



01 / PREPARE YOUR FLYER

Member E-Blast Guidelines

Review these requirements before submitting your flyer for distribution.

EXCLUSIVELY FOR SCAOR MEMBERS

E-blasts may only be purchased and submitted by SCAOR members for their own advertising. **A member may not purchase an e-blast on behalf of a non-member or submit advertising for a non-member.**

01 ELIGIBLE CONTENT

- Flyers may only promote an **ACTIVE MLS listing or Open House**.
- Any listing information included must pertain to an **ACTIVE MLS listing**.
- No offers of compensation, commission amounts or rates, bonuses, incentives, or similar information.

02 FILE REQUIREMENTS

- Submit **one finished JPG, PNG or PDF** file.
- Portrait orientation of approximately **1080 x 1350 pixels** is recommended.
- **Attach the flyer** to your email; do not embed it in the email body.
- Screenshots, multiple files requiring assembly, and incomplete materials cannot be accepted.

03 ADVERTISING COMPLIANCE

All flyers must comply with applicable Delaware Real Estate Commission (DREC) advertising regulations. **At a minimum:**

- Complete Brokerage Organization name and DREC-registered office phone number.
- All phone numbers clearly identified (Office, Cell, Direct, etc.).
- Brokerage name and office phone number more prominent than licensee or team name.
- REALTOR® in all capital letters with the registered trademark symbol, when used.

The submitting member is responsible for compliance with all applicable advertising regulations.



02 / SUBMIT & SCHEDULE

Ready for Distribution

Send a finished flyer, provide a subject line, and pay before distribution.

04 PROOFING & APPROVAL

Flyers must arrive **complete and publication-ready**. SCAOR staff do not edit, proofread, redesign, resize, or otherwise modify submitted materials.

Flyers that do not meet these guidelines or appear non-compliant with applicable advertising regulations may be returned for correction before distribution.

05 SUBJECT LINE

Members may provide a preferred email subject line. For listings and Open Houses, the subject should begin with the **town or community** where the property is located whenever possible.

06 FEES & SCHEDULING

\$100

PER PAGE / PER DISTRIBUTION

- Available exclusively to SCAOR members for their own advertising.
- An invoice will be added to your account and emailed to you.
- **Payment must be received before distribution.**

SCAOR will make every effort to distribute e-blasts promptly but reserves the right to schedule distributions at its discretion.

READY TO SUBMIT?

Email your completed flyer or questions to:

michael@scaor.com