



DIGITAL

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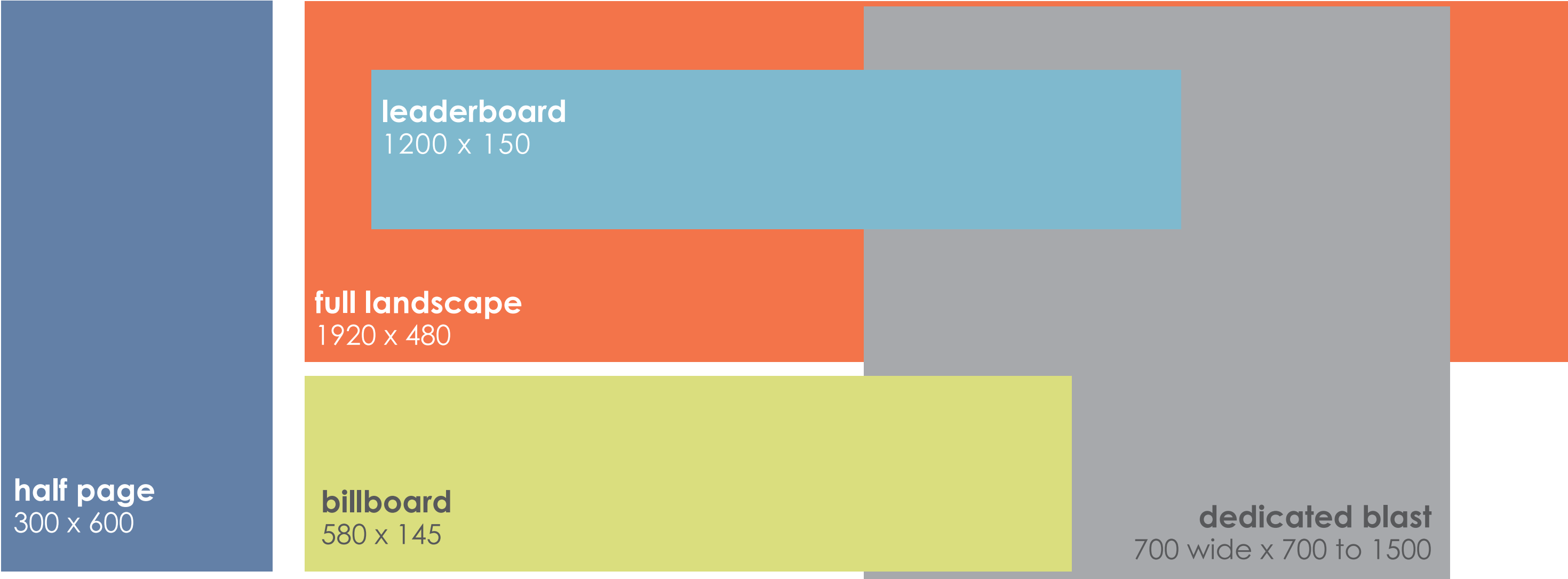
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CALIFORNIA
ASSOCIATION
OF REALTORS®

Ad Unit	Size	Location	File Types	Max File Size	Animation Length
Half Page	300 x 600	car.org Content Pages	jpg, gif, png, html5	1mb	15 seconds, 4 loops max
Full Landscape	1920 x 480	car.org Transactions Exit Page	jpg, gif, png, html5	1mb	15 seconds, 4 loops max
E-blast	700 x 1500	100% Dedicated E-Blast	jpg, gif, png	1mb	15 seconds, 4 loops max
Leaderboard	1200 x 150	zipForms Platform	jpg, gif, png, html5	1mb	15 seconds, 4 loops max
Leaderboard	1200 x 150	car.org Login Page	jpg, gif, png, html5	1mb	15 seconds, 4 loops max
Billboard	580 x 145	Email Newsletter	jpg, gif, png	500kb	15 seconds, 4 loops max
Text	250 characters*	Email Newsletter	include 1 hyperlink	n/a	n/a



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. Audio is not permitted.
- c. Expanding or auto expanding ads are not permitted.
- d. Ads that resemble website navigation or components will not be accepted.
- e. All functionality visually indicated within ads must be working and not designed to deceive.
- f. 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.
- g. Scripts or technology enabling the ad or browser to “shake” may not be used.
- h. 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
213.739.8359 | 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. 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
1mb max file size
 - ii. Full landscape ad
1920 pixels x 480 pixels
1mb max file size
 - iv. Leaderboard ad
1200 pixels x 150 pixels
1 mb max
 - iv. E-blasts
See next page

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.

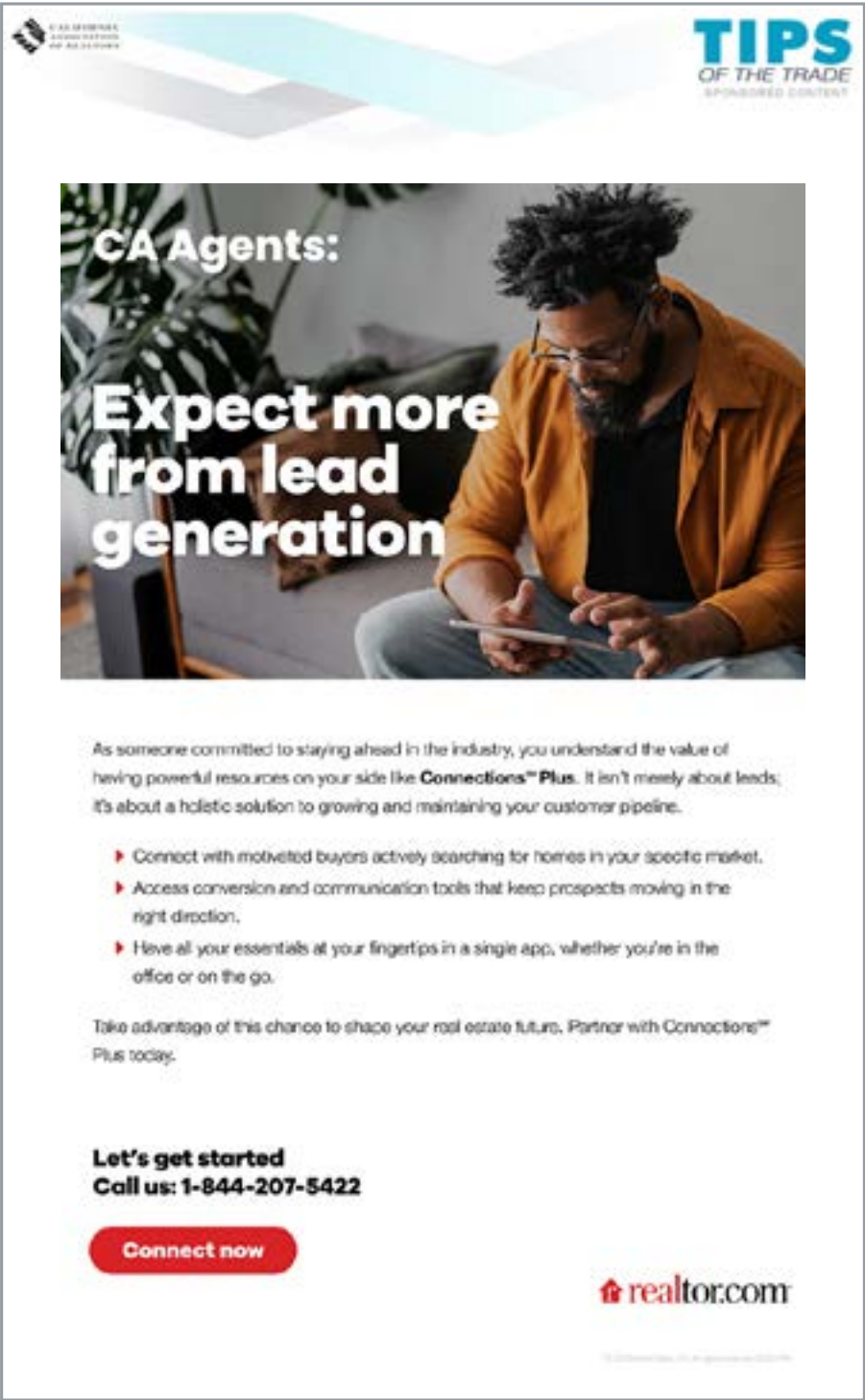
- e. Click Tags
Problems with HTML5 creative may result from incorrect clickTAG implementation. Please ensure:
 - i. Click tags are placed in the .html file without minification
 - ii. The entire area of your creative should be clickable and use a link tag exactly as written:
your ad content here
- f. 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
213.739.8359 | 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. Animated mages accepted.
- c. Size
 - i. 700 pixels wide x 700 to 1500 pixels high
 - iii. 1mb maximum file size.
- d. Links
 - i. Provide link URL for your image.

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. Do not use your company name in the subject line.
- 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.
 - iii. Do not use your company name in the Preview text.

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
213.739.8359 | onlineads@car.org

Unread

Subject Line

From	Subject
Tips of the Trade Watch this 50 minute webinar to learn what successful agents are doing to GROW their businesses in the Current Market	[WEBINAR] How Millionaire Agents Are Selling Real Estate in the Current Market

Preview Text



SALES

stacey katzin
213-739-8321

| managing sales director
| staceyk@car.org

marta priestley
213-739-8236

| account executive
| martap@car.org



PRODUCTION

213-739-8359

| onlineads@car.org



MEDIA KIT

[CLICK HERE](#)



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