

# Sacramento Business Journal

## 2019 Master's Club Programs

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*Special Offers & Discounted Rates Exclusively for Master's Club Members*

**SACRAMENTO  
BUSINESS JOURNAL**

# Why Sacramento Business Journal?

The Sacramento Business Journal has a reputation for being the premier business news publication in Sacramento, with credible editorial and quality subscribers. Our editorial focus is hyper-local, solely based on businesses, representing Sacramento, Yolo, Placer and El Dorado counties.

Every week, our print editors provide information and local insight that leads to business opportunities and growth. Through our publications and events, advertisers can reach a premium audience of successful business leaders.

**Our subscribers are business leaders, owners and influencers, averaging 38 years in business with \$178 million in revenue. Individually, our audience is highly educated with an average of \$1.3M investment portfolio and \$221k household income.**

Our Weekly printed edition boasts a paid subscriber count of 9,768 weekly recipients with a weekly readership of 55,000 (based on 2017 pass along data from independent survey of subscribers). Our website sees an average of 240,434 monthly unique visitors and our daily Afternoon Edition email newsletter is sent to 10,153 double opt-in subscribers.

Business Journals events are “can’t miss” opportunities to meet with influentials and make face-to-face connections. Business Journal events link your brand with first-class programs that help business leaders build relationships in the local market.

# Sacramento Business Journal subscribers include men in their mid-50's who are key decision makers at successful companies

## Subscribers: Key Characteristics

	Total Print/Digital Subscribers	Total Newsletter Subscribers
Male	67%	61%
Average Age	58	56
College Graduate or Higher	74%	74%
Owner/Partner/Top Management	62%	40%
Influence Decisions at Your Company	77%	67%
Firm's Years in Operation	37.5	42.9
Average Sales Growth Rate*	13.3%	12.0%

\*Among companies with sales growth  
Source: The Sacramento Business Journal Subscriber Study, 2017

# Subscribers are upscale, with high incomes and substantial wealth

## Subscriber Income & Wealth

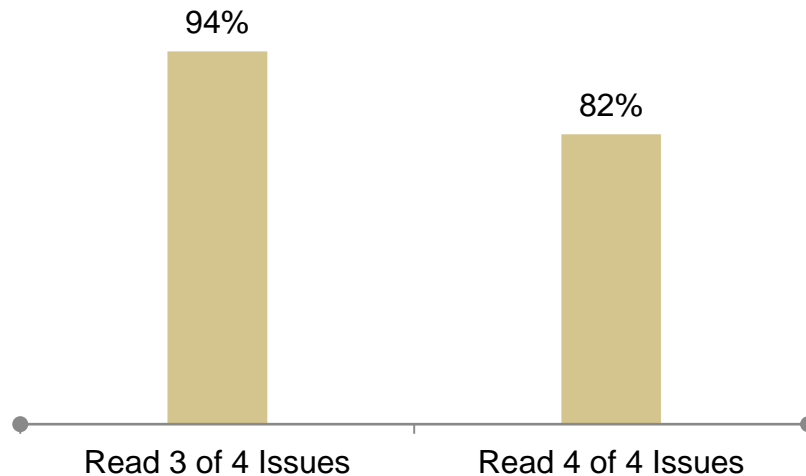
	Total Print/Digital Subscribers	Total Newsletter Subscribers
<b>Household Income</b> (Average)	\$221K	\$183K
Median	\$160K	\$132K
<b>Net Worth</b> (Average)	\$1.8M	\$1.4M
Median	\$1.0M	\$800K
<b>Value of Investments</b> (Average)	\$1.3M	\$1.3M
Median	\$318K	\$433K

"Please check the category that best represents your total household income, before taxes, in 2016. Please include your income & income of all other household members from all sources, such as wages, bonuses, profits, dividends, rentals, interest, etc.?" "What is your approximate household net worth? (Please include all assets and deduct all liabilities)" "What is the approximate total market value of the investment portfolio now held by you & other household members (including real estate, retirement accounts & college savings plans)"

Source: The Sacramento Business Journal Subscriber Study, 2017

# Almost all subscribers read 3 out of 4 Sacramento Business Journal issues

## Print/Digital Subscriber Readership



	Total Print/Digital Subscribers
Time spent with typical issue	38 minutes
Pass along to other people	64%

"How many of the last four issues of the Sacramento Business Journal have you read or looked through?" "Considering all the times you look at an issue, about how much time, in total do you spend reading or looking into a typical issue of the Sacramento Business Journal?" "On average, how many other people (other executives, salespeople, employees, spouse, friends, etc.) besides you, read or look at your copy of the Sacramento Business Journal, either before or after you read it?"

Source: The Sacramento Business Journal Subscriber Study, 2017

## Master's Club Announcements Special Section

Option 1: Weekly Edition Listing Only: \$255

Option 2: Weekly Edition and Book of Lists Listing: \$395

*\*Note one person per listing, image of one person per listing.*

# Sacramento Association of Realtors®

MEMBERSHIP

## MASTERS CLUB SACRAMENTO ASSOCIATION OF REALTORS®

Not all Masters Club members are included.

### Another Successful Year For Sacramento Association of REALTORS® Masters Club

2017 was a successful year for the Sacramento Association of REALTORS® Masters Club. The Club memberized and compensated 782 Members for their professional achievement in its Annual Dine and Dash April 9 at the Three Rivers Hotel in Sacramento. This number represents the top 12% of all Sacramento Association of REALTORS® members.

The purpose of the Masters Club is to support the Sacramento Association in providing programs and services that enhance the community, professionalism and productivity of its members, and to recognize the achievement of the top REALTORS® who apply for membership and who earn a unique level of excellence in our state.

The Sacramento Masters Club is active in supporting community activities by donating money and services to a wide range of local charities. Going back to the construction that has contributed so much to the success of Club members is one of the primary goals of the Masters Club. Proceeds from the annual Masters Club luncheon, including a golf tournament and other local activities, benefited the following charities in 2017: Children's Running Team, Stanford Youth Initiative, and Women's Empowerment. All told, the SAR Masters Club raised and donated over \$27,000.00 to these local charities in 2017. Community Club members, in general, support their clients and the community, representing another fine hour for the Sacramento County and state business in 2018. Make your name to count up with the best in our area, join your Masters Club REALTOR®.

Congratulations to all the outstanding producers who achieved Masters Club membership during 2017.

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## What Does It Take To Be A Masters Club Member?

For a REALTOR to qualify for the Sacramento Association of REALTORS® (SAR) Masters Club, he or she must:

- Be a member in good standing with SAR, and
- Be active in upholding the National Association of REALTORS® (NAR) Code of Ethics, and
- Sold and closed at least 8 real estate transactions, resulting a minimum of \$500,000 in 2014 or have closed at least 20 deals of at minimum as a listing agent, selling agents, or both.

In addition, there are several questions of membership you will need to answer in these pages, including:

- New Member: First year members. This is a very exciting achievement.

- Continuing Member: An individual who has achieved club criteria more than once, has now had a gap in membership of one 3 years, and may look forward to the goal of being a Life Member.

- Life Member: An individual who has qualified for Masters Club at least five consecutive consecutive years.

- Outstanding Life Member: An individual who has attained Life Membership and has achieved club criteria for a total of at least ten of 15 consecutive years.
- President Life Member: An individual who has achieved club criteria for a total of 25 years or higher.

Masters Club 2017 members represent about 12% of the general SAR membership themselves. It is definitely an achievement when a REALTOR® reaches this goal.

Example is 2018 Weekly Edition Special Section



# Master's Club Congratulations Advertisements

Congratulate the year's Master's Club Members and promote your business or property at the same time!

You can also amplify your members by specifically featuring them in a large print advertisement.

- Quarter Page: \$2,355
- 3/8 Page: \$2,780
- Half Page: \$3,240
- Island Page: \$4,275
- Full Page: \$4,920

The advertisement is a full-page layout for the Sacramento Association of Realtors' Masters Club. It features a grid of member photos and a congratulatory message. The layout is divided into several sections:

- Header:** Sacramento Association of Realtors® logo and Masters Club Sacramento Association of Realtors® logo.
- Outstanding 1st Members:** A grid of 12 member photos with their names and contact information.
- Continuing Member:** A grid of 6 member photos with their names and contact information.
- 1st Members:** A grid of 6 member photos with their names and contact information.
- CONGRATULATIONS MASTER'S CLUB MEMBERS THE REALTOR YOU CAN TRUST.** A large section with a photo of two men shaking hands and a congratulatory message.
- Realty Agency:** Logo and contact information for Realty Agency, Inc.

Mock-up Special Section with half page congratulations ad.

# Master's Club Standard Print Advertisement Rates

Every week, our print editions provide information and local insight that leads to business opportunities and growth. Through our print publications, advertisers can reach a premium audience of successful business leaders.

\*Your ad will run along side editorial content in the weekly edition of your choice.

- Quarter Page: \$3,010
- 3/8 Page: \$3,725
- Half Page: \$4,240
- Island Page: \$5,640
- Full Page: \$6,475

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CONTINUED FROM PAGE 15

**Where to meet**

If you use an outside speaker, make sure that person brings a fresh perspective. In an all staff meeting, for example, someone might get ideas flowing," said MPF's Sanders, and could "help drive decisions around what to work on."

**When to meet**

A true meeting of the minds can take place anywhere. In a boardroom or meeting room, Sanders said, it can happen in the hall, in a board room, or even in a car on a shared ride home. "When it's there," he said.

There can, however, be times when it can be productive to spend the time and expense to get away from the office for a meeting, an approach to meeting on site. For Sanders, these occasions are for top-level staff meetings. "When they're going to be engaged in setting strategic goals for the future, not tactical goals," he said.

But he added that such meetings can't be overly indulgent. "Chances are the people who are going to be responsible for executing the decisions that come out of the meeting," he said.

That doesn't mean you need all 60 senior people in a given department, he said. "If the purpose is to have a meeting in manufacturing," he said, "you need to have one of two reps from the factory floor."

And every meeting is going to have different needs. Some can take place in a conference center. For others, a hotel or event space might work better.

"Stick with your local conference center or hotel to get quotes," Sanders said. "It depends on your market, but if you're meeting hotel rooms, you'll get a better price."

And that brings you to the money you'll be spending for this company gathering.

Executives across business lines said it's impossible to give any meaningful broad guidelines on what a particular meeting could or should cost. "except to say that the value must be directly to your company's specific goals and the metrics need to track performance following the gathering."

If you don't have a prior year's budget to use for comparison, MPF's Sanders suggested using the U.S. General Services Administration's website (www.gsa.gov) as a starting point. That's where you can check to see how much the federal government will reimburse for federal employees travel to various locations.

Rates vary by location and time of year. But, for example, airfare for a meeting in Denver might run nearly \$240

**SPECIAL REPORT**

**THE RIGHT CARDS TO MAKE THE MEETING SMARTER**

Mark Bright, founder and CEO of Sacramento, California-based Smart Meetings, a resource for meeting planners, has some thoughts on trends and tips that can make small and midsize businesses consider for planning their next company gathering. Here are four points in particular.

• The biggest trend is a move from talking to experiencing. Online sites, facilities and package agendas give planners more control over time. Smart planning is a big, time-saving tool for managers to use at convention centers. Where planners can make their own agenda or build their own itinerary.

• Use database management to personalize everything from agendas to gift bags, using names and feedback from previous meetings.

• Look for a venue with natural light and a "wow" factor, whether it's a ranch in the country, a wine cave or the top of a gondola.

• The "venue ending" has been popular, with attendees meeting in and out of sessions as they please. And shorter is better. People are used to "getting there" 15 to 20 minutes early. They want you to get to the point.

**AVOID THE HORROR STORIES**

Meeting disasters come in many forms, but one element that leads to most of them is a lack of adequate planning and attention to detail.

One such mistake is rushing through the agenda of the meeting. "If you don't have a plan, you're not a planner," says a planner's tip to have a clear path to three a meeting together only to cancel a week's later," said Kristi Carter Sanders, director of community at Dallas-based Meeting Professionals International. "It documents the plan that contains are written to protect the host, not the planner, and the speakers had to pay thousands of dollars in penalties."

Using common sense is critical, too, much in what might be your most challenging moments.

Sanders tells the story of an event in Austin, Texas, where a keynote speaker had a heart attack while on stage during a general session. Planners were called, but the meeting organizers failed to close the room or otherwise not experience and watched the man die in front of them.

It was only after the fact, Sanders said, that the organizers realized what they should have done.

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**MOUNTAIN VIEW REALTORS**

**NEWS**

**Former Chops owner sues Wells Fargo over home loan modification**

BY MARK ANDERSON

One of the former owners of Chops Steak & Seafood Bar in downtown Sacramento is suing Wells Fargo Bank over the way it handled her home loan modification, which eventually went to foreclosure.

Patricia Flynn is alleging fraud, negligence, breach of fiduciary duty, breach of contract and other violations in a suit filed Nov. 15 in Sacramento County Superior Court.

In her complaint against Wells Fargo, Flynn alleges the bank caused her to lose her Carle Park family home of 27 years. Her attorney added that the lawsuit and monetary loss to the bank on her mortgage modification also contributed to the closing of the downtown restaurant in June 2017, after 15 years of operation.

The suit states Flynn in January 2015, responded to Wells Fargo's

request for a home loan modification, which led to a "revolving door" of "home preservation specialists" who asked for information and duplicated information.

Flynn said she was told by Wells Fargo that she needed to provide financial information to support a "single point of contact" to her mortgage account with a mortgage servicer that claimed all low negotiation options.

Over the course of 18 months, she was asked to work with 11 different Wells Fargo modification specialists, and on several occasions, the suit says, different specialists would ask her for the same documents over and over again within days of each other.

"The lawsuit is based on this litigation matter and as a result, cannot comment on any allegations that may be made in the complaint," said John Garcia, a spokesman with consumer lending communications for the bank's attorney with Garner & Associates, one of the attorneys representing Flynn.

"They asked her for more documents, and she sends them, and then the bank says the EMI's went down. Then the bank sends her bank documents that have existing pages," the suit alleges based on Wells Fargo's past business of "disfranchising business practices" and "multiple operational misrepresentations," according to the suit.

In Wells Fargo's 2017 annual shareholder meeting, bank CEO Tim Cook spoke directly to Flynn, who attended the meeting in front of a room full of people and said he would personally look into her home loan modification, Garner said.

Despite the assistance from the CEO, nothing happened, Garner said.

For suit with compensatory damages, special damages, general damages, punitive damages, attorneys and court fees and suit costs and litigation.

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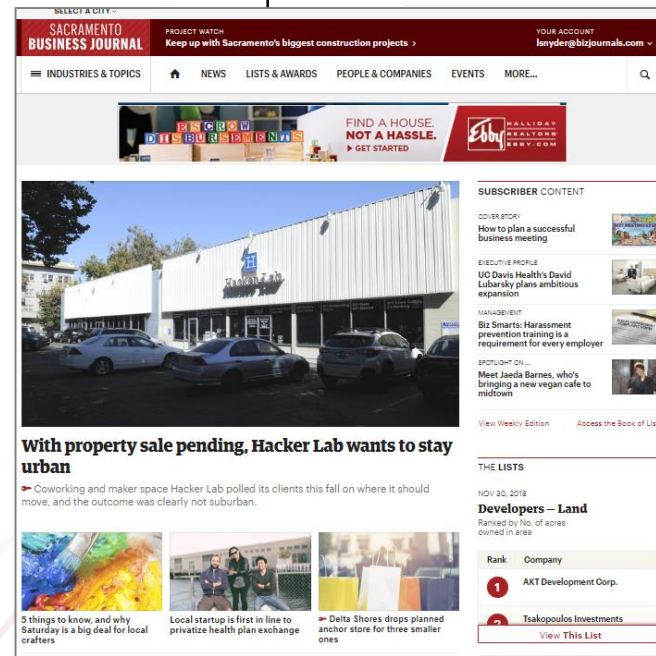
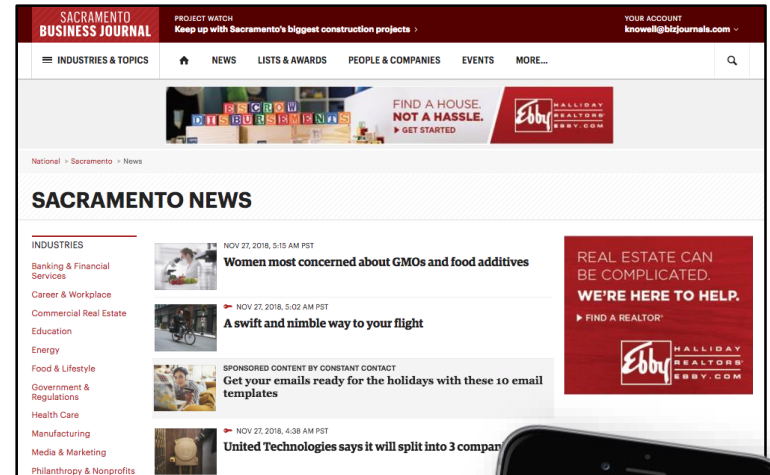
# Master's Club Standard Digital Advertisement Rates

Place your brand and message alongside respected, credible local business news coverage. Sacramento Business Journal site features top business stories and breaking news, industry-specific news, expert columns and a full menu of tools and other resources that help local business leaders achieve success.

## Benefits

- Add reach and audience extension to your print campaign
- Effectively share of voice within a range of budgets
- Reach business leaders during their work day

- 80k ROS impressions: \$2,240
- 130k ROS impressions: \$3,370
- 75k XL Banners: \$3,858



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# Home of the Day Digital Sponsorship

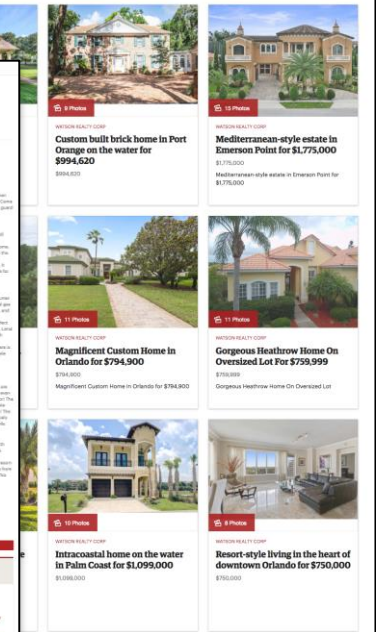
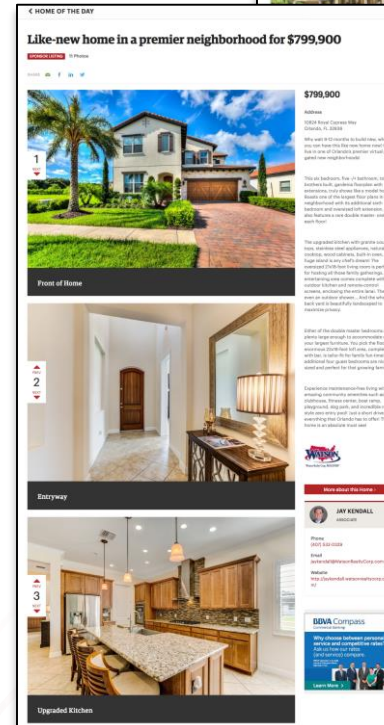
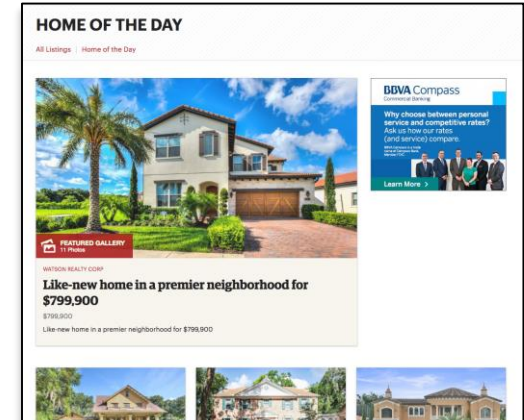
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## Each Listing Includes:

- 1 gallery, live for 30 days
- Unlimited text description
- Up to 20 high resolution photos
- Option to include video
- Company logo
- Custom call-to-action button
- Contact info with phone number, email and link to website that scrolls with the user throughout gallery
- Tools to share gallery on social media
- Gallery promotion across Sacramento Business Journal site and emails
- Cost: \$500 per listing

*Note: Promotion subject to change. Minimum 3-month commitment.*



## Home of the Week Print Advertisement Feature

Our readers report that BIZ LEADS is one of our most read sections of our weekly edition. Through our print publications, advertisers can reach a premium audience of successful business leaders.

\*Your ad will run along side BIZ LEADS content in the weekly edition of your choice.

- 51 weeks of inventory
  - Standard Size (3-block color Marketplace)
  - Master's Club first choice of inventory – thru 3/31/19
  - Pricing for Master's Club Members who sign by 3/31/19:
    - 1-4 weeks \$545 per week
    - 5-7 weeks \$345 per week
    - 8-12 weeks \$245 per week
- After 3/31/19 Open to all (+\$150):
- 1-4 weeks \$695 per week
  - 5-7 weeks \$495 per week
  - 8-12 weeks \$395 per week

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[illegible]