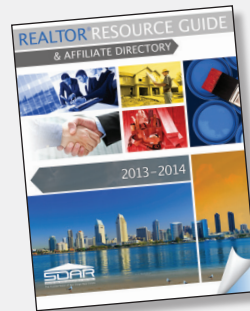


Be a Resource. Gain Exposure.

Advertise in the Greater San Diego Association of REALTORS®
REALTOR® Resource Guide & Affiliate Directory

What is the *REALTOR® Resource Guide & Affiliate Directory*?

Homeowners often look to their real estate professional when they need a product or service for their new investment. The *REALTOR® Resource Guide & Affiliate Directory* is designed to be a handy reference for our members to use as a resource.



Distribution?

- Digitally circulated to 12,000 members who have access to more than 30,000 buyers and sellers
- Electronic and print delivery to brokers and office managers, spotlighting monthly service categories.
- Published online at SDAR.com (390,000+ visits per year).
- Instant network sharing by e-mail or social media.



ADVERTISE IN SDAR's *REALTOR®* *Resource Guide & Affiliate Directory*:

- ✓ Generate more leads & referrals
- ✓ Brand exposure to Southern CA market
- ✓ Reach thousands of real estate professionals, home buyers and sellers!

An estimated 65% of MLS home sale listings in San Diego County are listed by SDAR members.


In 2012, SDAR members sold \$10 Billion in real estate sales.

As the largest trade association in San Diego County, SDAR represents over 12,000 REALTORS®.

SDAR
GREATER SAN DIEGO ASSOCIATION OF REALTORS®
The Trusted Voice of San Diego Real Estate

www.sdar.com | (858) 715-8018

Advertise in the *REALTOR® Resource Guide & Affiliate Directory*

Advertisement	SDAR 2014 Affiliate Cost	Non-Affiliate Cost
Business Listing (Listing only, black & white)	Included with Affiliate Membership	<input type="checkbox"/> \$ 165
Bold Listing (Listing only, black & white)	<input type="checkbox"/> \$ 115	<input type="checkbox"/> \$ 280
Listing with Logo	<input type="checkbox"/> \$ 170	<input type="checkbox"/> \$ 350
Business Card Ad 3.5w x 2h	<input type="checkbox"/> \$ 220	<input type="checkbox"/> \$ 420
Quarter Page 3.625w x 4.75h	<input type="checkbox"/> \$ 470	<input type="checkbox"/> \$ 610
Coupon Ad 3.5w x 2h	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 650
Half Page 7.5w x 4.75h	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 1,105
Full Page*	<input type="checkbox"/> \$ 1,120	<input type="checkbox"/> \$ 1,455
Front Inside Cover*	<input type="checkbox"/> \$ 1,820	<input type="checkbox"/> \$ 2,365
Back Inside Cover*	<input type="checkbox"/> \$ 1,820	<input type="checkbox"/> \$ 2,365
Back Cover*	<input type="checkbox"/> \$ 2,820	<input type="checkbox"/> \$ 3,665
Center Page Without Bleed: 16w x 10h With Bleed: 17w x 11h with .125 bleed and crop marks	<input type="checkbox"/> \$ 2,820 	<input type="checkbox"/> \$ 3,665

* Specifications for a full page ad: Without Bleed: 7.5w x 10h With Bleed: 8.5w x 11h with .125 bleed and crop marks

BONUS BUY! Businesses who purchase a half or full page advertisement receive an upgraded bold listing!

Must already have a Business Listing in the REALTOR® Resource Guide & Affiliate Directory.

☐ **Become an SDAR Designated Affiliate member for only \$195**

Advertiser Information

Date: _____ Member # (if applicable): _____

Name: _____ Email: _____

Company Name: _____

Company Address: _____

Company Phone: _____ Business Contact: _____

Direct Phone: _____ Business Email: _____

Payment Information

☐ Visa ☐ M/C ☐ AmEx ☐ Discover ☐ Check (made payable to SDAR)

Credit Card #: _____ Exp. Date: _____ Amount: \$ _____

Cardholder's Name (please print): _____ Signature: _____

Additional Information - by signing below, you certify that you have read and understand the following terms:

- SDAR reserves the right to refuse publication of creative if it does not meet SDAR's guidelines.
- If creative submitted is not to specifications requested by SDAR, the creative will be returned.
- Approved creative must be received by deadline date, otherwise advertiser will not receive the opportunity to advertise.
- Advertiser grants SDAR a limited license to use its name and creative images as outlined herein.
- Although SDAR will withdraw advertising upon request of the Advertiser, due to SDAR expenses incurred and other commitment, advertising payments are final and will not be refunded under any circumstances should Advertiser request withdrawal of advertisement.
- Final advertising payments are due 30 days from date of signed agreement. Failure to make final payment shall result in a loss of Advertiser rights for all subsequent events, but does not entitle Advertiser to a refund of previously paid funds.

Advertising Representative Signature: _____

RETURN WITH PAYMENT TO: Email: Sales@SDAR.com Fax: (858) 715-8088

Mail: SDAR, Attn.: Sales Department, 4845 Ronson Court, San Diego, CA 92111

For questions, contact Sales at (858) 715-8018 or Sales@SDAR.com



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(•May202014•)