

Real Estate REVIEW

Current Advertising Rates

Through June 2008

BASED ON A GUARANTEED MINIMUM MONTHLY CIRCULATION OF 16,000

SIZE OPTIONS

BASE RATE

Full Page Ad (7" w x 9.75").....	\$275 (B&W)
Half Page Ad (7" w x 4.75").....	\$170 (B&W)
Quarter Page Ad (3.5w x 4.75").....	\$100 (B&W)

COLOR OPTIONS

ADD TO BASE RATE ABOVE

Spot (single) Color - Any color, all sizes.....	\$50 per color
Four-Color Process - All sizes.....	\$100

PREMIUM PLACEMENTS

AD RATE

Outside Front Cover - 4-Color ¹	\$575
Outside Back Cover - 4-Color, Full Page Only...	\$510
Inside Front Cover - 4-Color, Full Page Only.....	\$465
Inside Back Cover - 4-Color, Full Page Only.....	\$440
Inside Front Cover Facing (Pg 3) - ½ and ¼ Page Only.....	Add 50% to base rate
Inside Back Cover Facing.....	Add 25% to base rate
Other "Special Placement" Positions (Subject to approval).....	Add 25% to base rate

¹ Includes full photography service, four-color quarter-page descriptive panel on Page Three, plus 30-day "Cover Home" photo-spread on RimCountry.Com website with one-year archive access. Certain restrictions apply. Inquire for details.

Pricing is based on monthly production of the publication, to include all layout, typesetting, photo-conversion, color processing and full graphic art services. Distribution occurs weekly. A minimum of 1,000 over-runs of every issue is distributed in Southern California four times each year. All ad copy is accepted on a space-availability basis and is subject to the physical limitations of that issue's layout requirements.