

# Rates & Specifications



## CARAVAN CONNECTION FACT SHEET

### SDAR CARAVAN CONNECTION

The SDAR Caravan Connection\* is a monthly newsletter distributed at more than 15 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.

### ADVERTISING RATES

- 1 month: \$250
- 3 months: \$750
- 6 months: \$1,500

### 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](http://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 5 megabytes (5MB) may be emailed to [sales@sdar.com](mailto:sales@sdar.com). If your file size is larger than 5MB, 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 may assist in creating your ad. Design charges will be invoiced on a per hour basis.

The sample newsletter page features the SDAR logo and title 'CARAVAN CONNECTION' for September 12 to September 25, 2010. It includes several sections: 'Real Estate Summit speakers on video at SDAR website', 'UPCOMING SDAR EVENTS' listing events like 'International Finance & Cuisine' and 'SDAR Online Election', 'Fitness, Family and Fun!' for 'Everyday Heroes' walk, 'Education Spotlight: "Going Green"' with details on a Green Designation Course and Green Home Experts Program, and a 'VA Questions?' advertisement for military home programs. A red circle highlights the VA ad, and a red dashed box points to the actual size dimensions.

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

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