

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	\$17.77	\$11.55	\$10.13	\$9.21	\$8.53	\$7.65
5	\$5,000	12.35	10.90	16.95	10.65	9.55	8.74	8.30	7.25
8	\$20,000	11.69	10.36	16.09	10.14	9.15	8.37	7.69	6.87
4	\$40,000	11.25	9.93	15.65	9.69	8.81	8.11	7.44	6.63
7	\$80,000	10.90	9.60	15.20	9.36	8.49	7.75	7.19	6.27
3	\$115,000	10.47	9.39	14.77	9.18	8.27	7.62	6.96	6.17
2	\$185,000	10.35	9.23	14.65	9.01	8.11	7.38	6.84	5.97
1	\$285,000	9.90	8.91	14.20	8.72	7.81	7.09	6.43	5.75
77	\$405,000	9.79	8.77	14.09	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*

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

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

B/W	Saturday or Sunday
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

	Black & White	Full Color
Saturday or Sunday 1x	\$200.00	\$250.00

PHOTO LISTING ADS**

		Black & White
Saturday	1x	\$135.00
Saturday & Sunday Combo	2x	270.00
	4x	405.00
	4x Combo	810.00
		Black & White
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.

	Open	9x Color	12x Color	26x Color	B/W
Full Page					
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
1/2 Page					
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
1/4 Page					
NEV	\$600	\$550	\$425	\$300	\$225
SEV	\$570	\$450	\$375	\$285	\$214
NWV	\$570	\$450	\$375	\$285	\$214
SWV	\$295	\$250	\$190	\$148	\$111
1/8 Page					
NEV	\$342	\$300	\$235	\$171	\$128
SEV	\$325	\$275	\$200	\$163	\$122
NWV	\$325	\$275	\$200	\$163	\$122
SWV	\$175	\$155	\$115	\$88	\$66
Premium*					
	NEV	SEV	NWV	SWV	
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