, brokers, office managers, and MLS users</li> </ul>	Contact Sales for pricing
<b>Sponsorship of "San Diego Real Estate InFocus"</b> (print & electronic circulated quarterly to 16,000+) <ul style="list-style-type: none"> <li>• Sponsor ad (3.875"x3") in newsletter</li> </ul>	\$495 per quarter
<b>Sponsorship of "Broker and Office Manager Quarterly Brief"</b> (2,400+ distribution) <ul style="list-style-type: none"> <li>• Sponsor ad (3.875"x3") in newsletter</li> </ul>	\$495 per quarter
<b>Ad in Monthly Caravan Connection Flyers</b> (700+ distribution) <ul style="list-style-type: none"> <li>• Delivered to 15 local San Diego area Caravans</li> <li>• Issues posted online on SDAR.com</li> </ul>	
1 Month	\$250
3 Months	\$700
6 Months	\$1,400
<b>Ad in REALTOR® Resource Guide &amp; Affiliate Directory</b> (14,000+ distribution annually)	
Business Card Ad (black & white)	\$300*
¼ Page Ad (black & white)	\$550*
½ Page Ad (black & white)	\$800*
Full Page Ad (4-color)	\$1,200*
Back Inside Cover (4-color)	\$1,900*
Front Inside Cover (4-color)	\$1,900*
Center Page (4-color)	\$2,000*
Back Outside Cover (4-color)	\$2,900*

\*Designated Affiliate Members receive \$100 discount.

## For more information

Contact Sales at (858) 715-8018 or [Sales@SDAR.com](mailto:Sales@SDAR.com).

