




**CCAR**  
Clark County Association of Realtors®

# 2016

## MEDIA PLANNER

The Voice of Real Estate in Clark County, Washington

# WEEKLY NEWS YOU CAN USE

## Advertising Rates

4-Color and BW

Size	Single Issue	Annual Package (1/mo)
Full Page	\$100.00	\$1100.00
1/2 Page	\$75.00	\$825.00
1/4 Page	\$50.00	\$550.00
Footer	\$45.00	\$495.00
Business Card	\$35.00	\$385.00

Larger packages are available. Space available on 1st come basis.

## Dimensions

ad sizes are listed width, then height

Size	Dimension
Full Page	8.5" x 11"
1/2 Page	8.5" x 5.5"
1/4 Page	4.25" x 5.5"
Footer	8.5" x 1"
Business Card	3.5" x 2"

## 2016 Membership Update Publication Calendar

Month	Publication Date	Deadline
January	04/11/19/25	Previous Thursday
February	01/08/16/22/29	Previous Thursday
March	07/14/21/28	Previous Thursday
April	04/11/18/25	Previous Thursday
May	02/09/16/23/31	Previous Thursday
June	06/13/20/27	Previous Thursday
July	05/11/18/25	Previous Thursday
August	01/08/15/22/29	Previous Thursday
September	06/12/19/26	Previous Thursday
October	03/10/17/24/31	Previous Thursday
November	07/14/21/28	Previous Thursday
December	05/12/19/26	Previous Thursday

Deadlines listed are for submittal of camera-ready advertising.

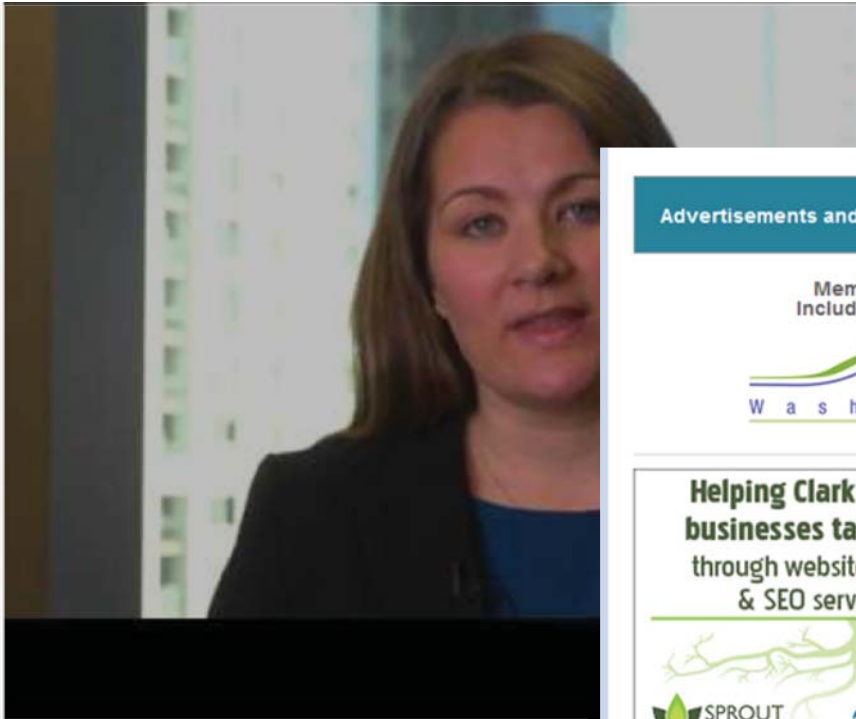
## Electronic File Requirements

- Preferred file types include: PDF, EPS, and TIFF print-ready files. (see requirements below) We do not accept film or any native application file formats (please NO Quark, InDesign, PageMaker etc.) except MS Word.
- PDF file requirements: Would prefer hi-res, print-ready PDF with 300 dpi or better. All fonts must be embedded.
- EPS file requirements: Must be 100% size with of preference of 300 dpi. Please embed all images and convert all fonts to outlines.
- TIFF file requirements: Must be 100% size with of preference of 300 dpi. Please embed all images and convert all fonts to outlines. Flatten all layers.
- Color: CMYK is preferred for color ads. Black and white ads should you black only (not 4-color): images should be grayscale. There is no additional cost for color ads.
- Media Accepted: CD's, Jump (thumb) drives or files submitted electronically. Submitted media will not be returned unless requested.

Included with all ads - an active link to your Web site!



# WEEKLY NEWS YOU CAN USE



## Window to the Law: C (a.k.a. Pocket and C

NAR General Counsel Katie Johnson discusses  
of listing and explains why the NAR Code of E  
REALTORS® and consumers.

Clark County [NEWS RELEASE: Help update  
th online survey](#) If you have concerns about

Advertisements and Member Benefits

Member Benefits from Washington Realtors.  
Includes Tech Helpline, Legal Hotline, and more

Washington REALTORS.  
*Promoting expertise in real estate*

**Helping Clark County  
businesses take root,  
through website design  
& SEO services.**

Krista Cunningham 360.735.4583

LEARN MORE →

Join the Evolution by  
claiming a .REALTOR  
web address!

MAXIMIZE YOUR NAR MEMBERSHIP

**GAIN A  
COMPETITIVE  
EDGE**

NATIONAL ASSOCIATION of REALTORS®  
*REALTOR® Member Program*

LIKE us on facebook

## Full Page

LIMIT only 1 per publication

## 1/2 Page

LIMIT only 1 per publication

## Banner

LIMIT only 3 per publication

## Business Card

1x	4x	8x	12x
\$20	\$70	\$145	\$225

Ad materials due by the Thursday before release.

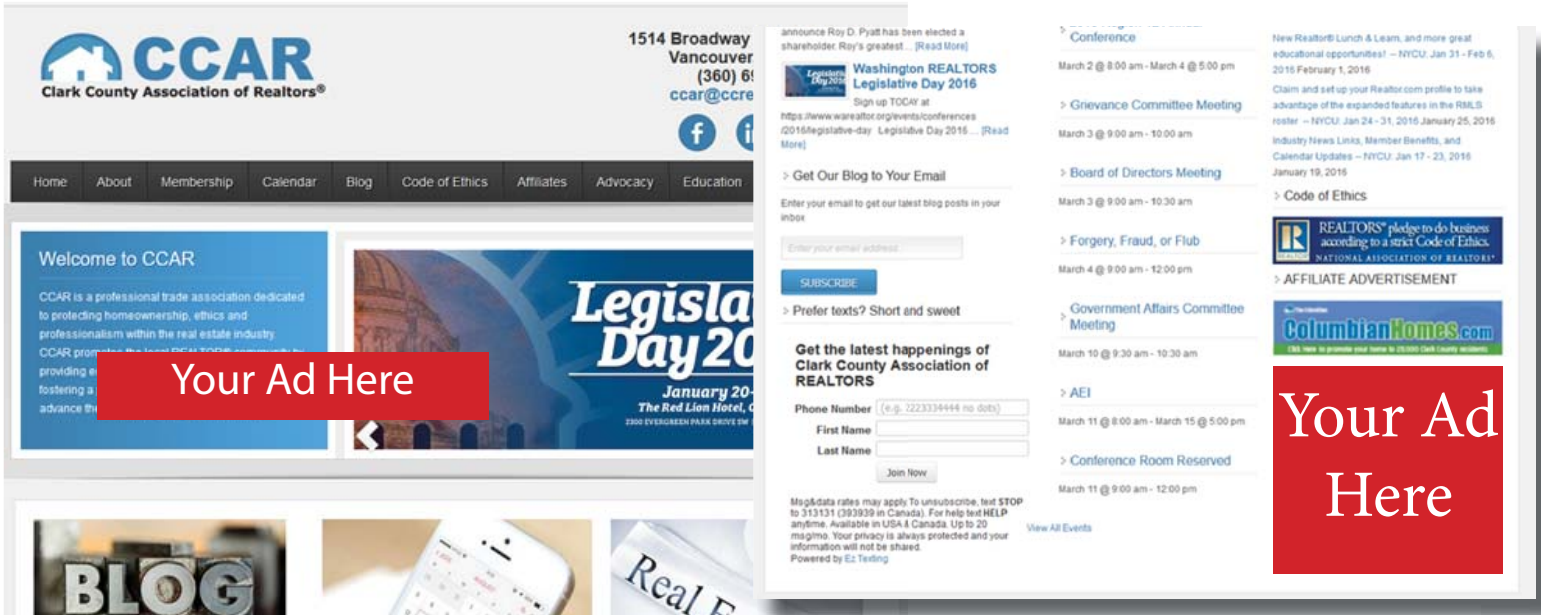
## What's Hot!

Emailed to our members and affiliates EVERY Monday and placed on our home page, Facebook and Twitter Feeds, readership and response rates are high. Space available on a first come first serve basis.

## Electronic File & Size Requirements

Specs and electronic file requirements can be found on page 2. There is room for flexibility with sizing. Please call our office should you have any questions.

# WEBSITE



## ccrealtors.com

Drive traffic to your Web site and stay visible in the Vancouver area real estate market by placing a button or banner ad on the Clark County Association of REALTORS® homepage.

- REALTORS® are constantly using ccrealtors.com to access advocacy information, member benefits, and upcoming events and meetings.
- Other main attractions include access to our statistics, forms, MLS, marketing resources and social networking tools.

Place your electronic ad on the **#1 SOURCE** of association information for the Clark County REALTOR®

## BANNER

ONE Monthly Spot Available

1x	3x	6x	12x
\$150	\$425	\$850	\$1500

## SPECS (wide x high)

Size	Format
580x215 pixels	JPEG or GIF

Ads are posted in one month increments.

## BUTTONS

Button Ads can be placed on available pages on the website.

1x	3x	6x	12x
\$100	\$275	\$550	\$1000

## Specs (wide x high)

Size	Format
300x225 pixels	JPEG or GIF

**Positions are limited and fill up in advance!**  
**Call today to check availability.**

Other sizes are available and areas of the site can be tailor-made to fit your banner or button. Please contact our office for more information.

Please indicate the web address you would like the banner/button to link to when submitting web ads.





Clark County Association of Realtors®

# CCAR Signature | events



## INSTALLATION - LEADERSHIP

Everyone looks forward to our leadership inaugurations and award ceremonies! This celebration has been around for... well as long as we can remember. This is a key time for your company to make a splash and stand out as industry leaders and pillars of our community. A great networking opportunity that is not to be missed!



## MEMBERSHIP MEETINGS

At least two times a year our members gather to get the scoop on real estate happenings throughout the country, state and local areas. This event has plenty of opportunities to interact with members. Companies also have the opportunity to sponsor breakfast and be the highlighted affiliate with time allotted for presentations.



## ANNUAL GOLF TOURNAMENT

The perfect FUN in the SUN event to drive relationships with some of your top clients & potential business partners. Spend an entire day building contacts over golf & cocktails! Following the one-on-one networking on the greens, all attendees & sponsors are invited to a banquet lunch with food, drinks & prize giveaways. This event typically sells out & offers activities for golfers and non-golfers alike!



## EDUCATION

Throughout the year our association offers vital and often required education to our members. Do you have a skill or product that will benefit the real estate community? This is a great opportunity to showcase your talents and network with our members. If you would like to keep it simple you can also sponsor a class and be the one and only highlighted business during the event.



## REALTOR® PAC

Opportunities for recognition and branding ensures that REALTOR® attendees are aware of services and your support of REALTORS®. Attendees of the Annual RPAC Auction are highly involved in the many activities of the REALTOR® organization.

**Other opportunities not listed here are also available from time to time. Affiliates will be notified.**

**SALES & MATERIALS CONTACT** - E-mail: [carrie@ccrealtors.com](mailto:carrie@ccrealtors.com) / Main Line: (360) 695-5980 / Fax: (360) 695-8254



**CLARK COUNTY ASSOCIATION OF REALTORS®**  
**PRINT / ELECTRONIC / EVENTS**

