

Santa Cruz County Association of REALTORS®

It's All Within

REACH '18

Real Estate and Community Help Guide



RATE GUIDE

REACH '18

Real Estate and Community Help Guide

KICK YOUR LISTINGS UP A NOTCH!

The 9th Annual REACH is a full color publication featuring all active SCCAR REALTOR® and Affiliate members. Delivered to local businesses, available in our office and online year round, the REACH provides great exposure to both members and the public. Stand out in 2018 by upgrading your listing with one of our low cost options!

We invite with you to join with us in the promotion the American Dream! Some advertising opportunities are limited, first come-first serve.



Santa Cruz County
Association of REALTORS®



P: 831.464.2000
F: 831.464.2881



2525 Main Street
Soquel, CA 95076



mysccar.org
info@mysccar.org

COVER EXAMPLE

Santa Cruz County Association of REALTORS®

It's All Within

REACH '18

Real Estate and Community Help Guide



DO MORE WITH YOUR LISTING!

REACH18 serves as a year-round resource to the surrounding community, helping put these individuals in touch with the right agents to meet their buying & listing needs.

Our **REALTOR® Directory** is a great way to expose your company to its target audience - you're going to want to take full advantage of all our opportunities to enhance your listing, distinguishing it from the rest!

Images are for display purposes only. REACH18 is still currently in production and final product may vary slightly from examples shown.

DISPLAY IT!

Enhance your listing with the addition of a *full color display ad!*

Member Pricing **\$150** // Non-Members **\$250**

HIGHLIGHT IT!

Get *your entire listing highlighted* and really make it stand out!

Member Pricing **\$50**

BOLD IT!

Be Bold and let your listing reflect that with *fully bold & colored text!*

Member Pricing **\$25**

FULL & HALF PAGE ADS AVAILABLE!

*Contact Andrea Today to enhance your listing
at 831.464.2000 or andrea@mysccar.org*

**Members listed in red are reserved for contributors of \$148
or more to the REALTOR® Action Fund (RAF).**

LISTING EXAMPLE

Your Full Name

Your Company
1234 Your Street
Santa, Cruz, CA 95060
O: 000-000-0000
F: 000-000-0000
Email@YourDomain.com
YourDomain.com

Your Full Name
Your Company
1234 Your Street
Santa, Cruz, CA 95060
o: 000-000-0000
F: 000-000-0000
Email@YourDomain.com
YourDomain.com

Your Full Name
Your Company
1234 Your Street
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F: 000-000-0000
Email@YourDomain.com
YourDomain.com

**This Could Be
YOUR Ad!**
Secure your *Display Ad*
in this year's REACH Guide **TODAY!**

SCCAR
EST. 1911
Santa Cruz County
Association of REALTORS®

Your Full Name
Your Company
1234 Your Street
Santa, Cruz, CA 95060
o: 000-000-0000
F: 000-000-0000
Email@YourDomain.com
YourDomain.com

Your Full Name
Your Company
1234 Your Street
Santa, Cruz, CA 95060
O: 000-000-0000
F: 000-000-0000
Email@YourDomain.com
YourDomain.com

Your Full Name
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Email@YourDomain.com
YourDomain.com

AD SIZES

FULL PAGE ADVERTISEMENT

We request that print ready ads be submitted in either JPEG or PDF formats of at least 300 dpi.

Please e-mail print ready ads to andrea@mysccar.org by **March 09, 2018**.

Images are for display purposes only and not exact representations of size.

AD SIZE ◀
8.5"x11"

Size With Bleed
8.8"x11.3"

AD SIZE ▼
8.5"x5.5"

Size With Bleed
8.8"x5.8"

DISPLAY LISTING

AD SIZE ◀
2.5"x3.85"

HALF PAGE ADVERTISEMENT

Advertising and Payment Information

Please check off which advertising option(s) you would like to reserve space for, complete the credit card information at the bottom and fax to: Andrea, 831-464-2881, call 831-464-2000, or mail to: **SCCAR**

Andrea Harbert
2525 Main Street
Soquel, CA 95073

**Deadline For
Final Ad
Copy
March 09, 2018**

LISTING ENHANCEMENTS

- Display Ad** **\$150**
Full Color Graphic, 2.5"x3.85"
- Highlighted Listing** **\$50**
Boxed, Highlighted Listing
- Bold Listing** **\$25**
Full Color, Bold Text Emphasis

- Display Ad** **Non Members \$250**
Full Color Graphic, 2.5"x3.85"

ADVERTISEMENTS

- Back Cover*** **\$750**
Full Page, 8.5"x11", Full Bleed
- Inside Front Cover*** **\$650**
Full Page, 8.5"x11", Full Bleed
- Inside Back Cover*** **\$550**
Full Page, 8.5"x11", Full Bleed
- Full Page** **\$400**
8.5"x11", Full Bleed
- Half Page** **\$275**
8.5"x5.5", Full Bleed

PAYMENT INFORMATION

Name _____ Company _____

Phone _____ E-Mail _____

Method of payment: Cash Visa MC AMEX Discover Check, payable to **SCCAR** | Check # _____

Amount	Account #	Exp. Date																										
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Name On Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Terms & Conditions

1. Charges for advertising are due and payable when billing invoice is received. All accounts are considered past due after 30 days, and are subject to a 1.5% monthly service charge.
2. Publisher reserves the right, in its sole discretion, to reject any advertising that is considers objectionable.

***These premium ad spaces are of limited quantity and are available on a first come, first serve basis.**