

# SCCAR Advertising Opportunities

## Targeted Marketing for Your Business!



### MySCCAR.org

#### Home slide (monthly)

Member: \$100 Non-member \$175

Size: 500w x 327h px.

Format: jpg, png or gif

#### Tile ad (monthly)

Members \$50, Non-members \$75

Size: 180 w x 180 h px.

Format: jpg, png or gif



### Inside Real Estate Newsletter (\*published bimonthly)

#### Full Page

Member: \$150 or \*\$135 per issue

Non-member \$225 or \*\$202 per issue

Size: 7.5" w x 10" h

Format: pdf or jpg

#### 1/2 Page

Member: \$115 or \*\$103 per issue

Non-member \$175 or \*\$157 per issue

Size: 7.5" w x 4.9" h

Format: pdf or jpg

#### 1/4 Page

Member: \$70 or \*\$63 per issue

Non-member \$115 or \*\$103 per issue

Size: 3.65" w x 4.9" h

Format: pdf or jpg

#### 1/8 Page

Member \$40 or \*\$36 per issue

Non-member \$65 or \*\$58 per issue

Size: 3.65" w x 2.45" h

Format: pdf or jpg



10% discount with 6 month contract \*published every two months

### Tour Sheet (published weekly excluding Holidays)

#### Half Page

Member: \$40 wkly, \$144 mthly

Non-member \$55 wkly, \$198 mthly

Size: 7.5" w x 4.25" h

Format: jpg, 300 dpi

#### Banner

Member: \$35 wkly, \$126 mthly

Non-member \$50 wkly, \$180 mthly

Size: 7.5" w x 1.5" h

Format: jpg, 300 dpi

#### 1/4 Page

Member: \$30 wkly, \$108 mthly

Non-member \$45 wkly, \$162 mthly

Size: 4.9" w x 3.65" h

Format: jpg, 300 dpi

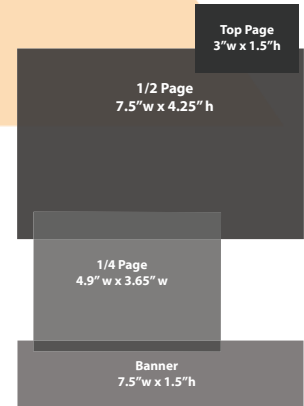
#### Top Page

Member: \$45 wkly, \$162 mthly

Non-member \$65 wkly, \$234 mthly

Size: 3" w x 1.5" h

Format: jpg, 300 dpi



Ads are subject to spacing availability. 10% discount with monthly contract.

### eScoop (published weekly)

#### Banner (monthly)

Member: \$125 Non-member \$160

Size: 475 x 65 px.

Format: jpg, 72 dpi

#### Banner (weekly)

Member: \$40 Non-member \$50

Size: 475 x 65 px.

Format: jpg, 72 dpi



#### Have a Listing? New to the MLS?

Attend "Listing Management" and learn the structure of the MLS/Listing listing management input wizard, along with tools and techniques for enhancing your listing market exposure, keeping the data current and staying compliant with the MLS/Listing rules and regulations. Class date is Friday, March 24 at 1 pm. Free with RSVP



The trusted real estate data source.

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#### Mark on Mondays - Live MLS Webcast

Get your how-to questions answered directly by MLS/Listing's head trainer, Mark Messimer, from the comfort of your own home! Mark will host a bi-weekly 30-minute live webcast that will deliver topical MLS-related information. Join the next event Monday, March 27, 9-9:30 am, to learn just how quickly and easily you can search for market performance statistics on any neighborhood in your area. Register here

## 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:** Tile ads show on the homepage of the mysccar.org website and can rotate with up to two other ads. Rotation frequency is 5 seconds.

### Newsletter

The SCCAR Newsletter offers advertisers a unique opportunity to reach a very specialized market. Published online bimonthly (every two months), 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:** Ads 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 the first week of every other 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 jpg format. Tour sheets are published weekly on Thursday.

**Design:** All files should be at least 300 DPI (dots per inch) resolution at the size at which it will be used and submitted in jpg format.

### 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 30%.

**Placement:** Ads are placed on a first come, first served basis. **Size:** 475 x 65 px.

**Submission Deadline:** Ads must be received the Wednesday prior to publication. The eScoop is sent out weekly on 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](mailto:andrea@mysccar.org) or contact Andrea Harbert at 831-464-2000 for more information.



SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®  
 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><b>MySCCAR.org:</b></p> <p><input type="checkbox"/> Home slide 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><b>Newsletter:</b></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><b>Tour sheet</b></p> <p><input type="checkbox"/> Top page <input type="checkbox"/> 1/2 page <input type="checkbox"/> 1/4 page <input type="checkbox"/> Banner</p> <p>___ Number of weeks/months</p> <p>Ad rate: \$ _____</p> <p>Start date: _____</p> <p>End date: _____</p> <p>Total amount due: \$ _____</p>	<p><b>eScoop</b></p> <p><input type="checkbox"/> Banner</p> <p>___ Number of weeks/months:</p> <p>Ad rate: \$ _____</p> <p>Start date: _____</p> <p>End date: _____</p> <p>Total amount due: \$ _____</p>

**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, 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: \_\_\_\_\_