

Caravan Connection Fact Sheet

SDAR CARAVAN CONNECTION

The SDAR Caravan Connection* is a semi-monthly newsletter distributed at more than 20 local tours and reaching more than 3,000 industry professionals. Featuring Association updates, education classes, and timely information, this publication is a cost-effective way to reach a broad REALTOR® audience.

* Caravans/Tours are weekly networking meetings of real estate professionals within a predetermined geographic area who share information about new and current listings to the participating real estate population.

2008 ADVERTISING RATES – 2 ISSUES PER MONTH

1 issue: \$50 6 issues (three months): \$249
 2 issues: \$89 12 issues (six months): \$439

AD SPECIFICATIONS

Ad Sizes 2-5/16" wide by 1-5/16" high (see actual size below or view Caravan Connection at www.sdar.com)
 Bleeds No Bleeds
 Color Color or Black & White

ELECTRONIC ART SUBMISSION

Platform PC and Macintosh
 Programs Adobe InDesign, Photoshop, Illustrator
 Formats PDF, PSD, AI, EPS, JPEG and TIFF (300 DPI)
 Media Please submit on CD, DVD, or USB with a hard copy of ad.

VIA EMAIL: PDF files of less than 3 megabytes (3MB) may be emailed to sales@sdar.com. If your file size is larger than 3MB, please call (858) 715-8072 for alternative instructions. All files may be compressed with WinZip.

Please submit all printer and screen fonts, fonts used in encapsulated post script (EPS) graphics and linked/embedded graphic files. 300 dots per inch (DPI) minimum for all images.

DESIGN FEES: SDAR's graphic designer is available to assist in creating your ad. Design charges will be invoiced on a per hour basis.

San Diego Association of REALTORS®
Caravan Connection
 Register now at www.sdarexpo.com
HOME EXPO 2008
SDAR News
Rebuilding Together – April 26
Help rehabilitate local fire station
 Rebuilding Together, San Diego, is part of the national Rebuilding Together program that renovates the homes of people in need across the country. Since 1996, San Diego's chapter has rehabilitated more than 250 homes as well as schools, women's shelters and community centers. This year we will be rehabbing a fire station in the University City area for our local heroes. Join SDAR's team on our Rebuild Day, Saturday, April 26, to make a difference for our community. Can't volunteer? You can still help out with in-kind or monetary donations. A Kickoff Luncheon will be held at SDAR on Tuesday, April 15, at 12:00 p.m. Call (858) 715-8005 or e-mail hr@sdar.com for more information.
 information at www.sdar.com.

SDAR Upcoming Classes and Seminars

RELAY® Transaction Management Introductory Lecture
 RELAY®, a new SDAR member benefit in 2008, is the online transaction management system that streamlines workflow and collaboration between professionals and clients throughout their real estate transaction. Get started with RELAY® by taking this low-priced introductory class.
 Date: Wednesday, April 9, 2008
 Time: 9:00 a.m. to 11:00 a.m.
 Prices: SDAR REALTORS®: \$5
 All Others: \$10

Free RELAY® Training for Brokers/Office Managers
 RELAY® is the online transaction management tool that allows Brokers to quickly review and approve files securely from any internet connection. Identify at a glance which documents are ready for review, approved, or in need of changes.
 Date: Wednesday, April 9, 2008
 Time: 1:00 p.m. to 3:00 p.m.
 Prices: SDAR Brokers/Office Managers: FREE
 All Others: \$10

Accredited Buyer Representative
 Join the more than 24,000 REALTORS® who are on the cutting edge of real estate services. The ABR designation will set you apart and tell consumers that you go the extra step for buyers.
 Dates: Monday, April 14, and Tuesday, April 15, 2008
 Times: 9:00 a.m. to 4:00 p.m.
 Prices: SDAR REALTORS®: \$299
 All Others: \$325

Risk Management: Protecting Yourself and Representing Your Client
 This course is designed to review those areas of risk in which a real estate agent may find themselves. The goal is to provide increased knowledge in the areas of real estate ethics, practices and procedures.
 Date: Thursday, April 17, 2008
 Time: 9:00 a.m. to 12:00 p.m.
 Prices: SDAR REALTORS®: \$29
 All Others: \$39

Jump Start for REALTORS® and The Path to Success
 Two must-attend classes for one great price! You may also take these classes individually.
 Date: Thursday, April 17, 2008
Jump Start
 Time: 9:00 a.m. to 12:00 p.m.
Path to Success
 Time: 1:00 p.m. to 4:00 p.m.
 Prices: SDAR: \$25 (both), \$15 (each)
 All Others: \$35 (both), \$25 (each)

Get Acquainted with Other Contracts Beyond the RPA
 Take a detailed look at real estate contracts you might need in your transactions and learn the major differences between these and the Residential Purchase Agreement (RPA).
 Dates: Wednesday, April 23, and Thursday, April 24, 2008
 Times: 9:00 a.m. to 3:00 p.m.
 Prices: RMS Members: \$150
 SDAR REALTORS®: \$188
 All Others: \$206

Conquering Contracts
 Understand the intricacies of real estate contracts from listing to closing, including the most current Residential Purchase Agreement and commonly used addendums, while you can earn 19 DRE credits.
 Dates: Monday, Tuesday, Wednesday April 26, 29 & 30, 2008
 Times: Monday 8:30 a.m. to 3:30 p.m.
 Tuesday, 8:30 a.m. to 5:00 p.m.
 Wednesday, 8:30 a.m. to 1:30 p.m.
 Prices: SDAR REALTORS®: \$299
 All Others: \$399

Innovative Marketing Techniques
 Structured to inspire novel marketing approaches to create a personal brand, this course encourages students to look everywhere for differentiating marketing opportunities that grab the attention of buyers.
 Date: Thursday, May 1, 2008
 Time: 9:00 a.m. to 5:00 p.m.
 Prices: SDAR REALTORS®: \$99
 All Others: \$119

When in Doubt... Disclose
 Discover current disclosure requirements and trends by examining case law, real life examples, and vulnerabilities in this up-to-the-minute disclosure class. The class is offered as part of the Risk Management Specialist® (RMS) course of study, but is open to all members.
 Dates: Thursday, May 8, 2008
 Times: 9:00 a.m. to 1:00 p.m.
 Prices: RMS Members: \$65
 SDAR REALTORS®: \$81
 All Others: \$90

Caravan Connection Advertising Rates

Looking to reach new markets? Want to contact more than 10,000 industry professionals? Advertise here and save \$\$\$ Contact SDAR Sales at (858) 715-8072 or sales@sdar.com

2 issues per month
 1 time: \$50
 Three months (6 issues): \$249
 Six months (12 issues): \$439

Actual size
 2 5/16" x 1 5/16"

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For advertising information, please contact SDAR Sales at (858) 715-8072; e-mail [Sales@sdar.com](mailto:sales@sdar.com).