



SCCAR Advertising Opportunities

Targeted Marketing for Your Business!

MySCCAR.org

Banner (monthly)

Member: \$100 Non-member \$175

Size: 468w x 60h px.

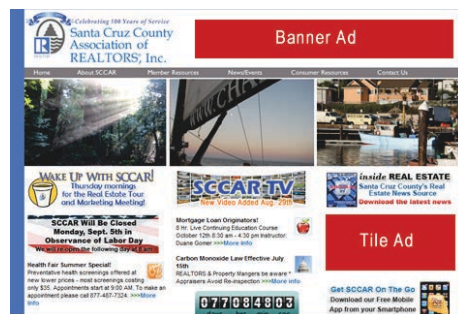
Format: jpg, png or gif

Tile ad (monthly)

Members \$50, Non-members \$75

Size: 241w x 70h px.

Format: jpg, png or gif



Inside Real Estate Newsletter

Full Page

Member:

\$150 or *\$135 monthly

Non-member

\$225 or *\$202 monthly

Size: 7.5" w x 10" h

Format: pdf or jpg

1/2 Page

Member:

\$115 or *\$103 monthly

Non-member

\$175 or *\$157 monthly

Size: 7.5" w x 4.9" h

Format: pdf or jpg

1/4 Page

Member:

\$70 or *\$63 monthly

Non-member

\$115 or *\$103 monthly

Size: 3.65" w x 4.9" h

Format: pdf or jpg

1/8 Page

Member

\$40 or *\$36 monthly

Non-member

\$65 or *\$58 monthly

Size: 3.65" w x 2.45" h

Format: pdf or jpg



* 10% discount with 12 month contract

Tour Sheet

Half Page

Member:

\$25 weekly, \$80 monthly

Non-member

\$40 weekly, \$140 monthly

Size: 7.5" w x 4.9" h

Format: pdf or jpg

1/4 Page

Member:

\$20 weekly, \$70 monthly

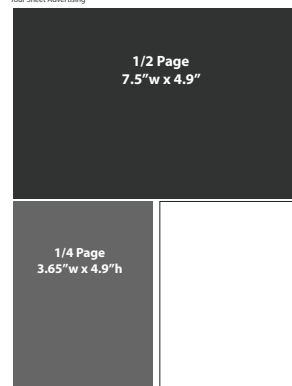
Non-member

\$35 weekly, \$120 monthly

Size: 3.65" w x 4.9" h

Format: pdf or jpg

Tour Sheet Advertising



For more information on advertising on the tour sheet, please contact Andrea Harbert at 831-444-2000 or andrea@myccar.org.

Ads are subject to spacing availability.

eScoop

Sidebar Tile (monthly)

Member: \$75 Non-member \$95

Size: 165 x 165 px.

Format: jpg or gif

Sidebar Tile (weekly)

Member: \$20 Non-member \$25

Size: 165 x 165 px.

Format: jpg or gif



See reverse for further details

ad specifics

MySCCAR.org

Reach over 1,100 SCCAR members and the public 24/7 online! Advertising on the SCCAR website provides extensive exposure to the real estate industry and the public sector .

Placement: Banner and tile ads can rotate with up to two other ads. Rotation frequency is 5 seconds. Tile ads do not rotate.

Newsletter

The SCCAR Newsletter offers advertisers a unique opportunity to reach a very specialized market. Published online monthly, the newsletter is emailed to each of our 1,100+ members and is available online 24 hours a day.

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 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 jpg, tif or eps format. All files should be at least 300 DPI (dots per inch) resolution at the size at which it will be used.

Submission Deadline: Ads must be submitted on Friday three weeks prior to publication dates. Publication occurs on the 1st of every month.

Tour Sheet

The SCCAR tour sheet is emailed weekly every Thursday and made available at our tour meetings, in our office and online. Advertising in the tour sheet is a great avenue to show off your special listing or to promote any real estate related service.

Placement: Ads are placed on a first come, first served basis.

Submission Deadline: Ads must be submitted on Thursday the week prior to the tour publication date in either pdf or jpg format. Tour sheets are published weekly on Thursday.

eScoop

The eScoop is our weekly email update that is sent to over 1,100 SCCAR members. It provides up-to-date relevant information and is a go-to tool for our members. Your business is sure to be seen as our open rate is over 20%.

Placement: Ads are placed on a first come, first served basis.

Submission Deadline: Ads must be received the Wednesday prior to publication. The eScoop is sent out weekly every Wednesday.

Discounts

Discounted rates require a contractual agreement.

Payment

Payment is due and payable in full upon space reservation, unless otherwise arranged.

Ad Submission

Please submit your ad to andrea@mysccar.org or contact Andrea Harbert at 831-464-2000 for more information.



SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®
REAL ESTATE MONTHLY NEWSLETTER
ADVERTISING AGREEMENT

COMPANY: _____ CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

BILLING ADDRESS (if different from above): _____

PHONE: () _____ FAX: () _____

PERSON RESPONSIBLE FOR AD AUTHORIZATION: _____

AD SIZE AND RATE

Advertiser agrees to purchase :

MySCCAR.org:
[] Banner Ad ___ Number of months
[] Tile Ad ___ Number of months
Advertising start date _____ end date _____ Total amount due: \$ _____

Newsletter:
[] Full page [] 1/2 Page [] 1/4 Page [] 1/8 Page ___ Number of months
Advertising start date _____ end date _____ Ad rate \$ _____
Discount: \$ _____ Placement: \$ _____ Total amount due: \$ _____

Tour sheet
[] 1/2 page [] 1/4 page
___ Number of weeks/months
Ad rate: \$ _____
Start date: _____ end date: _____
Total amount due: \$ _____

eScoop
[] Sidebar Tile
___ Number of weeks/months
Ad rate: \$ _____
Start date: _____ end date: _____
Total amount due: \$ _____

TERMS AND CONDITIONS

- 1. If the advertiser cancels this agreement before it is completed the advertiser will be re-billed for all ads run at the base rate. In addition, the remaining contracted ad will be billed to the advertiser at the base rate for the remaining length of this agreement.
2. Contract or special discounts are not in effect for any special placement, feature home, promotional rates, or in addition to any special discounts.
3. Charges for advertising are due and payable when billing invoice is received.
A. All accounts are considered past due after 30 days, and are subject to a 1.5% monthly service charge.
B. NO DISCOUNTS or credit will be extended to any account past due.
4. Publisher reserves the right, in its sole discretion, to reject any advertising that is considers objectionable.

Advertiser Date: _____

Andrea Harbert Santa Cruz County Association of REALTORS® Date: _____



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REAL ESTATE MONTHLY NEWSLETTER
 ADVERTISING AGREEMENT

COMPANY: _____ CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

BILLING ADDRESS (if different from above): _____

PHONE: () _____ FAX: () _____

PERSON RESPONSIBLE FOR AD AUTHORIZATION: _____

AD SIZE AND RATE

Advertiser agrees to purchase :

<p>MySCCAR.org:</p> <p><input type="checkbox"/> Banner Ad ___ Number of months</p> <p><input type="checkbox"/> Tile Ad ___ Number of months</p> <p>Advertising start date _____ end date _____ Total amount due: \$ _____</p>	
<p>Newsletter:</p> <p><input type="checkbox"/> Full page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/8 Page ___ Number of months</p> <p>Advertising start date _____ end date _____ Ad rate \$ _____</p> <p>Discount: \$ _____ Placement: \$ _____ Total amount due: \$ _____</p>	
<p>Tour sheet</p> <p><input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/4 page</p> <p>___ Number of weeks/months</p> <p>Ad rate: \$ _____</p> <p>Start date: _____ end date: _____</p> <p>Total amount due: \$ _____</p>	<p>eScoop</p> <p><input type="checkbox"/> Sidebar Tile</p> <p>___ Number of weeks/months</p> <p>Ad rate: \$ _____</p> <p>Start date: _____ end date: _____</p> <p>Total amount due: \$ _____</p>

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 Advertiser Date: _____

 Andrea Harbert Santa Cruz County Association of REALTORS® Date: _____



Creating Better REALTORS®

FAX BACK TO 831-464-2881

AUTHORIZATION FOR CREDIT CARD PAYMENT

I, _____, hereby authorize the Santa Cruz Association of REALTORS® to charge my credit card as per the details indicated below.

Visa

MasterCard

Amex

Amount to be charged

\$

* Credit Card # _____

* Expiration Date _____ / _____
(month/year)

* CVC # _____

* Credit Card Billing Address

* Street _____

* City _____ * Zip _____

* Purpose of Charge: _____

* Name as shown on Card: _____

* Cardholder Signature: _____

* Contact Phone Number () _____ - _____

**2525 Main Street, Soquel, California 95073
Phone 831-464-2000; Fax 831-464-2881**