

# Customize Your Reach



## Individual Opportunities

Choose Your Marketing Strategy

Events	Starting at:
Installation Dinner - January (400+ attendees)	\$699
SDAR Expo & Conference - Spring (1,500+ attendees)	\$750
Charity Golf Tournament - Summer (200+ attendees)	\$400
Real Estate Summit - Fall (500+ attendees)	\$650
Member Appreciation Day - Fall (500+ attendees)	\$650
Holiday House - Winter (250+ attendees)	\$500

Get 10% off attendee mailing lists - ask sales for details

Education	Starting at:
<b>SDAR Classroom Training (20-30 attendees per class)</b> <ul style="list-style-type: none"> <li>• 3 minute speaking opportunity or 30 second video</li> <li>• Display promotional material in the classroom</li> <li>• Sponsor recognition on class promotional material</li> </ul>	\$175 per class
<b>Monthly New Member Orientation (50+ attendees per orientation)</b> <ul style="list-style-type: none"> <li>• 3 minute speaking opportunity (limited to 3 speakers per month)</li> <li>• 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 (approx. 45 attend each day of a 5-day training series)</b> <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 (approx. 40 attendees per seminar)</b> <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

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



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## Membership

### Starting at:

**Designated Affiliate Membership** - for the primary contact in your office  
(A designated membership is required for an associate membership)  
• Ask your SDAR Sales Representative about membership benefits

\$195 annually  
\$75 application fee

**Associate Affiliate Membership** -  
• Ask your SDAR Sales Representative about membership benefits

\$95 annually  
\$35 application fee

## Advertising

### Starting at:

**Webtile Ad on SDAR.com** (33,000+ web site visits monthly)  
• 220x200 pixels

\$400

**Ad in Monthly eNews/eEducation** (16,000+ distribution each)  
• Banner (500x90 pixels) or square (250 x 95 pixels) display ad  
• Received by all SDAR members, brokers, office managers, and MLS users

Banner \$395  
Square \$295

**Ad on Service Center Video Displays** (10,000+ member impressions)  
• 30 second display of sponsor advertisement (PPT slide format)

\$150 month

**Sponsorship of "The Scoop"** (16,000+ recipients)  
• Monthly housing statistics video presented by SDAR President  
• Videos posted to SDAR.com and on SDAR's YouTube Channel  
• Banner ad (500x90 pixels) included in monthly email  
• Exclusive 30 second video ad in The Scoop video

\$495

**Sponsorship of "San Diego Real Estate InFocus"** (print & electronic circulated quarterly to 16,000+)  
• Sponsor ad (3.875" x 3") in newsletter

\$495 per quarter

**Ad in Monthly Caravan Connection Flyers** (500+ distribution)  
• Delivered to 15 local San Diego area Caravans  
• Issues posted online on SDAR.com

\$250

**Ad in REALTOR® Resource Guide & Affiliate Directory** (14,000+ distribution annually)

\$195

**Ad in The San Diego REALTOR®** (12,000 readers monthly)  
• A monthly electronic & print publication

\$225



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