



REAL ESTATE RATES*

*Advertisers with an annual digital contract of \$3,500 or 5% of annual real estate expenditure agreement whichever is greater.

All frequency discounts apply to a 7 day time frame.

These rates apply to real estate resale, developers, rentals and auctions.

Open Rate			
	1 time	2-3 times	4 times +
Full Page	\$7,110	\$6,400	\$6,400
Half Page	\$3,575	\$3,220	\$3,220
Quarter Page	\$1,795	\$1,615	\$1,615
Eighth Page	\$910	\$820	\$820
Sixteenth Page	\$465	\$420	\$420
Inch Rate	\$110.00	\$99.00	\$99.00
Liner	\$7.86	\$7.07	\$5.66

\$10,000			
	1 time	2-3 times	4 times +
Full Page	\$5,690	\$5,120	\$5,120
Half Page	\$2,860	\$2,575	\$2,575
Quarter Page	\$1,435	\$1,290	\$1,290
Eighth Page	\$725	\$655	\$655
Sixteenth Page	\$370	\$335	\$335
Inch Rate	\$88.00	\$79.20	\$79.20
Liner	\$6.29	\$5.66	\$4.53

\$25,000			
	1 time	2-3 times	4 times +
Full Page	\$5,405	\$4,865	\$4,865
Half Page	\$2,715	\$2,445	\$2,445
Quarter Page	\$1,365	\$1,230	\$1,230
Eighth Page	\$690	\$620	\$620
Sixteenth Page	\$350	\$315	\$315
Inch Rate	\$83.60	\$75.24	\$75.24
Liner	\$5.97	\$5.37	\$4.30

\$50,000			
	1 time	2-3 times	4 times +
Full Page	\$5,135	\$4,620	\$4,620
Half Page	\$2,580	\$2,320	\$2,320
Quarter Page	\$1,295	\$1,165	\$1,165
Eighth Page	\$655	\$590	\$590
Sixteenth Page	\$335	\$300	\$300
Inch Rate	\$79.42	\$71.48	\$71.48
Liner	\$5.67	\$5.11	\$4.08

\$75,000			
	1 time	2-3 times	4 times +
Full Page	\$4,880	\$4,390	\$4,390
Half Page	\$2,455	\$2,210	\$2,210
Quarter Page	\$1,235	\$1,110	\$1,110
Eighth Page	\$620	\$560	\$560
Sixteenth Page	\$315	\$285	\$285
Inch Rate	\$75.45	\$67.90	\$67.90
Liner	\$5.39	\$4.85	\$3.88

\$100,000			
	1 time	2-3 times	4 times +
Full Page	\$4,635	\$4,170	\$4,170
Half Page	\$2,325	\$2,095	\$2,095
Quarter Page	\$1,170	\$1,055	\$1,055
Eighth Page	\$590	\$530	\$530
Sixteenth Page	\$300	\$270	\$270
Inch Rate	\$71.68	\$64.51	\$64.51
Liner	\$5.12	\$4.61	\$3.69



Call today to advertise **502.582.4488**



Effective December 28, 2009

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\$125,000			
	1 time	2-3 times	4 times +
Full Page	\$4,400	\$3,960	\$3,960
Half Page	\$2,215	\$1,995	\$1,995
Quarter Page	\$1,110	\$1,000	\$1,000
Eighth Page	\$565	\$510	\$510
Sixteenth Page	\$290	\$260	\$260
Inch Rate	\$68.09	\$61.28	\$61.28
Liner	\$4.86	\$4.38	\$3.50

\$150,000			
	1 time	2-3 times	4 times +
Full Page	\$4,180	\$3,760	\$3,760
Half Page	\$2,100	\$1,890	\$1,890
Quarter Page	\$1,060	\$955	\$955
Eighth Page	\$530	\$475	\$475
Sixteenth Page	\$270	\$245	\$245
Inch Rate	\$64.69	\$58.22	\$58.22
Liner	\$4.62	\$4.16	\$3.33

\$175,000			
	1 time	2-3 times	4 times +
Full Page	\$3,975	\$3,580	\$3,580
Half Page	\$2,000	\$1,800	\$1,800
Quarter Page	\$1,005	\$905	\$905
Eighth Page	\$510	\$460	\$460
Sixteenth Page	\$255	\$230	\$230
Inch Rate	\$61.45	\$55.31	\$55.31
Liner	\$4.39	\$3.95	\$3.16

\$200,000			
	1 time	2-3 times	4 times +
Full Page	\$3,895	\$3,505	\$3,505
Half Page	\$1,960	\$1,765	\$1,765
Quarter Page	\$980	\$880	\$880
Eighth Page	\$495	\$445	\$445
Sixteenth Page	\$250	\$225	\$225
Inch Rate	\$60.22	\$54.20	\$54.20
Liner	\$4.30	\$3.87	\$3.10

\$225,000			
	1 time	2-3 times	4 times +
Full Page	\$3,815	\$3,435	\$3,435
Half Page	\$1,915	\$1,725	\$1,725
Quarter Page	\$965	\$870	\$870
Eighth Page	\$485	\$435	\$435
Sixteenth Page	\$250	\$225	\$225
Inch Rate	\$59.02	\$53.12	\$53.12
Liner	\$4.22	\$3.79	\$3.04

\$250,000			
	1 time	2-3 times	4 times +
Full Page	\$3,740	\$3,365	\$3,365
Half Page	\$1,875	\$1,690	\$1,690
Quarter Page	\$945	\$850	\$850
Eighth Page	\$475	\$430	\$430
Sixteenth Page	\$245	\$220	\$220
Inch Rate	\$57.84	\$52.06	\$52.06
Liner	\$4.13	\$3.72	\$2.97

\$300,000			
	1 time	2-3 times	4 times +
Full Page	\$3,665	\$3,300	\$3,300
Half Page	\$1,840	\$1,655	\$1,655
Quarter Page	\$925	\$835	\$835
Eighth Page	\$470	\$425	\$425
Sixteenth Page	\$240	\$215	\$215
Inch Rate	\$56.68	\$51.01	\$51.01
Liner	\$4.05	\$3.64	\$2.92

\$350,000			
	1 time	2-3 times	4 times +
Full Page	\$3,590	\$3,230	\$3,230
Half Page	\$1,805	\$1,625	\$1,625
Quarter Page	\$905	\$815	\$815
Eighth Page	\$460	\$415	\$415
Sixteenth Page	\$235	\$210	\$210
Inch Rate	\$55.55	\$49.99	\$49.99
Liner	\$3.97	\$3.57	\$2.86

\$400,000			
	1 time	2-3 times	4 times +
Full Page	\$3,410	\$3,070	\$3,070
Half Page	\$1,715	\$1,545	\$1,545
Quarter Page	\$860	\$775	\$775
Eighth Page	\$435	\$390	\$390
Sixteenth Page	\$220	\$200	\$200
Inch Rate	\$52.77	\$47.49	\$47.49
Liner	\$3.77	\$3.39	\$2.71

\$500,000			
	1 time	2-3 times	4 times +
Full Page	\$3,240	\$2,915	\$2,915
Half Page	\$1,630	\$1,465	\$1,465
Quarter Page	\$820	\$740	\$740
Eighth Page	\$415	\$375	\$375
Sixteenth Page	\$210	\$190	\$190
Inch Rate	\$50.13	\$45.12	\$45.12
Liner	\$3.58	\$3.22	\$2.58



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