

Santa Cruz Association of REALTORS®

REACH

Real Estate and Community Help-guide

The SCAOR REACH is a business resource for real estate industry professionals and local businesses. This annual publication is direct mailed to our member base of over 1,200 members and will be distributed to all local Chambers of Commerce as well as many local businesses. Don't miss this opportunity to enhance your business listing or purchase a display ad.

Display It!

Enhance your listing with a full color
Display Ad - Member: \$200
Non Member: \$275

Bold It!

Enhance your listing with your
business name in bold color
Member: \$50
Non Member: \$100

Highlight It!

Enhance your listing with your
entire listing highlighted in color
Members: \$100
Non Member: \$150

Pest Abatement
4-Less Termite
Chris Finn
3560 Soquel Ave.
Santa Cruz, CA 95062
(831) 465-1699 ph · (831) 465-1698 fax

De Angelo Pest Control
Robert De Angelo, Sr.
283 East Alisal St.
Salinas, CA 95302
(831) 475-5544 ph · (831) 753-6177 fax
bob@deangolopest.com

OREXCO
Sarah Malone
126 Clock Tower Pl. #212
Carmel, CA 93923
(831) 622-1900 ph · (831) 622-1904 fax

Spectrus Real Estate Group
Joel Baker
12426 W. Explorer Dr., Ste. 220
Boise, ID 83713
(866) 587-7328 ph · (208) 287-1881 fax
jbaker@spectrusgroup.com
spectrusgroup.com

Property Management
A+ Property Management
Barbara Bain
6716 Hwy 9
Felton, CA 95018
(831) 335-0111 ph

Bailey Property Management
Debbie Bennett
106 Aptos Beach Drive
Aptos, CA 95003
(831) 688-7009 ph · (831) 688-1523 fax
dbennett@baileyproperties.com
baileyproperties.com

Bailey Property Management
Rachel Shaffer
106 Aptos Beach Dr.
Aptos, CA 95003
(831) 688-7009 ph · (831) 688-1523 fax
rshaffer@baileyproperties.com
baileyproperties.com

Starker Services, Inc.
Jessica Seibel
20 S. Santa Cruz Ave. Ste 300
Los Gatos, CA 95030
(408) 356-8100 ph · (408) 356-0808 fax
jseibel@starker.com

Starker Services, Inc.
James Hassett
20 S. Santa Cruz Ave. Ste 300
Los Gatos, CA 95030
(408) 356-8100 ph · (408) 356-0808 fax
jhassett@starker.com

Are your client's looking for Property Management Services?
I pay a REFERRAL FEE with a Property Management Agreement.
If the client decides to sell, I send the referral back to YOU.
Kathleen Richards
Fairy Images
Realtor
(831) 464-5079
www.krrentals.com

Own an Investment Property?
Do you already pay enough in taxes. Why pay more?
Do you have QUESTIONS? We have ANSWERS!
James Hassett or Jessica Seibel
jhassett@starker.com · jseibel@starker.com
A 1031 Qualified Intermediary... for over 20 years!
Starker Services, Inc.
(800) 832-1031 · www.starker.com

Santa Cruz Termite Control
Mark Gottlieb
295 Moon Meadow Lane
Felton, CA 95018
(831) 335-8009 ph · (831) 335-8452 fax
santacruztermite.com

Western Exterminator
Donald McComb
415 E. Market St.
Salinas, CA 95301
(831) 429-1008 ph (831) 754-0537 fax
dmccomb@west.ext.com
west-ext.com

Property Exchanges
Coast 1031
Thomas A. Foster
4200 Scotts Valley Dr., Ste. E
Scotts Valley, CA 95066
(831) 464-1031 ph · (831) 464-9400 fax
tom@coast1031.com

Equity Preservation, Inc.
Hilda Ramirez
1641 N. First St., Ste 100
San Jose, CA 95112
(831) 436-2000 ph · (831) 436-2030 fax

Investment Property Exchange Services
Ron Ricard
94 Jennie Drive
Pleasant Hill, CA 94523
(408) 483-1031 ph · (925) 687-3926 fax
rricard@msn.com

Vesta Strategies LLC
Rodney Fitzpatrick
150 Almaden Boulevard, Ste 113
San Jose, CA 95113
(888) 212-1031 ph · (408) 993-8941 fax
rfitzpatrick@vestastrategies.com
vestastrategies.com

Change Solutions
Joe Ganoff, Regional Manager
jganoff@1031x.com
ph: 831-476-2506, Cell: 408-921-9388
2805 Venice Street • Soquel, CA 95073

XChange Solutions
Joe Ganoff
2805 Porter Street
Soquel, CA 95073
(831) 476-2506 ph · (408) 236-3241 fax
jganoff@1031xsi.com
1031xsi.com

Sherman and Boone
Kathleen Richards
4140 Jade St.
Capitola, CA 95010
(831) 464-5079 ph · (831) 462-4263 fax
krrentals.com

Publications
Coastal Homes Magazine
Lindy Harre
2400 Chamblaine Ave., Bldg D
Santa Cruz, CA 95062
(831) 462-5700 ph · (831) 462-2616 fax
coastalhomes.com
coastalhomes.com

Homes Magazine
Stevie Harvie
9515 Soquel Dr., Ste 204
Aptos, CA 95003
(831) 688-6701 ph · (831) 688-6209 fax
stevie@homesmagazine.com

Main Street Homes Magazine
David Marin
P.O. Box 22365
Gilroy, CA 95021
(408) 842-5755 ph
dmarin@mainstreetmagazine.com

Contact Andrea today to enhance your listing at
831-464-2000 or andrea@scaor.org by the March 20, 2009 deadline!

Advertising reservation and credit card information

Please check off which advertising you would like to reserve space for, complete the credit card information at the bottom and fax to: Andrea, 831-464-2881 or mail to: SCAOR, Andrea Harbert, 2525 Main St., Soquel, CA 95073.

REACH: *Due Date March 20, 2009 for reservation and Ad copy.*

- | | |
|---|--|
| <input type="checkbox"/> Display Ad: Full Color: \$200 | <input type="checkbox"/> Inside front cover: \$600 |
| <input type="checkbox"/> Highlight It: Highlight your entire listing: \$100 | <input type="checkbox"/> Inside back cover: \$550 |
| <input type="checkbox"/> Bold It: Bold your business name: \$50 | <input type="checkbox"/> Back cover: \$750 |

Web Advertising: *Space reservation is due the first Friday of the month prior to placement, Ad copy is due the second Friday of the month prior to placement.*

- | | |
|---|--|
| <input type="checkbox"/> Banner Ad, homepage: \$300 (min. 3 months) | <input type="checkbox"/> * Section Banner Ads: \$225 |
| <input type="checkbox"/> * Sidebar Ad: Size One; \$175 | <input type="checkbox"/> * Button Size: \$85 |
| <input type="checkbox"/> * Sidebar Ad: Size Two : \$125 | |

Options

- Homepage placement for sidebar & button ads: \$50
 3 month subscription: less 5% 6 month subscription: less 10% 12 month subscription: less 15%

* Pages available: About, Member Resources, Education, REALTOR Service Center, Members Only, News & Events, Event Calendar, eScoop, Newsletter Archives, Market Statistics, Consumer Resources

Placement and format

Ads are placed on a first come first served basis. Ad copy formats accepted, jpg, gif or png format. No flash animation.

eNewsletter: *Space reservation is due the first Friday of the month prior to publication, Ad copy is due the second Friday of the month prior to publication.*

- Full page: \$150 Half page: \$115 Quarter page: \$70 Eighth page: \$40
 12 month subscription: less 10%

Packages

- Option 1:
Purchase 3 newsletter ads of any size and receive one month Web Ad (sidebar size two) and a 10% discount on a display ad in the SCAOR REACH
- Option 2:
Purchase 3 web ads (any size) and receive two 8th page ads in the newsletter and a 10% discount on a display ad in the SCAOR REACH

Payment Information:

Name: _____ Company: _____

Phone: _____ Email: _____

Cash Visa MasterCard American Express Check payable to "SCAOR" Check No.: _____

Name on Credit Card: _____ Signature: _____

Amount: \$ _____ Account#: _____ Exp. Date _____ Vin# _____

CC Billing Address: _____ Zip: _____

Terms & Conditions

1. If the advertiser cancels this agreement before it is completed the advertiser will be re-billed for all ads run at the base rate. In addition, the remaining contracted ad will be billed to the advertiser at the base rate for the remaining length of this agreement.
2. Contract or special discounts are not in effect for any special placement, feature home, promotional rates, or in addition to any special discounts.
3. Charges for advertising are due and payable when billing invoice is received. A. All accounts are considered past due after 30 days, and are subject to a 1.5% monthly service charge. B. **NO DISCOUNTS or credit will be extended to any account past due.**
4. Publisher reserves the right, in its sole discretion, to reject any advertising that is considers objectionable.