

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.

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.

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.

REPUBLIC REAL ESTATE

AdSnap Packages

\$195 each including one full color listing in Republic Real Estate. A total of 4 ads in the *The Arizona Republic* within a 30 day period, which can be used in the following areas:

- Classified Ad (6 lines), additional lines \$6.51 each
- Open House Directory (4 lines) additional lines \$8.93 each
- New To The Market (4 lines), additional lines \$7.35 each

*\$185 each including one full color listing in Republic Real Estate. A total of 4 ads in the *The Arizona Republic* within a 30 day period, which can be used in the following areas:

- Classified Ad (6 lines), additional lines \$6.51 each
- Open House Directory (4 lines) additional lines \$8.93 each
- New To The Market (4 lines), additional lines \$7.35 each

* In order to receive the \$185 package, agent must have an Agent Showcase Package. Please contact 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-column-wide 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

REPUBLIC REAL ESTATE MAGAZINE

	Open	6x	12x
Full Page*	\$1024.00	\$909.00	\$836.00
Half Page	\$617.00	\$585.00	\$533.00
Quarter Page	\$430.00	\$397.00	\$324.00

*25% premium for 1" ad in geographical section

Premium Positions

Front Cover	\$2,190.00
Outside Gatefold Front	1,768.00
Inside Gatefold Front	1,768.00
Inside Front Page	1,768.00
Inside Front Doubletruck Gatefold	3,432.00
Premium Pages 4-9	1,144.00
Opposite Map	1,768.00
Outside Gatefold Back	1,768.00
Inside Back Cover	1,768.00
Back Cover	1,924.00
Map Strip Ad	572.00
Mortgage Strip Ad	572.00

	Open	6x	12x
Postcard	\$5,500.00	\$5,000.00	\$4,500.00

REAL ESTATE

Open Rates (SATURDAY AND SUNDAY)

Publishing full run*

Showcase	Saturday	Sunday
Home	\$1,650.00	\$2,200.00
Development of the Week	3,180.00	3,710.00
Map Sponsorship	1,575.00	1,575.00

Color	Saturday	Sunday
Full Page	\$15,000.00	\$15,000.00
1/2 Page	8,000.00	8,000.00
1/4Page	4,400.00	4,400.00
1/8 Page	2,600.00	2,600.00

B/W	Saturday	Sunday
Full Page	\$13,500.00	\$13,500.00
1/2 Page	7,200.00	7,200.00
1/4 Page	3,740.00	3,740.00
1/8 Page	2,210.00	2,210.00

3X3 REALTOR DISPLAY ADS

	Black & White	Full Color
Saturday or Sunday	\$400.00	\$450.00

PHOTO LISTING ADS**

	Black & White	Full Color
Saturday	\$135.00	\$405.00
Saturday & Sunday Combo	270.00	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.

SW Real Estate
Zone Black & White

1/8 Page	\$145.00
1/4 Page	225.00
1/2 Page	455.00
Full Page	800.00

SW Real Estate
Zone Color

1/8 Page	\$175.00
1/4 Page	295.00
1/2 Page	515.00
Full Page	899.00

Front 1/2 Page	750.00
Back Page	899.00
Real Estate Views	75.00

NW Real Estate
Zone Black & White

1/8 Page	\$286.00
1/4 Page	500.00
1/2 Page	937.00
Full Page	1,650.00

NW Real Estate
Zone Color

1/8 Page	\$325.00
1/4 Page	570.00
1/2 Page	997.00
Full Page	1,749.00

Front 1/2 Page	1,300.00
Back Page	1,749.00
Real Estate Views	150.00

SE Real Estate
Zone Black & White

1/8 Page	\$286.00
1/4 Page	500.00
1/2 Page	937.00
Full Page	1,650.00

SE Real Estate
Zone Color

1/8 Page	\$325.00
1/4 Page	570.00
1/2 Page	997.00
Full Page	1,749.00

Front 1/2 Page	1,300.00
Back Page	1,749.00
Real Estate Views	105.00

NE Real Estate
Zone Black & White

1/8 Page	\$200.00
1/4 Page	350.00
1/2 Page	675.00
Full Page	1,200.00

NE Real Estate
Zone Color

1/8 Page	\$342.00
1/4 Page	600.00
1/2 Page	1,054.00
Full Page	1,849.00

Front 1/2 Page	1,267.00
Back Page	1,849.00
Real Estate Views	111.00