

2008 ADVERTISING RATES

Display

4-Color	12x	9x	6x	3x	1x
6 page spread	\$12,814	\$13,458	\$14,102	\$15,866	\$17,064
4 page spread	\$10,042	\$10,547	\$11,052	\$12,432	\$13,368
2 page spread	\$5,909	\$6,200	\$6,499	\$7,318	\$7,866
full page	\$3,757	\$3,909	\$4,060	\$4,432	\$4,766
2/3 page	\$2,906	\$3,025	\$3,142	\$3,432	\$3,690
1/2 page	\$2,055	\$2,139	\$2,224	\$2,432	\$2,614
1/3 page	\$1,447	\$1,495	\$1,544	\$1,709	\$1,836
1/4 page	\$1,118	\$1,167	\$1,210	\$1,326	\$1,423

Premiums	12x	9x	6x	3x	1x
Pages 1,3,5,7,9	\$4,590	n/a	n/a	n/a	n/a
Cover 2	\$5,332	n/a	n/a	n/a	n/a
Cover 3	\$4,788	n/a	n/a	n/a	n/a
Cover 4	\$6,441	n/a	n/a	n/a	n/a

Black & White	12x	9x	6x	3x	1x
Full-page	\$2,426	\$2,516	\$2,614	\$2,870	\$3,082
2/3 page	\$1,845	\$1,912	\$1,981	\$2,185	\$2,350
1/2 page	\$1,264	\$1,307	\$1,349	\$1,501	\$1,616
1/3 page	\$912	\$954	\$997	\$1,088	\$1,167
1/4 page	\$693	\$718	\$736	\$815	\$875

Floorplan Design Center

Space is available in half-page units—one home per half page. Advertisers may choose to combine half-page units to present one home per full page. Rates shown are for black-and-white plans. For 4-color, add \$200 per page.

Black & White	12x	9x	6x	3x	1x
1/2 page (1 plan)	\$1,015	\$1,064	\$1,113	\$1,216	\$1,326
full page (1 or 2 plans)	\$1,811	\$1,860	\$1,915	\$2,176	\$2,359
2 pages (2 or 4 plans)	\$3,319	\$3,288	\$3,380	\$3,866	\$4,194

Non-commissionable

Company Profiles

	12x	9x	6x	3x	1x
Full page 4-color	n/a	n/a	n/a	n/a	\$3,039

Non-commissionable

Rates effective September 1, 2007



Real Estate

4-Color	12x	9x	6x	3x	1x
Full Page 4-color	\$2,442	\$2,541	\$2,638	\$2,881	\$3,098
1/2 page horizontal	\$1,541	\$1,605	\$1,668	\$1,823	\$1,960
1/3 square	\$1,086	\$1,123	\$1,158	\$1,283	\$1,378
1/6 page	\$792	\$850	\$906	\$962	\$990

Available in 4-color, non-bleed only.

Floor Tour/Gatefold

	12x	9x	6x	3x	1x
4-page insert (4 color)					\$9,700

Log Classified Rates

	12x	9x	6x	3x	1x
1" x 1 col.	\$185	\$190	\$195	\$225	\$245
1 1/2" x 1 col.	\$245	\$255	\$265	\$300	\$325
2" x 1 col.	\$285	\$300	\$310	\$335	\$380
3" x 1 col.	\$365	\$390	\$405	\$435	\$495
4" x 1 col.	\$475	\$485	\$495	\$550	\$605
5" x 1 col.	\$560	\$580	\$595	\$655	\$725
6" x 1 col.	\$650	\$670	\$695	\$755	\$830
7" x 1 col.	\$735	\$760	\$800	\$865	\$945
8" x 1 col.	\$820	\$860	\$895	\$970	\$1,060
9" x 1 col.	\$905	\$950	\$995	\$1,075	\$1,170
4-color (any size)	\$95				

Non-commissionable

Product Classified Rates

	12x	9x	6x	3x	1x
1" x 1 col.	\$180	\$185	\$190	\$225	\$240
1 1/2" x 1 col.	\$240	\$250	\$260	\$295	\$320
2" x 1 col.	\$280	\$295	\$300	\$330	\$370
3" x 1 col.	\$360	\$380	\$400	\$430	\$490
4" x 1 col.	\$465	\$475	\$490	\$540	\$595
5" x 1 col.	\$550	\$565	\$585	\$640	\$710
6" x 1 col.	\$635	\$650	\$685	\$740	\$815
7" x 1 col.	\$720	\$745	\$785	\$850	\$930
8" x 1 col.	\$805	\$845	\$880	\$955	\$1,040
9" x 1 col.	\$890	\$935	\$975	\$1,055	\$1,150
4-color (any size)	\$95				

Non-commissionable

MECHANICAL REQUIREMENTS

Trim Size:	8 1/4" x 10 1/2"
Bleed Size—One Page:	8 1/2" x 10 3/4"
Bleed Size—Two Pages:	16 3/4" x 10 3/4"
Live Area on Bleed Ads:	1/4" from Final Trim

PRINTING SPECIFICATIONS

Printing:	Web Offset
Ink:	4-Color Process, SWOP Standards
Line Screen:	133 Line Screen
Binding:	Perfect Bound

SPACE UNITS

Full Page	7 1/8" x 9 3/8"
Full Page (bleed)	8 1/2" x 10 3/4"
Spread 2 page (bleed)	16 3/4" x 10 3/4"
2/3 Page Vertical (2 col.)	4 1/16" x 9 3/8"
2/3 Page Vertical (bleed, 2 col.)	5 5/16" x 10 3/4"
1/2 Page Horizontal (3 col.)	7 1/8" x 4 9/16"
1/2 Page Horizontal (bleed, 3 col.)	8 1/2" x 5 5/16"
1/2 Page Vertical (2 col.)	4 1/16" x 6 1/16"
1/3 Page Vertical (1 col.)	2 1/4" x 9 3/8"
1/3 Page Square (2 col.)	4 1/16" x 4 9/16"
1/4 Page Vertical (2 col.)	3 7/16" x 4 9/16"
1/6 Page Vertical (1 col.)*	2 1/4" x 4 9/16"

*Only available in Real Estate