

**LOCAL REAL ESTATE CONTRACT RATES**

**Annual Dollar Volume Agreements**

Local Classified Agreement rates are available to advertisers who offer real estate, rentals, merchandise or services to consumers through an outlet or representative located within the State of Arizona.

Automotive and employment advertisers please refer to separate rate card. Agreement rates are non-commissionable. All charges subject to prevailing taxes.

Rates are per agate line, per day. All single column advertisements will be charged by computer-generated line count.

The Advertiser agrees to meet or exceed annual dollar volume requirements during the agreement year. If the Advertiser wishes to invest more than originally committed, they may sign a new annual agreement.

If Advertiser exceeds the revenue commitment of the next higher level(s), they may receive that higher level's rate for the duration of the contract year. Self-renewing agreements will renew at the original signed contract level.

If the annual dollar volume requirement is not met, a short rate will occur. See paragraph #3 of annual Classified agreement for details.

Plan	Annual Dollar Volume	Sunday	Saturday	Saturday Sunday Combo	Daily	2-6 Times*	7-13 Times*	14-27 Times*	28+ Times*
9	\$2,500	\$13.37	\$11.80	\$16.20	\$11.55	\$10.13	\$9.21	\$8.53	\$7.65
5	\$5,000	12.35	10.90	15.30	10.65	9.55	8.74	8.30	7.25
8	\$20,000	11.69	10.36	14.76	10.14	9.15	8.37	7.69	6.87
4	\$40,000	11.25	9.93	14.33	9.69	8.81	8.11	7.44	6.63
7	\$80,000	10.90	9.60	13.90	9.36	8.49	7.75	7.19	6.27
3	\$115,000	10.47	9.39	13.69	9.18	8.27	7.62	6.96	6.17
2	\$185,000	10.35	9.23	13.53	9.01	8.11	7.38	6.84	5.97
1	\$285,000	9.90	8.91	13.21	8.72	7.81	7.09	6.43	5.75
77	\$405,000	9.79	8.77	13.07	8.57	7.68	6.96	5.91	5.65

\*Ad size and copy must remain the same to qualify for frequency discount. Saturday or Sunday ads on frequency schedule pay additional 15 cents per line. Contracts for investments greater than \$405,000 annually are available. Ask your sales representative for details.

**OPEN HOUSE DIRECTORY**

Appears each Saturday & Sunday in the Real Estate pages of Classified. This special bannered directory is set on a 6-columnwide page makeup.

**Rates**

First 3 lines, \$4.35 per line if placed in conjunction with a paid Saturday/Sunday real estate ad. Additional lines are just \$8.90 per line. "Open House Directory" only ads are \$12.50 per line. For more information, call your sales representative.

**Open House Island**

Rate: \$6.00 per line.  
Size available: 4x4

**NEW TO MARKET DIRECTORY**

Appears each Saturday in the Real Estate pages of Classified. This special bannered section is set on a 6-column-wide format.

Rate: \$7.35 per line.

**New to the Market Island**

Rate: \$6.00 per line.  
Size available: 4x4

**REAL ESTATE**

**Open Rates (SATURDAY AND SUNDAY)**

**Publishing full run\***

<b>Showcase</b>	<b>Saturday</b>	<b>Sunday</b>
Home	\$995.00	\$1,200.00
Development of the Week	3,180.00	
Map Sponsorship	1,575.00	1,575.00

<b>Color</b>	<b>Saturday or Sunday</b>
Full Page	\$8,000.00
1/2 Page	4,000.00
1/4 Page	2,050.00
1/8 Page	1,087.00

<b>B/W</b>	<b>Saturday or Sunday</b>
Full Page	\$7,200.00
1/2 Page	3,600.00
1/4 Page	1,845.00
1/8 Page	978.00

**3X3 REALTOR DISPLAY ADS**

	<b>Black &amp; White</b>	<b>Full Color</b>
Saturday or Sunday 1x	\$400.00	\$450.00
2x Run	400.00	500.00

**PHOTO LISTING ADS\*\***

		<b>Black &amp; White</b>
Saturday	1x	\$135.00
Saturday & Sunday Combo	2x	270.00
	4x	405.00
	4x Combo	810.00
		<b>Black &amp; White</b>
Saturday or Sunday	1x	\$135.00
	4x	405.00
	4x Combo	810.00

**MODULAR AD SIZES**

Display ads are sold in modular sizes. Ad sizes include the following pages and the 3 col. by 3 in.

Full Page	10 col by 21.5" or 301 lines deep
1/2 Page	10 col by 10.5" or 147 lines deep
	5 col by 21.5" or 301 lines deep
1/4 Page	5 col by 10.5" or 147 lines deep
	10 col by 5.25" or 73 lines deep
1/8 Page	5 col by 5.25" or 73 lines deep

\*Frequency rates available. Contact your account executive for details.

\*\*One property featured per ad

**Company Logos**

Plans 9 to 7	\$2.89/per line
Plans 3 to 77	\$2.63/per line

**REAL ESTATE ZONE SECTIONS**

**Publishing Each Friday**

Place your feature ad in Republic Real Estate's premier weekly section dedicated to Arizona's fastest-growing communities. Advertorials, Real Estate Views, let you tell your story and personalize your business.

	<b>Open</b>	<b>9x Color</b>	<b>12x Color</b>	<b>26x Color</b>	<b>B/W</b>
<b>Full Page</b>					
NEV	\$1,849	\$1,300	\$1,000	\$925	\$694
SEV	\$1,749	\$1,200	\$900	\$875	\$656
NWV	\$1,749	\$1,200	\$900	\$875	\$656
SWV	\$899	\$750	\$600	\$450	\$338
<b>1/2 Page</b>					
NEV	\$1,054	\$750	\$625	\$527	\$395
SEV	\$997	\$725	\$575	\$499	\$374
NWV	\$997	\$725	\$575	\$499	\$374
SWV	\$515	\$400	\$325	\$258	\$194
<b>1/4 Page</b>					
NEV	\$600	\$550	\$425	\$300	\$225
SEV	\$570	\$450	\$375	\$285	\$214
NWV	\$570	\$450	\$375	\$285	\$214
SWV	\$295	\$250	\$190	\$148	\$111
<b>1/8 Page</b>					
NEV	\$342	\$300	\$235	\$171	\$128
SEV	\$325	\$275	\$200	\$163	\$122
NWV	\$325	\$275	\$200	\$163	\$122
SWV	\$175	\$155	\$115	\$88	\$66
<b>Premium*</b>					
	<b>NEV</b>	<b>SEV</b>	<b>NWV</b>	<b>SWV</b>	
Front 1/2	\$660	\$625	\$625	\$323	
Page 3	\$1,160	\$1,095	\$1,095	\$565	
Double Truck	\$2,430	\$2,300	\$2,300	\$1,185	
Back Page	\$1,160	\$1,095	\$1,095	\$565	

\*Premium Ads must commit to a 26x Frequency Contract