

The Greater San Diego Association of REALTORS®

Advertising Opportunities

Choose Your Marketing Strategy

SDAR Website

- Webtile Ads

Email Campaigns

- eNews
- eEducation
- The Scoop

Print Publications

- San Diego REALTOR® Publication
- REALTOR® Resource Guide & Affiliate Directory
- San Diego Real Estate InFocus Report
- Caravan Connection Flyer

Electronic

- Service Center Video Displays



SDAR reaches out to over 12,000 REALTOR® and Affiliate members through online and print advertising, promoting relevant news topics, new business tools, education courses, over 55 SDAR events, and much more!

Contact SDAR Sales for additional information about advertising opportunities.



Sales@SDAR.com

(858) 715-8018

Publication

The San Diego REALTOR® is a monthly newspaper-style publication delivered to members that discusses education, events, caravans, statistics, government affairs, risk management, and features articles and other information to keep REALTORS® educated in their area of expertise. An online version is available on SDAR's website.

Ad Sizes:
 1/8 pg 5" w x 4" h
 1/4 pg 5" w x 8" h OR 7.5" w x 5" h
 1/2 pg 10.125" w x 8" h OR 7.5" w x 11" h
 Full pg 10.125" w x 10.75" h

Ad Formats: high-res PDF, TIF, and JPEG



REALTOR® Resource Guide

The REALTOR® Resource Guide & Affiliate Directory is a comprehensive listing of businesses in the region that offer products and services useful to REALTORS®, property owners, and potential buyers and sellers. This guide is a straightforward and effective tool to reach our growing membership. Guides are mailed to members for distribution to their clients.



Ask for ad sizes

Four of SDAR service centers display an LCD presentation screen. Be an advertiser on the monthly presentation and receive a 30-second display rotation. Our service centers receive 10,000 member impressions per year.

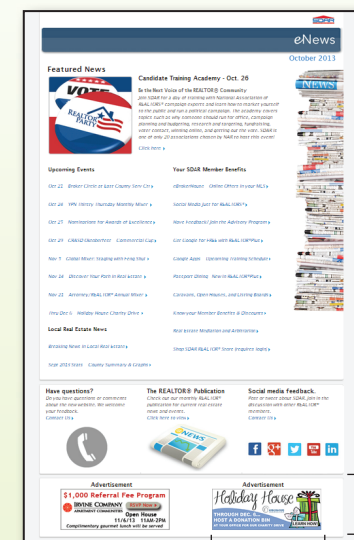
Ad Size: 5" w x 4" h (layout for PPT)

Ad Formats: high-res PDF, TIF and JPEG



Video Display

eNews & eEducation



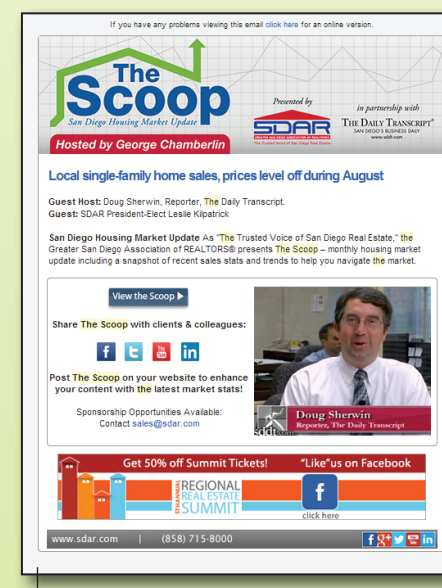
95 px

250 px

County. Advertisers also have the benefit of hyper-linking their advertisement.

Ad Sizes: Square (250x95 pixels) or Banner (500x90 pixels)

Ad Formats: JPEG and PNG



90 px

500 px

The Scoop is a short monthly video with the latest San Diego housing market statistics and trends. Videos are posted to SDAR.com, SDAR's YouTube Channel, and SDDT.com and distributed to members via email.

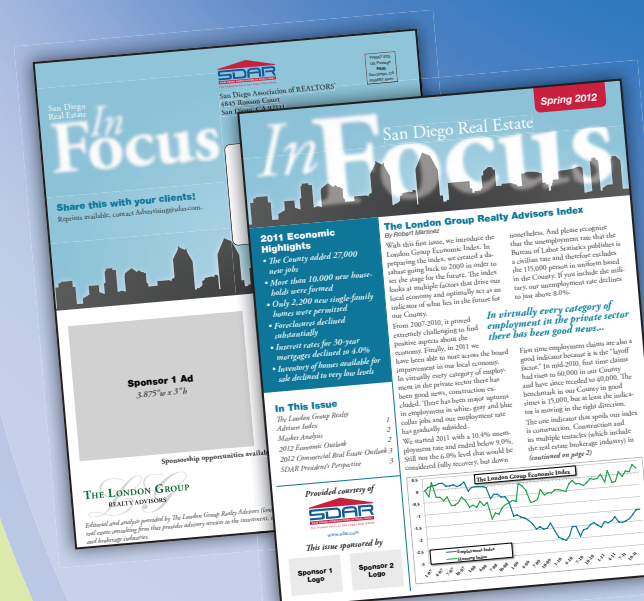
InFocus

A quarterly review of the industry's economic environment to help REALTORS® navigate through today's economy and understand how changes affect them and their community.

Opportunities include an advertisement, quote insertion, and logo recognition per issue of the San Diego Real Estate InFocus market report (electronic and/or print.)

Ad Size: 3.875" w x 3" h

Ad Formats: high-res PDF, TIF, JPEG, and EPS





The SDAR *Caravan Connection* flyer is a printed monthly newsletter that summarizes SDAR services that aid real estate professionals in conducting their business. The flyers are distributed at more than 15 local tours and reach over 500 industry professionals. Monthly issues are also posted on SDAR.com.

Ad Size: 2 5/16" w x 1 5/16" h

Ad Formats: high-res PDF, TIF, and JPEG

Contact Sales for pricing on all advertising opportunities

As "The Trusted Voice of San Diego Real Estate," SDAR's website is a reputable source for information regarding the real estate industry in San Diego County.

SDAR hosts more than 300 website pages of content used by REALTORS® and other real estate professionals and attracts over 33,000 website visits a month. Use this opportunity to get your brand in front of thousands of SDAR members, affiliates, buyers and sellers.

Ad Size: 220w x 200h pixels

Ad Formats: JPEG and PNG

