

SDAR's eNews & eEducation Fact Sheet

eNews and eEducation

Put your message in front of real estate professionals who receive SDAR e-mail communications to stay informed. SDAR's eNews and eEducation are electronic newsletters delivered each month to the e-mails of more than 16,000 of the Association's active members, affiliates, and other real estate professionals throughout the county. eNews includes timely information about upcoming Association events, industry news, and member benefits. eEducation focuses on upcoming classes and seminars at SDAR's service centers, as well as other educational events in the community.

Sample of eNewsletter

If you have any problems viewing this email click [here](#) for an online version.

The sample eNewsletter features the SDAR logo and 'eNews' branding. It includes a 'Featured Events' section for January 2012, highlighting the 'New SDAR 2012 Board Ready to Serve Your Association' and a 'Leadership Principles' seminar. Below this are two advertisements: a banner for 'DIRECT LENDER' (500px wide) and a square for 'WEST COAST ESCROW' (250px wide). The bottom section, titled 'Click on news or event title for more information', lists various news items such as 'Coronado Association Celebrates Installation on January 28', 'Seminar on Jan. 31: Leadership Principles from a Life at Disney', and 'December MLS Statistics - Countywide Summary & Updated Graphs'. It also includes a 'Join Our Community' section with social media icons for Facebook, Twitter, YouTube, and The Scoop. A red banner at the bottom says 'For more news & events, click here.'

BANNER AD ▶
\$395

SQUARE AD ▶
\$295

Ad Rates

Single Ad	Banner – \$395 Square – \$295
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Ad Placement

Ads appear at the top (above the fold)

Ad Specifications

Ad Sizes	Banner (500 pixels wide x 90 pixels tall) Square (250 pixels wide x 95 pixels tall)
File Sizes	No size restrictions. SDAR will optimize all graphics

Ad Formats

Static	GIF, JPEG, PNG
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Ad Submissions

SDAR utilizes a safe, secure, and free service, called Dropbox, for collecting advertising materials.

Dropbox allows users to bring documents, graphics, and photos together in a shared online storage with no downloading necessary.

SDAR will create a shared folder in Dropbox specific to your advertising purchase, and the Advertiser will be responsible for submitting creative to their Dropbox account by deadline date.

For more information:

Contact Sales at Sales@SDAR.com or (858) 715-8072.