

2021

SPECS/
GUIDELINES

CALIFORNIA ASSOCIATION OF REALTORS®

WWW.CAR.ORG

PRINT

display ads | 2-3
classified ads | 2-3
cover gatefold | 4-5
advertorial | 6-7
insert | 8-9
onsert | 10-11

DIGITAL

ad sizes | 12-13
general guidelines | 14-15
e-blasts | 16-17
sponsored content | 18-19

CONTACT

contact info | 20

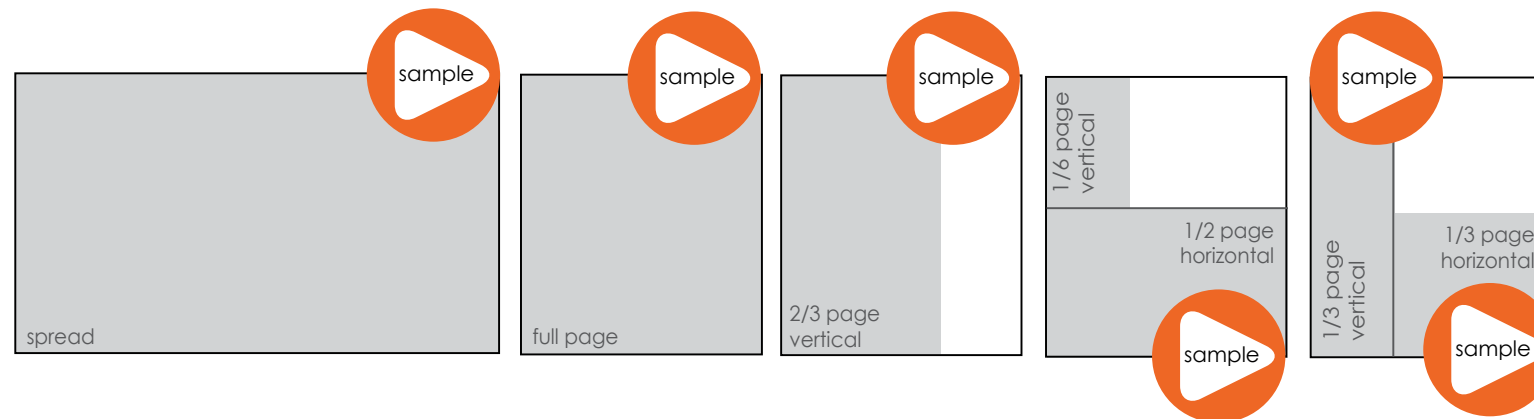
1. DIMENSIONS

final trim | 8" wide x 10 1/2" high

DISPLAY

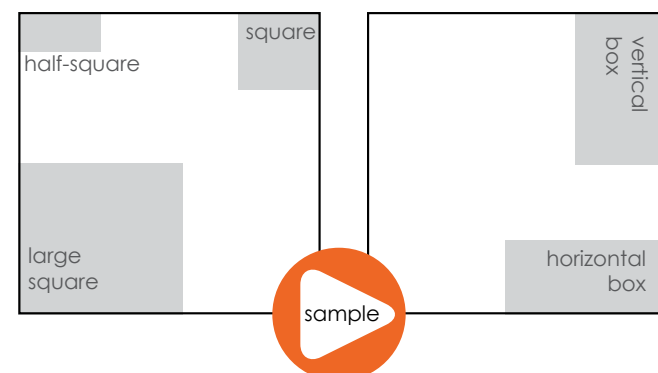
space	non-bleed	bleed	live area	trim
spread*	build as 2 pages	16 1/4" x 10 3/4"	15 1/2" x 10"	16" x 10 1/2"
full page*	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	7 1/2" x 10"	8" x 10 1/2"
2/3 page vertical	4 3/4" x 9 3/4"	n/a	4 3/4" x 9 3/4"	n/a
1/2 page horizontal	7 1/4" x 4 3/4"	n/a	7 1/4" x 4 3/4"	n/a
1/3 page vertical	2 1/4" x 9 3/4"	n/a	2 1/4" x 9 3/4"	n/a
1/3 page horizontal	4 3/4" x 4 3/4"	n/a	4 3/4" x 4 3/4"	n/a
1/6 page vertical	2 1/4" x 4 3/4"	n/a	2 1/4" x 4 3/4"	n/a

* include 1/8" bleed on all sides
Keep type and images 1/4" away from final trim



CLASSIFIED

space	width	depth
half-square	2 1/4"	1 3/16"
square	2 1/4"	2 3/16"
vertical box	2 1/4"	4 3/16"
horizontal box	4 3/4"	2 3/16"
large square	4 3/4"	4 3/8"



2. MECHANICAL INFORMATION

Pre-press	Computer-to-plate (CTP)
Printing	Web offset (SWOP)
Binding	Saddle-stitch
Trim Size	8" x 10 1/2"

3. DIGITAL REQUIREMENTS

Acceptable Formats

- Press quality PDF
- Exported from InDesign, Illustrator or Photoshop at 300 DPI; no compression
- Include all printers marks

Acceptable Delivery

- Email (PDFs only; 20 MB max), DVD, CD

4. CREATIVE REQUIREMENTS

Color

- CMYK only; RGB not accepted
- Publisher is not responsible for color quality if high-quality proof is not supplied by advertiser

Fonts

- Supply all fonts used in Mac format only. Include PostScript, screen, and printer fonts.

Scans and Images

- PNG, TIFF, or EPS
- All images used must be supplied at 300 DPI, no compression
- Maximum density 260%
- Do not scale up or down more than 20%
- Include and place all images

Full-Page Ads

- Keep all copy at least 1/4" inside final trim
- For bleed ads, include 1/8" bleed on all sides

Partial-Page Ads

- Must be contained within a one-half or one-point border

Spreads

- Supply spreads as two full pages. For gutter bleeds, allow space in the gutter for crossover if necessary.

5. AD COPY | PROOFING

The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

6. PRODUCTION CHARGES

Improperly prepared materials will be subject to production charges. Publisher cannot assume responsibility for reproduction quality from materials furnished incomplete, improper to specs, or in poor condition. Advertiser will absorb all production charges associated with the preparation of ad materials.

7. CLOSING DATES

Issue	Ad Closing	Materials Due	Issue Mails
Jan/Feb	11/12/20	12/2/20	1/15/21
March/April	1/8/21	2/5/21	3/12/21
May/June	3/17/21	4/9/21	5/14/21
July/August	5/10/21	6/8/21	7/16/21
Sept/Oct	7/7/21	8/3/21	9/12/21
Nov/Dec	9/7/21	10/8/21	11/12/21

8. PRODUCTION CONTACT

Direct all print production questions and send assets to:

Melissa Hanson-O'Hare, Production Manager
California Real Estate magazine
525 S. Virgil Ave | Los Angeles, CA 90020
213.739.8320 | printads@car.org

1. OUTSIDE FLAP

bleed	trim	live area*
3 1/4" x 8 1/8"	3" x 8"	2 1/2" x 7 1/2"

* Starting at bottom right trim mark, keep 1 1/4" x 1 1/4" square clear for "Open Here" graphic

- "Open Here" graphic will be created by C.A.R. Account for space, but do not include in your design.
- To comply with U.S. Postal Regulations, flap will affix to cover with a minimal amount of gummy glue.

2. INSIDE FLAP

bleed	trim	live area
3 1/4" x 10 3/4"	3" x 10 1/2"	2 1/2" x 10"

3. DIGITAL REQUIREMENTS

Mac-formatted advertisements with all fonts and images included ensure seamless entry into our workflow.

Acceptable Formats

- PDF (preferred), InDesign, Illustrator, Photoshop

Acceptable Delivery

- DVD, CD, email (20 MB limit)
- PDFs only via email to printads@car.org

4. CREATIVE REQUIREMENTS

Color

- CMYK only; RGB not accepted

Fonts

- Supply all fonts used in Mac format only. Include PostScript, screen, and printer fonts.

Scans and Images

- PNG, TIFF, or EPS
- Supply at 300 DPI, no compression
- Maximum density 260%
- Do not scale up or down more than 20%
- Include and place all images

Safety/Bleed

- Keep all copy at least 1/4" inside final trim
- For bleed ads, add 1/8" bleed on all sides

Ad Copy

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

5. POLICIES

- An accurate facsimile of cover gatefold (both inside and outside flaps) must be submitted to C.A.R. for review by due date listed here.
- The word "Advertisement" will be added to the outside flap by C.A.R. as shown below. Account for, but do not include in your design.
- All cover gatefolds are subject to final copy and creative approval by C.A.R. and must adhere to C.A.R. style formats and editorial standards.
- Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

6. DUE DATES

Issue	Materials Due for Review	Final Materials Due	Issue Mails
Jan/Feb	11/17/20	11/24/20	1/15/21
March/April	1/22/21	1/29/21	3/12/21
May/June	3/26/21	4/2/21	5/14/21
July/August	5/25/21	6/1/21	7/16/21
Sept/Oct	7/20/21	7/27/21	9/12/21
Nov/Dec	9/24/21	10/1/21	11/12/21

7. PRODUCTION CONTACT

Direct all print production questions and send ad materials to:

Melissa Hanson-O'Hare
 Production Manager
 California Real Estate magazine
 525 S. Virgil Ave
 Los Angeles, CA 90020
 213.739.8320 | printads@car.org



Versions shown are at final trim. Add 1/8" bleed to all outside edges.

California Real Estate magazine has established the following guidelines to maintain the consistency, believability, accuracy, and good taste of advertorials. They will help to ensure the success of your advertorial and assist you in creating an editorial feel for your advertising. Your advertorial pages are laid out and designed by California Real Estate magazine as part of the service.

GENERAL INFO

1. COPY REQUIREMENTS

Advertorial copy may be written and submitted by the advertiser. If preferred, the advertiser may alternatively work with the Publisher to create the advertorial copy together. After booking your advertorial, our production manager will be in touch to find out how you would like to proceed.

one-page two-page

Body Text: About 300 words **Body Text:** About 500 words
Headline: Up to 7 words **Headline:** Up to 10 words
Pull Quote*: 17 words

* If the advertorial will not include a photo, you may opt to include a short pull quote instead of extending the body text slightly.

Advertorial text must be submitted via e-mail (as a Word or other text file) by the published deadline.

Note that trademarks (™), register marks (®), etc. will be utilized only in their first instance in an advertorial. California Real Estate magazine will not incorporate graphic elements such as banners, starbursts, etc. in the advertorial or underline words or product names, or use all caps or callouts. No logos, branding, prices, or other evidence of advertising accepted within copy. Advertorial copy cannot imply product endorsement by the magazine or C.A.R.

2. WRITING YOUR COPY

While your advertorial should accurately reflect your own views, it also must maintain the following standards set by California Real Estate magazine for this special advertising format.

- a. Write from a third-person perspective.
- b. Quote outside sources for authoritative copy and to support your viewpoint.
- c. Neither the title nor the logo of the magazine may be used in your copy.
- d. Present ideas and solutions clearly and simply using no advertising language.
- e. Do not include logos, branding, prices, or other evidence of advertising.

The Publisher will discuss any recommended changes with the advertiser prior to final proof to ensure the product meets the advertorial guidelines stated here.

3. TERMINOLOGY

The word REALTOR® must always be capitalized, immediately followed by the registration symbol.

4. PHOTOS/GRAPHICS/IMAGES

All photos or graphics must be of professional digital quality for print reproduction. C.A.R. reserves the right to reject poor quality photos and substitute a pull quote instead.

Final Size: Minimum 2.75" wide by 3.25" deep
Resolution: 300 dots per inch (dpi) at 100% size
Colors: CMYK process
Format: PNG, TIFF or EPS

5. REVIEW/APPROVAL PROCESS

Advertorial approval forms, which only include images and copy, will be sent to the Client for approval. Client should carefully check all body copy and, if time permits, make any revisions directly on the approval form and send the signed form back to C.A.R. by the assigned deadline. By signing the approval form, the client is agreeing that it is solely responsible for any content provided by or developed on behalf of the client. Client will not see or approve a layout at any stage including the final layout.

Due dates will be indicated on the approval form. If C.A.R. does not receive final sign-off from the client by the date indicated on the approval form, the advertorial will be considered approved by the client for C.A.R. to run and place in the magazine as worded and shown on the approval form, and the client agrees to all stipulations on the form.

C.A.R. reserves the right to edit or reformat any material in order to maintain proper word count, grammar, and tense usage in compliance with standard copywriting and magazine guidelines. C.A.R. reserves the right to reject articles that are poorly written, contain inappropriate content, do not meet other requirements, or for any reason at any time. No advertorial will be accepted that is misleading, deceitful, fraudulent, unlawful, or reflects unfavorably on an individual, race, religion, gender, occupation, or institution or maligns the products and/or services of another company inside or outside the real estate industry.

6. DEADLINES

Display ads within advertorials are due at the same time as regular ad materials for that issue. Please see page 3 for display ad due dates.

Issue	Closing Date	Advertorial Copy Due	Issue Mails
Jan/Feb	11/2/20	11/12/20	1/15/21
March/April	1/7/21	1/22/21	3/12/21
May/June	3/17/21	3/30/21	5/14/21
July/August	5/10/21	5/24/21	7/16/21
Sept/Oct	7/7/21	7/21/21	9/12/21
Nov/Dec	9/7/21	9/20/21	11/12/21

7. PRODUCTION CONTACT

Direct all print production questions and send assets to:

Melissa Hanson-O'Hare, Production Manager
 California Real Estate magazine
 525 S. Virgil Ave | Los Angeles, CA 90020
 213.739.8320 | printads@car.org



Inserts are separately produced pieces, printed by the advertiser, and bound (stapled) into *California Real Estate* magazine.

GENERAL INFO

1. PRE-APPROVAL

- a. All inserts are subject to final copy, creative, and mechanical approval by C.A.R. prior to printing.
- b. To avoid last minute problems, talk to us early about the copy and visuals you are planning for your insert.
- c. The following must be submitted via regular mail (digital submissions not accepted) to production manager and approved in writing prior to final printing of insert.
 - Paper stock sample
 - Blueline or accurate hard copy of creative, folded and trimmed exactly to final size

2. AD COPY | PROOFING

- a. The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- b. Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

3. POLICIES

- a. Publisher accepts no liability for inserts manufactured incorrectly to specs prior to approval.
- b. Supplements that do not meet proper size, paper weight, and packaging specifications may be subject to additional charges, which will be passed on to advertiser or agency.

PRINTING

4. PRINTING GUIDELINES

Paper stock weight

- 70# minimum
- 120# maximum

Quantity

- You will be asked to supply 4% MORE than your net print run to allow for bindery spoilage; confirm final number with Production Manager

Folding

- Deliver pieces scored and folded
- IMPORTANT: Hanger folds OVER full page for standard bind or UNDER full page for reverse bind
- Additional charges may apply for reverse bind
- Check with Production Manager to determine folding instructions for each issue

5. MECHANICALS

Binding method

- Saddle stitch

Trim

- Pieces will be trimmed after bound into magazine
- Supply pieces folded with all trims intact
- Final Furnished Size when FLAT (including trims)
- 11 5/8" wide x 10 3/4" high

Final FOLDED Furnished Size (including trims)

- 8 1/8" wide x 10 3/4" high (creative pages)
- 3 1/2" wide x 10 3/4" high (blank hanger)

Creative Space

- Final Trim: 8" wide x 10 1/2" high
- Live Area: 7 1/2" wide x 10 1/4" high
- Keep all copy minimum 1/4" inside head/foot/face trim
- If ad bleeds, extend bleed into full head/foot/face trim

Hanger

- No creative on hanger; leave blank
- 3 1/2" wide (to left of full page on front, and to the right of full page on reverse)

Trims to supply

- 1/8" head
- 1/8" foot
- 1/8" face

DELIVERY

6. PACKAGING REQUIREMENTS

- a. All product must be accompanied by a detailed packing list and bill of lading
- b. Quad Graphics job number must appear on all pallets and bill of lading.
- c. Package all products to avoid curling and shifting
- d. Mark each skid and/or carton clearly on all four sides with the following:
 - Count per carton
 - Cartons per skid (1 of 20, 2 of 20, etc.)
 - Total count per skid
 - Advertiser name
 - Description of piece (insert)
 - CRE magazine, Issue _____
 - Job#: _____ (see item 8 below)

7. SHIPPING

Deliver insert skids to bindery:
 Quad Graphics
 Attn: Steven Wilkins
 RE: CRE Issue _____
 Job #: _____
 2201 Cooper Avenue
 Merced, CA 95348
 209-354-5105

Quad Graphics Receiving Dock Hours

- Monday-Friday: 24/7
 - Opens 7 a.m. Monday
 - Closes 5 p.m. Friday
- Saturday/Sunday: 7 a.m. - 5 p.m.
 - Or by appointment
- Holidays: Varies
 - Please inquire if applicable

8. JOB NUMBER

Each shipment must be clearly marked with the job number below when shipping to bindery.

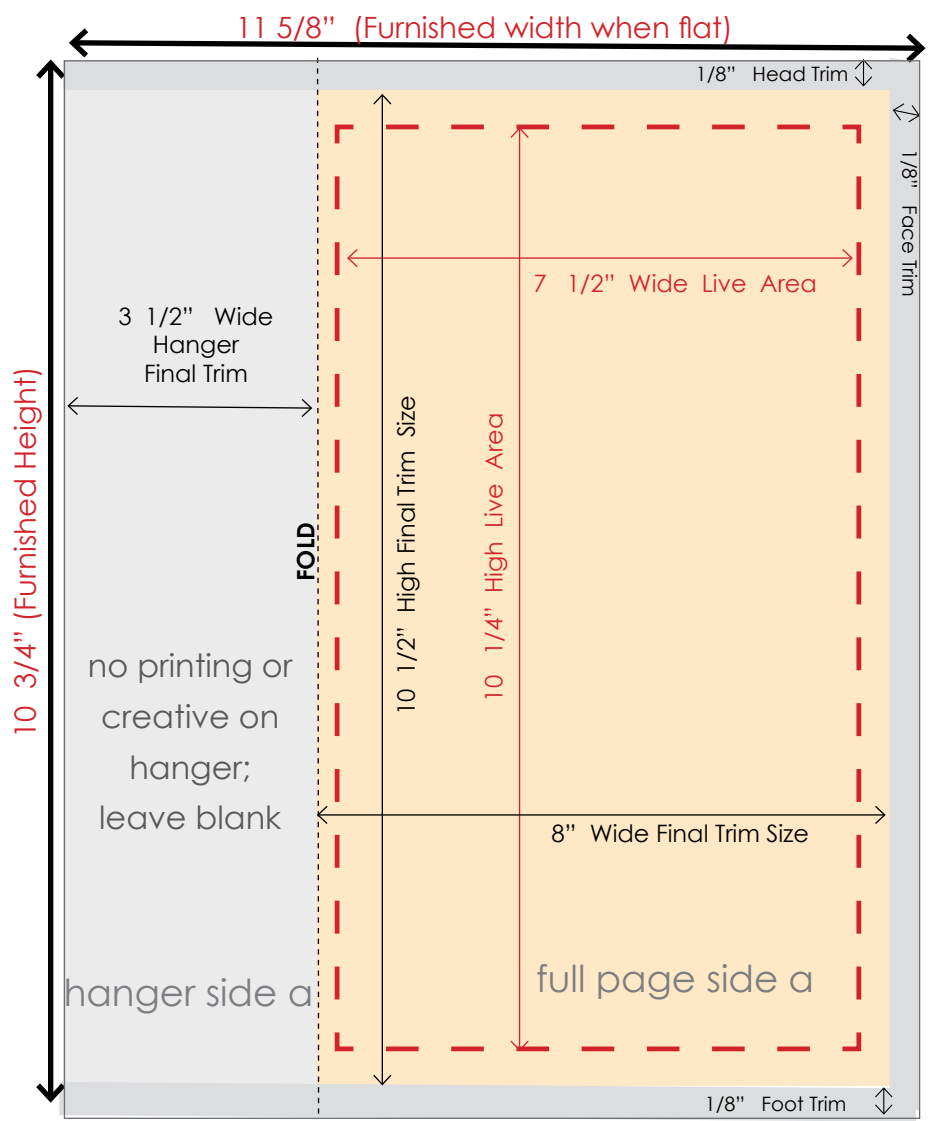
Issue	Job Number
Jan/Feb	C103FP0
March/April	C103FR0
May/June	C10WWN0
July/August	C103H10
Sept/Oct	C103FX0
Nov/Dec	C103FY0

CONTACT

9. PRODUCTION CONTACT

Please submit blueline and final creative for approval and direct any questions regarding production to:

Melissa Hanson-O'Hare
 California Real Estate magazine
 525 S. Virgil Ave, Los Angeles, CA 90020
 213.739.8320
printads@car.org



DEADLINES

Only you know how long your printer will need to produce and ship your piece, so please don't hesitate to submit your piece PRIOR to the deadlines below!

Issue	Due to C.A.R. for Review	Inserts Due to Bindery	Issue Mails
Jan/Feb	12/03/20	12/21/20	1/15/21
March/April	1/27/21	2/17/21	3/12/21
May/June	3/30/21	4/20/21	5/14/21
July/August	6/1/21	6/22/21	7/16/21
Sept/Oct	7/27/21	8/17/21	9/12/21
Nov/Dec	9/28/21	10/19/21	11/12/21

Onsets are separately produced pieces, printed by the advertiser, for placement in a polybag with *California Real Estate* magazine.

GENERAL INFO

1. PRE-APPROVAL

- a. All onsets are subject to final copy, creative, and mechanical approval by C.A.R. prior to printing.
- b. To avoid last minute problems, talk to us early about the copy and visuals you are planning for your onset.
- c. The following must be submitted via regular mail (digital submissions not accepted) to production manager and approved in writing prior to final printing of onset.
 - Paper stock sample
 - Blueline or accurate hard copy of creative to final trim size

2. AD COPY | PROOFING

- a. The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- b. Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

3. POLICIES

- a. Publisher accepts no liability for onsets manufactured incorrectly to specs prior to approval.
- b. Supplements that do not meet proper size, paper weight, and packaging specifications may be subject to additional charges, which will be passed on to advertiser or agency.

PRINTING

4. MECHANICALS

- Size
- Magazine trim size: 8" wide x 10 1/2 " high
 - Maximum final paper size: 8" wide x 10 1/2 " high
 - Supply pieces trimmed to final size
 - Minimum final paper size: 4" wide x 4 1/2 " high

5. PRINTING GUIDELINES

- Paper stock weight
- 70# minimum
 - 120# maximum
- Quantity
- You will be asked to supply 4% MORE than your net print run to allow for bindery spoilage; confirm final quantity with Production Manager

DELIVERY

6. PACKAGING REQUIREMENTS

- a. All product must be accompanied by a detailed packing list and bill of lading.
- b. Quad Graphics job number must appear on all pallets and bill of lading.
- c. Package all products to avoid curling and shifting.
- d. Mark each skid and/or carton clearly on all four sides with the following:
 - Count per carton
 - Cartons per skid (1 of 20, 2 of 20, etc.)
 - Total count per skid
 - Advertiser name
 - Description of piece (onset)
 - CRE magazine, Issue _____
 - Job#: _____ (see item 7 below)

7. JOB NUMBER

Each shipment must be clearly marked with the job number below when shipping to bindery.

Issue	Job Number
Jan/Feb	C103FP0
March/April	C103FR0
May/June	C10WWN0
July/August	C103H10
Sept/Oct	C103FX0
Nov/Dec	C103FY0

8. SHIPPING INSTRUCTIONS

Deliver onset skids to bindery:

Quad Graphics
 Attn: Steven Wilkins
 RE: CRE Issue _____
 Job #: _____
 2201 Cooper Avenue
 Merced, CA 95348
 209-354-5105

Quad Graphics Receiving Dock Hours

- Monday-Friday: 24/7
- Opens 7 a.m. Monday
 - Closes 5 p.m. Friday
- Saturday/Sunday: 7 a.m. - 5 p.m.
- Or by appointment
- Holidays: Varies
- Please inquire if applicable

DEADLINES

9. DUE DATES

Only you know how long your printer will need to produce and ship your piece, so please don't hesitate to submit your piece PRIOR to the deadlines below!

Issue	Due to C.A.R. for Review	Inserts Due to Bindery	Issue Mails
Jan/Feb	12/03/20	12/21/20	1/15/21
March/April	1/27/21	2/17/21	3/12/21
May/June	3/30/21	4/20/21	5/14/21
July/August	6/12/21	6/22/21	7/16/21
Sept/Oct	7/27/21	8/17/21	9/12/21
Nov/Dec	9/28/21	10/19/21	11/12/21

CONTACT

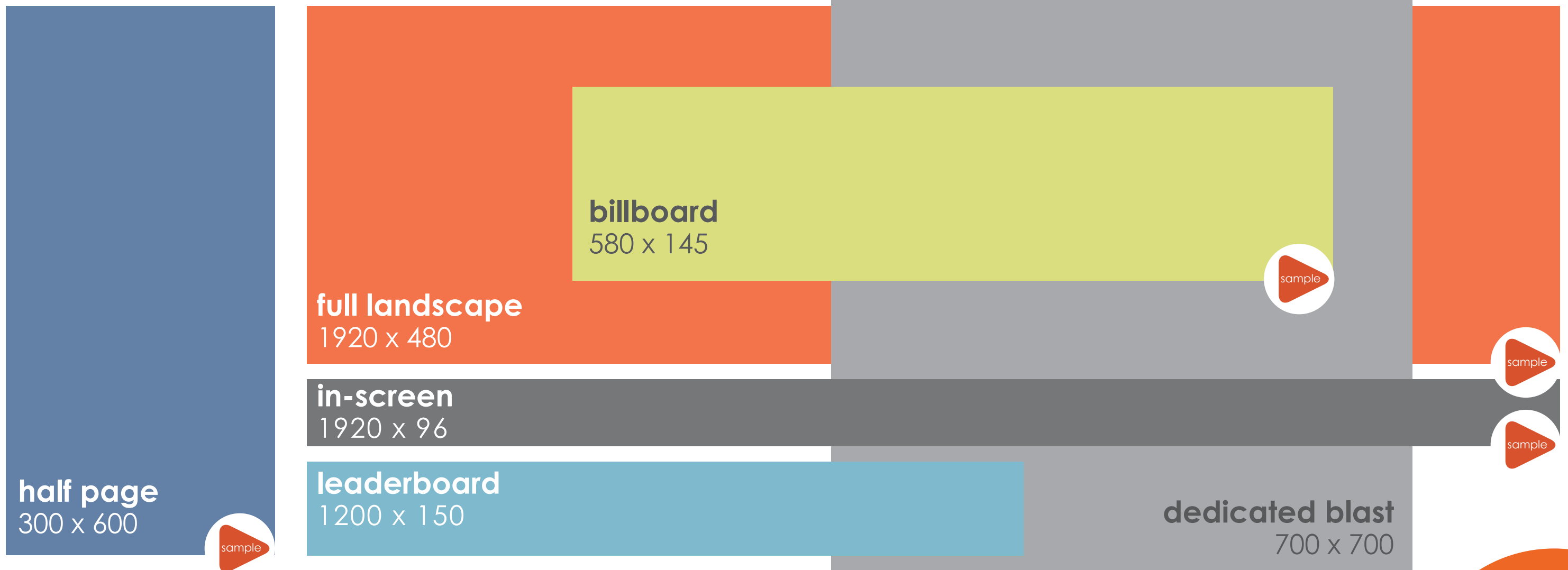
10. PRODUCTION MANAGER

Please submit blueline / final creative for approval and direct any questions regarding production to:

Melissa Hanson-O'Hare
 California Real Estate magazine
 525 S. Virgil Ave, Los Angeles, CA 90020

213.739.8320
printads@car.org

Ad Unit	Size	Channel	File Types	Max File Size	Animation Length	Guidelines / Requirements
Half Page	300 x 600	car.org	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	Page 14-15
In-Screen	1920 x 96	car.org	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	Page 14-15
Sponsored Content	headline: 50 characters* body: 100 characters*	car.org	include 1 hyperlink	n/a	n/a	Page 14-15
Full Landscape	1920 x 480	car.org Transactions Exit Page	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	Page 14-15
E-blast	700 x 700	100% Dedicated E-Blast	jpg, gif, png	1mb	15 seconds, 4 loops max	Page 16-17
Leaderboard	1200 x 150	zipForms Platform	jpg, gif, png, html5	1mb	15 seconds, 4 loops max	Page 14-15
Billboard	580 x 145	Email Newsletter	jpg, gif, png	500kb	15 seconds, 4 loops max	Page 14-15
Text	250 characters*	Email Newsletter	include 1 hyperlink	n/a	n/a	Page 14-15
Sponsored Content	headline: 70 characters* body: 400 characters*	Email Newsletter	include 1 hyperlink	n/a	n/a	Page 14-15



*Including spaces

ALL DIGITAL ADS

1. DUE DATES

ad space due - 10 days prior to run date

materials due - 3 days prior to run date

2. GENERAL REQUIREMENTS

- a. Submit the following:
 - i. Click-through URL
 - ii. Creative file or link to assets
 - iii. Tracking pixel (optional)
- b. Ads cannot link directly to recruitment and/or employment solicitation; such messaging must be at least 2 clicks away.
- c. Audio is not permitted.
- d. Expanding or auto expanding ads are not permitted.
- e. Ads that resemble website navigation or components will not be accepted.
- f. All functionality visually indicated within ads must be working and not designed to deceive.
- g. All display ad creative with white or light-colored backgrounds must be surrounded by a minimum 1 pixel colored frame to clearly identify ad borders.
- h. Scripts or technology enabling the ad or browser to "shake" may not be used.
- i. C.A.R. reserves the right to refuse any ad and the right to de-activate any ad that is not rendering, is rendering slowly, is in violation of our ad specs, and/or results in customer complaints.

3. AD COPY | PROOFING

- a. The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- b. Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

4. PRODUCTION CONTACT

Direct all online production questions and send website and e-newsletter ads to:

Online Production Coordinator
213.739.8288 | onlineads@car.org

E-NEWSLETTER ADS

5. DIGITAL REQUIREMENTS

- a. Billboard ad size:
 - i. 580 pixels x 145 pixels.
 - ii. 500kb maximum file size.
 - iii. Acceptable formats: JPG, GIF, PNG
 - iv. New for 2021: animated images accepted.
- b. Animation guidelines:
 - i. 15 seconds max
 - ii. 4 complete rotations max
 - iii. Speed: 3.5 seconds min. per image
- b. Text ad:
 - i. Total characters: 250 characters max, incl spaces.
 - ii. Bold/capped text: 40 characters max, incl spaces.
- c. Links: One hyperlink per ad.

WEBSITE ADS

6. DIGITAL REQUIREMENTS

- a. Acceptable formats: JPG, GIF, PNG, HTML5
- b. Animation guidelines:
 - i. 15 seconds max
 - ii. 4 complete rotations max
 - iii. Speed: 3.5 seconds min. per image

7. SIZE REQUIREMENTS

- a. Responsive Website Ads:
 - i. Half page ad
300 pixels x 600 pixels
1 mb max file size
 - ii. Full landscape ad
1920 pixels x 480 pixels
1 mb max file size
 - iii. In-Screen ad
1920 pixels x 96 pixels
1 mb max file size
 - iv. Leaderboard ad
1200 pixels x 96 pixels
1 mb max file size
 - iv. E-blast specs, see page 17

8. AD CODE AND PROPERTIES

- a. Ensure creative is active prior to requested start date for testing.
- b. 3rd party ad server networks must support https connections.
- c. Please indicate the ad server company hosting your creative (i.e. Atlas, DoubleClick, etc.).
- d. Publisher reserves the right to modify the ad invocation code in order to properly serve and track third party ads.
- e. We cannot accept javascript or iframe ad code for ads hosted by a third-party system.
- f. Responsive ads must be submitted with the following elements to ensure the ad will function and track correctly.
 - i. An Image URL, Image File (JPG, PNG, GIF) or HTML5 ZIP file
 - ii. A [Google Ad Manager-compatible click-through URL](#).
 - iii. A tracking pixel URL (optional)

9. HTML5 AD INFORMATION

- a. Build as zip bundle. Include click TAG in place of a preset URL, and conform to [Google Ad Manager Requirements](#).
- b. HTML5 Ad Distinction
Preceding all content should be the HTML tag <!DOCTYPE html>. The document should also contain at least <html> and <body> tags.

- c. All creative must comply with [IAB Display Creative Guidelines](#).
- d. Ad Responsiveness:

Please ensure your .html file contains CSS declarations that will make elements within the ad responsive (scaling downward) to browser or device width.

 - i. [Click here for a brief guide to making responsive images.](#)
 - ii. [Click for guide to fluid width video embeds.](#)
 - iii. For certain text and other elements, use [media queries](#) within your CSS stylesheet.
 - iv. Please ensure that your code is properly tested before submission.
- e. Click Tags

Problems with HTML5 creative may result from incorrect clickTAG implementation. Please ensure:

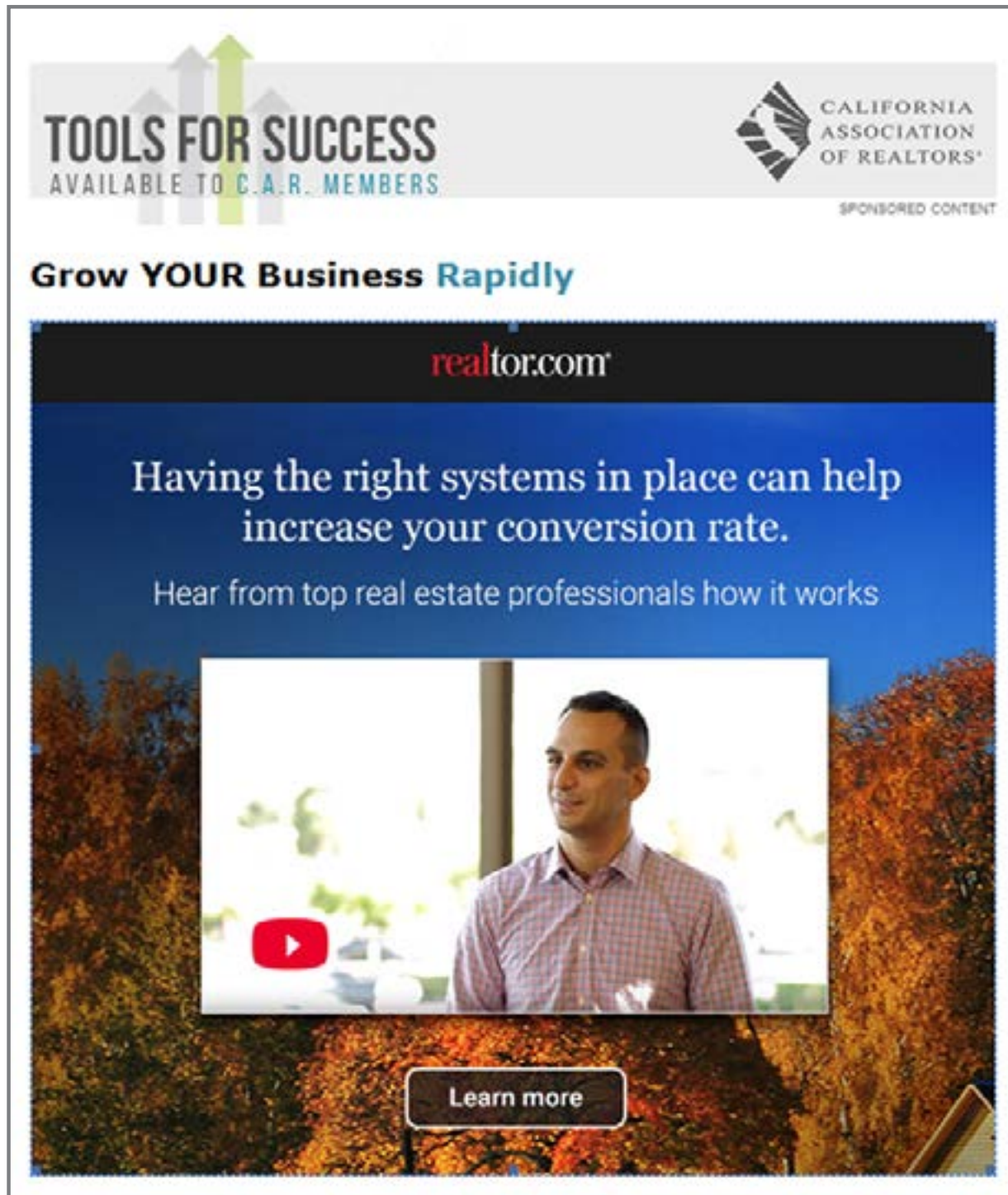
 - i. Click tags are placed in the .html file without minification
 - ii. The entire area of your creative should be clickable and use a link tag exactly as written:
your ad content here
- f. Ad Delivery
 - i. Please submit the master .html file.
 - ii. Advertisers must host all image files and include the image URLs in the final .html file.
 - iii. All code and assets but be kept in a single html file. Any additional resources must be referenced within the master .html file.
 - iv. Please ensure that your code is properly tested before submission.

SEND AD MATERIALS

Direct all digital production questions and send digital assets to:

Online Production Coordinator
213.739.8288 | onlineads@car.org

E-BLAST SAMPLE



E-BLASTS

1. POLICIES

All subject matter, content and copy is subject to C.A.R. review and approval. Factors include deliverability, obtaining optimum open rates, and avoiding placement of our domain on spam lists. All e-blasts will adhere to C.A.R. format, style, editorial standards, and privacy policies. C.A.R. does not sell, rent or release email addresses, user information, or lists.

2. AD COPY | PROOFING

- a. The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- b. Publisher is not responsible for copy editing, or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

3. DIGITAL REQUIREMENTS

- a. Acceptable Formats: JPG, GIF, PNG.
- b. NEW FOR 2021: Images can now be animated.
- c. Size
 - i. 700 pixels wide x 700 pixels high (max)
 - iii. 500kb maximum file size.
- d. Links
 - i. Provide link URL for your image.
 - ii. No links directly to recruitment and/or employment solicitation.

4. ADDITIONAL COPY NEEDED

- a. Headline
 - i. 35 characters max, including spaces.
 - ii. Notate words you would like to appear in color.
- b. Subject Line for email
 - i. 35 characters max, including spaces.
 - ii. Unless otherwise specified, the subject line will mirror the headline.
 - iii. The subject line will largely determine how many users OPEN your email, so it is arguably your most vital component. Wording should be strong enough to provoke curiosity and compell busy professionals to want to know more.
 - iv. No use of spam flag words such as free, offer, discount, save, buy, etc. No exclamation points or dollar signs.
- c. Preview text
 - i. Preview text is the short summary text that immediately follows the subject line when viewing an email in an inbox. This text is not displayed in your email's layout.
 - ii. 100 characters max, including spaces.

5. DUE DATES

E-blast materials are due 5 days prior to flight date.

Materials not submitted in time will be sent out at the discretion of C.A.R.

SEND AD MATERIALS

Direct all digital production questions and send digital assets to:

Online Production Coordinator
213.739.8288 | onlineads@car.org

ALL SPONSORED CONTENT

1. DUE DATES

ad space due - 10 days prior to run date

materials due - 5 days prior to run date

2. GUIDELINES/POLICIES

- Content must be relevant, useful, and beneficial specifically to C.A.R. members.
- No sales messaging.
- All subject matter, content and copy is subject to C.A.R. review and approval.
- Must meet C.A.R. editorial standards and practices, privacy policies, and match the editorial tone of the website. C.A.R. reserves the right to edit content as necessary to fit within editorial standards.
- C.A.R. will clearly distinguish your content from editorial by marking it as "sponsored content" or similar terminology.
- Links within Article Page must go directly to the advertiser's website; site content must be a continuation of the sponsored article.

3. GENERAL REQUIREMENTS

- Ads or Sponsored Content cannot link directly to recruitment and/or employment solicitation; such messaging must be at least 2 clicks away.
- "Read More" button/link cannot be changed to any other wording.
- All landing pages will open in a new browser window.
- C.A.R. reserves the right to refuse any ad or sponsored content and the right to de-activate any ad or sponsored content that is not rendering, is rendering slowly, is in violation of our ad specs, and/or results in customer complaints.

4. AD COPY | PROOFING

- The word REALTOR® must always be capitalized, immediately followed by the registration symbol.
- Publisher is not responsible for copy editing or for errors or inaccuracies, typographical or otherwise, contained in ad materials provided by advertiser or agency. It is the advertiser's sole responsibility to thoroughly review and proof every ad prior to submission.

CAR.ORG HOMEPAGE

5. DIGITAL REQUIREMENTS

- Headline: 50 characters max, including spaces.
- Body: 100 characters max, including spaces.
- Summary Page is a listing of all sponsored content, making it easier for users to find your content. 400 characters max, including spaces.
- "Read More" will link to article page on car.org homepage

EMAIL NEWSLETTER

6. DIGITAL REQUIREMENTS

- Headline: 70 characters max, including spaces.
- Body: 400 characters max, including spaces.
- Summary Page is a listing of all sponsored content, making it easier for users to find your content. 400 characters max, including spaces.
- "Read More" will link to article page on car.org homepage

ARTICLE PAGE

7. GENERAL REQUIREMENTS

- All Sponsored Content ads will link to your Article Page via the "Read More" link. Article Pages are housed on the car.org website.

8. DIGITAL REQUIREMENTS

- Headline: 70 characters max, including spaces.
- Summary: 150 characters max, including spaces.
- Body: 10,000 characters max, including spaces.
- Hero Image: 970 pixels wide x 100-300 pixels high.
- External Links: Provide external URL for each link included within article.

WRITING YOUR ARTICLE PAGE

9. TIPS

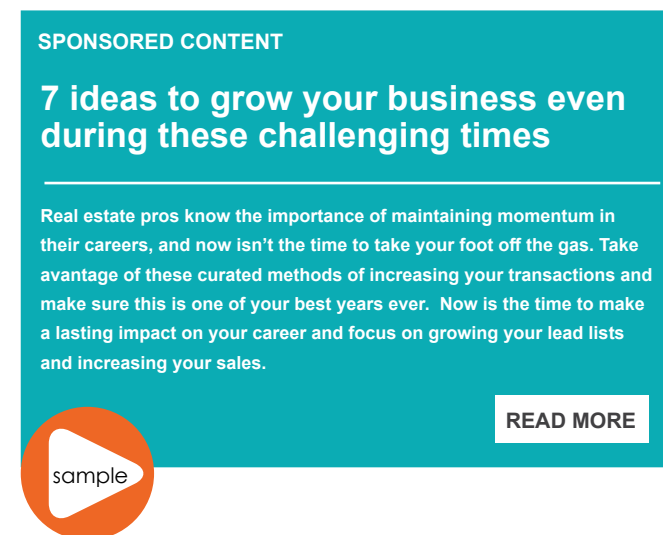
- Start with a compelling headline. Harder than it sounds, but this is job #1 in achieving a strong click rate.
- Write for the audience. Make sure your article speaks directly to the C.A.R. audience of REALTORS®.
- Don't ask for the sale. Don't even hint that you want the sale. That's not what sponsored content is about.
- Your content should be interesting and unique, and provide inherent value. The reader should gain something by reading it.
- Be real, be honest, be relatable.
- The link(s) provided in your article should click over to related content on your website.

SEND AD MATERIALS

Direct all digital production questions and send digital assets to:

Online Production Coordinator
213.739.8288 | onlineads@car.org

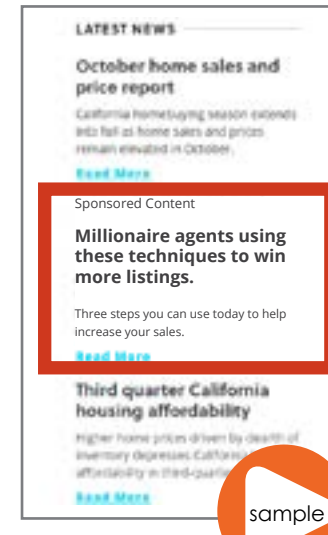
EMAIL NEWSLETTER SAMPLE



ARTICLE PAGE SAMPLE



CAR.ORG HOMEPAGE SAMPLE



SALES

stacey katzin | managing sales director
213-739-8321 | staceyk@car.org

pamela scott | account executive
213-739-8219 | pamelas@car.org

marta priestley | account executive
213-739-8236 | martap@car.org

PRODUCTION

print
213-739-8320 | printads@car.org

digital
213-739-8288 | onlineads@car.org

MEDIA KIT



back to
table of
contents