



# The Scoop

San Diego Housing Market Update

## Sponsorship Opportunities

### Sponsorship of "The Scoop" (16,000+ emails announcing new video sent to all members and non-members monthly)

- Monthly housing statistics video moderated by George Chamberlin, Executive Editor of The Daily Transcript
- Videos posted to SDAR.com and on SDAR's YouTube Channel
- Videos posted to SDDT.com: Real Estate page (13,520+ visits daily) and Video Media page (9,200+ visits daily)

#### Pricing

#### Exclusive Sponsor (limited availability)

- Includes Title Sponsor benefits and excludes Co-Sponsors and Sponsors

Contact Sales

#### Title Sponsor (1 available each edition)

- Banner Ad (665x80 pixels) on SDAR's The Scoop page at SDAR.com
- Banner Ad (550x80 pixels) on SDAR's The Scoop announcement email
- Opportunity for company representative to appear in the sponsored edition of The Scoop (content must be informational)
- Opportunity to submit separate promotional/special message video (up to 3 min.) to be promoted on SDAR's The Scoop page (for duration of sponsored edition) at SDAR.com and on SDAR's The Scoop announcement email (with advance notice, SDAR can assist with video production)
- Sponsor recognition on SDAR's YouTube Channel (sponsored edition video description)

\$5,000 per edition

#### Co-Sponsor (2 available each edition)

- Banner Ad (178x150 pixels) on SDAR's The Scoop page at SDAR.com
- Banner Ad (178x150 pixels) on SDAR's The Scoop announcement email
- One (1) month LCD monitor promotion in SDAR Service Centers
- Three (3) New Member Orientation sponsorships
  - Table at event to distribute collateral
  - Two (2) event tickets
- Sponsor recognition on pre and post- event marketing

\$2,500 per edition

#### Sponsor (3 available each edition)

- Banner Ad (218x80 pixels) on SDAR's The Scoop page at SDAR.com
- Banner Ad (218x80 pixels) on SDAR's The Scoop announcement email

\$1,500 per edition

### What is The Scoop?

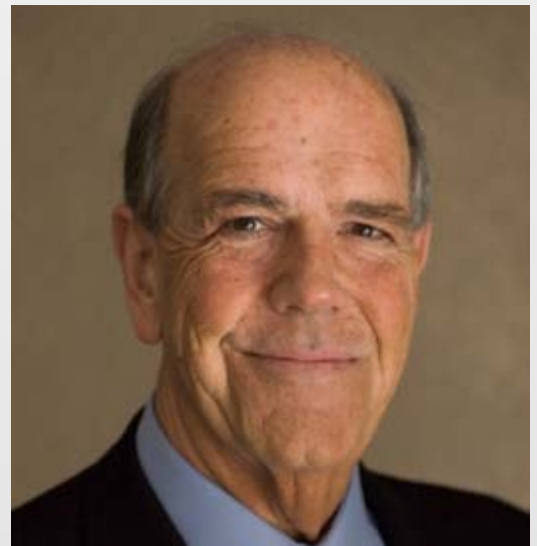
*Short monthly videos with the latest housing statistics and trends.*

### View The Scoop online at [www.sdar.com](http://www.sdar.com)

- Learn the latest housing numbers
- Share videos with your clients & colleagues
- Post links on your website

### The Scoop is hosted by

*George Chamberlin, Executive Editor of The Daily Transcript*



**George Chamberlin**  
*Executive Editor of  
The Daily Transcript*

*Presented by*



The Trusted Voice of San Diego Real Estate

[www.sdar.com](http://www.sdar.com)

*In partnership with*

**THE DAILY TRANSCRIPT®**  
SAN DIEGO'S BUSINESS DAILY  
[www.sddt.com](http://www.sddt.com)



## Ad Sizes

Refer to your sponsorship package

## File Sizes

No size restrictions, SDAR will optimize all graphics

## Ad Formats

GIF, JPEG, PNG

## Ad Submissions

Submit graphics to [Advertising@sdar.com](mailto:Advertising@sdar.com). Within the message please include the name of your company, your name, email address, phone number, and a brief description of what the graphic is for.

## Website



## Email



## THE SCOOP

Home \* News & Events \* The Scoop



**For more information contact Sales at  
(858) 715-8072 or [Sales@SDAR.com](mailto:Sales@SDAR.com)**