

2008 ADVERTISING RATES

Display

4-Color	12x	9x	6x	3x	1x	ABG†
Full-page	\$7,764	\$8,113	\$8,463	\$8,807	\$9,152	\$13,653
2/3 page	\$6,371	\$6,634	\$6,894	\$7,154	\$7,413	\$10,909
1/2 page	\$5,532	\$5,742	\$5,956	\$6,160	\$6,374	\$9,261
1/3 page	\$4,703	\$4,861	\$5,020	\$5,178	\$5,324	\$7,618
1/6 page	\$3,588	\$3,675	\$3,754	\$3,845	\$3,935	\$5,415
2-pages	\$13,199	\$13,796	\$14,382	\$14,515	\$15,568	\$23,203
Premiums	12x	9x	6x	3x	1x	ABG†
Pgs 1,3,5,7,9	\$8,311	n/a	n/a	n/a	n/a	\$14,756
C-2	\$8,864	n/a	n/a	n/a	n/a	\$15,859
C-3	\$8,474	n/a	n/a	n/a	n/a	\$15,096
C-4	\$9,982	n/a	n/a	n/a	n/a	\$18,056
Black & White	12x	9x	6x	3x	1x	ABG†
Full-page	\$5,567	\$5,917	\$6,267	\$6,612	\$6,956	\$10,969
2/3 page	\$4,175	\$4,438	\$4,697	\$4,957	\$5,216	\$8,227
1/2 page	\$3,336	\$3,545	\$3,761	\$3,963	\$4,178	\$6,577
1/3 page	\$2,507	\$2,665	\$2,823	\$2,981	\$3,128	\$4,934
1/6 page	\$1,391	\$1,480	\$1,559	\$1,648	\$1,739	\$2,732
2-pages	\$9,465	\$10,061	\$10,648	\$11,235	\$11,834	\$18,642

Focus on Floorplans & Handcrafters' Gallery

Space is available in half-page units—one home per half page offered in every issue. 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	ABG†
1 Plan	\$1,471	\$1,589	\$1,648	\$1,685	\$1,718	\$1,989
2 Plans	\$2,572	\$2,696	\$2,755	\$2,884	\$2,943	\$3,367
3 Plans	\$3,672	\$3,920	\$3,979	\$4,084	\$4,167	\$4,773
4 Plans	\$4,773	\$5,014	\$5,144	\$5,284	\$5,392	\$6,239

Non-commissionable

Regionals - Offered in every issue except November

	12x	9x	6x	3x	1x	ABG†
Full-Page	\$2,394	\$2,431	\$2,586	\$2,721	\$2,856	n/a
1/2 Page Horiz.	\$1,292	\$1,327	\$1,401	\$1,480	\$1,559	n/a

Available in 4-color, non-bleed only

Furniture & Decor Gallery - Offered in February, May, June, September, October, December

	12x	9x	6x	3x	1x	ABG†
Full-Page	n/a	n/a	\$4,524	\$4,664	\$4,799	n/a
1/2 Page-Horizontal	n/a	n/a	\$3,012	\$3,105	\$3,139	n/a

Available in 4-color, non-bleed only

Real Estate Gallery - Offered in every issue

4-Color	12x	9x	6x	3x	1x	ABG†
Full-Page	\$2,717	\$2,840	\$2,962	\$3,083	\$3,203	\$4,778
1/2 Page-Horizontal	\$1,936	\$2,010	\$2,085	\$2,156	\$2,231	\$3,241
1/3 Page-Square	\$1,646	\$1,701	\$1,757	\$1,812	\$1,863	\$2,666
1/6 Page-Vertical	\$1,256	\$1,287	\$1,314	\$1,346	\$1,378	\$1,896

Available in 4-color, non-bleed only

Special Advertising Opportunities

	12x	9x	6x	3x	1x	ABG†
Calendar Sponsor	n/a	n/a	n/a	n/a	\$4,799	n/a
Plansbook - C-2, C-3	n/a	n/a	n/a	n/a	\$4,916	n/a
Plansbook - C-4	n/a	n/a	n/a	n/a	\$5,417	n/a
Reader Checklist/Gatefold	n/a	n/a	n/a	\$14,327	\$15,018	\$18,349
Section Dividers	n/a	n/a	n/a	n/a	n/a	\$6,509

Rates effective September 1, 2007

Builder/Dealer Marketplace

	12x	9x	6x	3x	1x	ABG†
1" x 1 col.	\$250	\$255	\$270	\$280	\$295	\$295
1 1/2" x 1 col.	\$360	\$385	\$380	\$390	\$415	\$415
2" x 1 col.	\$465	\$485	\$505	\$520	\$550	\$550
2 1/2" x 1 col.	\$585	\$610	\$630	\$645	\$690	\$690
3" x 1 col.	\$695	\$715	\$750	\$770	\$820	\$820
3 1/2" x 1 col.	\$810	\$835	\$870	\$900	\$950	\$950
4" x 1 col.	\$915	\$945	\$980	\$1,010	\$1,075	\$1,075
5" x 1 col.	\$1,115	\$1,160	\$1,200	\$1,235	\$1,315	\$1,315
6" x 1 col.	\$1,250	\$1,295	\$1,340	\$1,385	\$1,470	\$1,470
7" x 1 col.	\$1,365	\$1,410	\$1,460	\$1,510	\$1,605	\$1,605
8" x 1 col.	\$1,495	\$1,535	\$1,595	\$1,650	\$1,755	\$1,755
9" x 1 col.	\$1,600	\$1,660	\$1,710	\$1,775	\$1,890	\$1,890
2" x 2 col.	\$915	\$945	\$980	\$1,010	\$1,075	\$1,075
3" x 2 col.	\$1,250	\$1,295	\$1,340	\$1,385	\$1,470	\$1,470
4" x 2 col.	\$1,485	\$1,540	\$1,595	\$1,650	\$1,755	\$1,755

4-color (any size) \$105

Non-commissionable

Suppliers Marketplace

	12x	9x	6x	3x	1x	ABG†
1" x 1 col.	\$250	\$255	\$265	\$275	\$290	\$290
1 1/2" x 1 col.	\$355	\$380	\$375	\$385	\$415	\$415
2" x 1 col.	\$460	\$480	\$500	\$515	\$545	\$545
2 1/2" x 1 col.	\$580	\$605	\$625	\$640	\$685	\$685
3" x 1 col.	\$690	\$710	\$740	\$765	\$810	\$810
3 1/2" x 1 col.	\$800	\$825	\$865	\$890	\$945	\$945
4" x 1 col.	\$905	\$940	\$970	\$1,000	\$1,065	\$1,065
5" x 1 col.	\$1,100	\$1,150	\$1,185	\$1,225	\$1,305	\$1,305
6" x 1 col.	\$1,240	\$1,285	\$1,325	\$1,375	\$1,460	\$1,460
7" x 1 col.	\$1,350	\$1,400	\$1,445	\$1,495	\$1,590	\$1,590
8" x 1 col.	\$1,480	\$1,520	\$1,580	\$1,630	\$1,740	\$1,740
9" x 1 col.	\$1,585	\$1,645	\$1,695	\$1,760	\$1,870	\$1,870
2" x 2 col.	\$905	\$940	\$970	\$1,000	\$1,065	\$1,065
3" x 2 col.	\$1,240	\$1,285	\$1,325	\$1,375	\$1,460	\$1,460
4" x 2 col.	\$1,475	\$1,525	\$1,580	\$1,630	\$1,740	\$1,740

4-color (any size) \$105

Non-commissionable

† 2009 Annual Buyer's Guide

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 11/16" x 9 3/8"
2/3 Page Vertical (bleed, 2 col.)	5 1/16" 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 1/16"
1/2 Page Vertical (2 col.)	4 11/16" x 6 15/16"
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"
1/6 Page Horizontal (2 col.)	4 1/16" x 2 3/16"
1/6 Page Vertical (1 col.)	2 1/4" x 4 9/16"