

# 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.

## Reasons to advertise?

- Ability to reach a **targeted market** of real estate professionals through the largest trade association in San Diego County
- Real estate professionals offer their clients this tool as an easy reference to **direct new business your way**
- **Brand exposure** to a targeted audience of real estate professionals, home buyers, and sellers
- **Enhanced advertising credibility** through SDAR - recognized as "The Trusted Voice of San Diego Real Estate" by the industry, elected officials, and the media
- Advertising **exposure beyond San Diego County** through SDAR's Southern California market outreach

## Distribution?

- Mailed to 12,000+ members, who have access to more than 30,000 buyers & sellers
- Online at SDAR.com (390,000+ visits per year)
- SDAR events; including SDAR's Annual *REALTOR® Expo and Conference* and *Regional Real Estate Summit* attracting more than 1,900 attendees
- Provided to over 30 new members at monthly SDAR orientations

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

- ✓ Generate more leads & referrals!
- ✓ Generate sales!
- ✓ Reach thousands of real estate professionals, home buyers and sellers!

*An estimated 60% of MLS home sale listings in San Diego County are listed by members of SDAR.*

*The guide is available to REALTORS® to give to clients as a resource.*

*Much like a Chamber of Commerce represents local business members, SDAR represents over 12,000 real estate professionals throughout the county.*



www.sdar.com | (800) 525-2102

## Advertising Rates

Advertisements	SDAR Affiliate Cost	Non-Affiliate Cost
<b>Business Name</b> (Listing only, black & white)	<b>Included with Affiliate Membership</b>	\$ 115
<b>Bold Listing</b> (black & white)	\$ 115	\$ 145
<b>Listing with Logo</b> (black & white)	\$ 170	\$ 195
<b>Business Card Ad</b> (black & white) 3.5w x 2h	\$ 220	\$ 320
<b>Quarter Page</b> (black & white) 3.625w x 4.75h	\$ 470	\$ 570
<b>Coupon Ad</b> (black & white) 3.5w x 2h	\$ 500	\$ 600
<b>Half Page</b> (black & white) 7.5w x 4.75h	\$ 720	\$ 820
<b>Half Page</b> (4-color) 7.5w x 4.75h	\$ 850	\$ 950
<b>Full Page</b> (4-color)*	\$ 1,120	\$ 1,220
<b>Front Inside Cover</b> (4-color)*	\$ 1,820	\$ 1,920
<b>Back Inside Cover</b> (4-color)*	\$ 1,820	\$ 1,920
<b>Center Page</b> (4-color) Without Bleed: 16w x 10h With Bleed: 17w x 11h with .125 bleed and crop marks	\$ 1,720	\$ 1,820
<b>Back Cover</b> (4-color)*	\$ 2,820	\$ 2,920
<b>Flyer Insert</b> (4-color)*	\$ 1,420	\$ 1,520

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

## 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 *(please check 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.
- ☐ Submit creative to Sales@SDAR.com. 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) 300-9948

Mail: Greater San Diego Association of REALTORS®, 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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