

# e-newsletter

SANTA CRUZ ASSOCIATION OF REALTORS®

## advertising rates

| number of issues<br>discount | member |               | non-member |               |
|------------------------------|--------|---------------|------------|---------------|
|                              | 1x     | 12x<br>(-10%) | 1x         | 12x<br>(-10%) |
| full page                    | \$150  | \$135         | \$225      | \$202         |
| half page                    | \$115  | \$103         | \$175      | \$157         |
| quarter page                 | \$70   | \$63          | \$115      | \$103         |
| eighth page                  | \$40   | \$36          | \$65       | \$58          |

Placement: Add 15% per issue. Rates listed are per issue. All ads are in color. Advertising space is limited, advertisements will be accepted on a first come first served basis.

## reach over 1200 local real estate professionals!

The SCAOR e-Newsletter offers Advertisers a unique opportunity to reach a very specialized market and is the source for local real estate industry information. Published online monthly, the newsletter is e-mailed to each of our 1200+ members and is available online 24 hours a day at [scaor.org](http://scaor.org).

REALTOR® and Affiliate members rely on the newsletter to update them on continuing education courses, upcoming meetings and special events, as well as the latest on local,

state, and national issues that are effecting their industry. For those businesses that consider REALTORS®, Property Managers and other Real Estate Industry professionals and their clients to be their target market, the SCAOR e-Newsletter is the best place to find the exposure you are looking for.

Contact Andrea to discuss your advertising goals and to determine the best advertising plan for your business!  
e-mail: [andrea@scaor.org](mailto:andrea@scaor.org) ph: 831-464-2000

## ad specifics

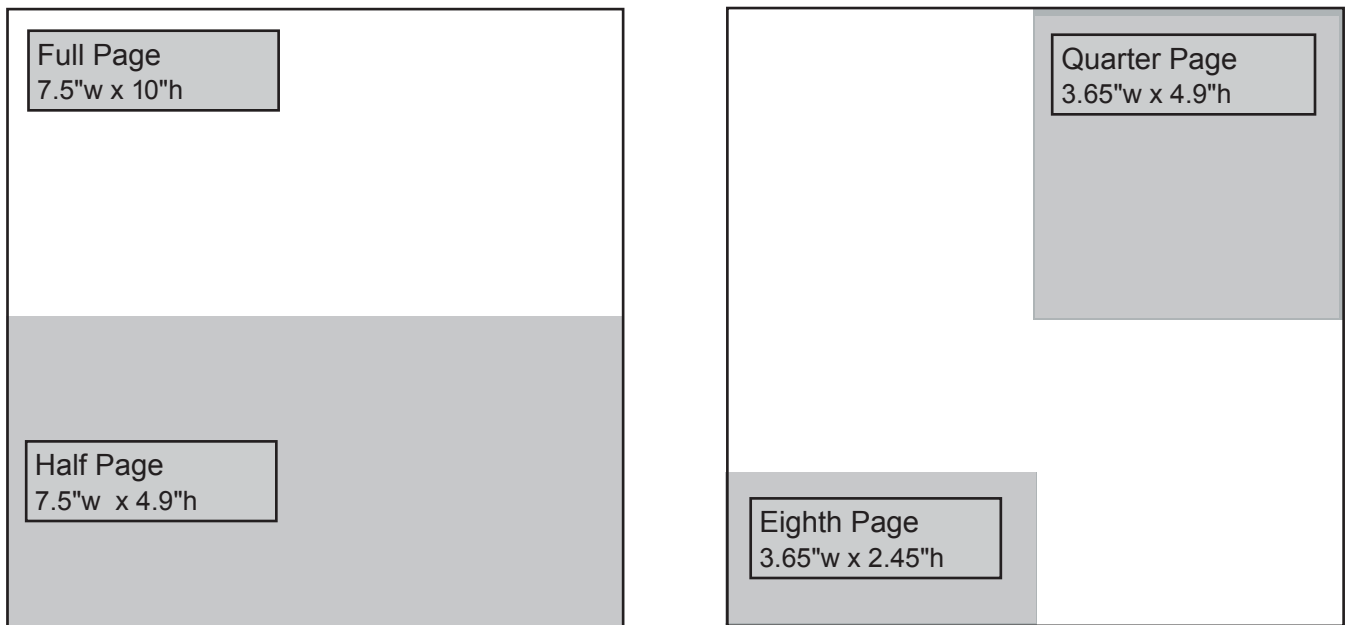
### discounts

Discounted rates require a contractual agreement. Advertising agencies receive a straight 10% discount.

### placement

Specific ad placement is available on a first come, first served basis at the following additional rates per ad: Add 15% per issue.

### ad sizes



### ad submission and design

Ads may be submitted camera-ready or we will design your ad free of charge. Camera-ready ads may be sent as a PDF (.pdf) or TIFF (.tif) file. Logos, photos and other artwork may be submitted as JPEG, TIFF (.tif) or EPS (.eps) format. All files should be at least 300 DPI (dots per inch) resolution at the size at which it will be used. For example, if you are submitting a camera-ready 1/4 page ad, the resolution of the ad should be at least 300 DPI and 3.65” wide x 4.9” high). Files may be emailed to [andrea@scaor.org](mailto:andrea@scaor.org); ad mock-ups may be faxed to (831) 464-2881. If you need further assistance with your ad or have questions about submitting it, please don't hesitate to contact us!

**reserve your ad today, contact Andrea at 831-464-2000 or email: [andrea@scaor.org](mailto:andrea@scaor.org)**

Payment is due and payable in full upon space reservation, unless otherwise arranged in the advertising contract agreement.