

Rates (All Rates Are Net)

The most cost-effective advertising available.

	1x	6x*	12x*	24x*	48x*
Full Page – B/W	\$5,300	\$4,925	\$4,725	\$4,450	\$4,250
Full Page – 4/C	\$6,475	\$6,050	\$5,875	\$5,525	\$5,150
1/3 Page – B/W	\$2,650	\$2,400	\$2,300	\$2,150	\$1,925
1/3 Page – 4/C	\$3,550	\$3,450	\$3,325	\$3,150	\$2,800

Premium Positions

Front Cover Story \$37,725
Includes front cover of New Homes Guide and six up front color premium pages

4-Page Front Gatefold \$27,350

6-Page Front Gatefold \$34,725

5-Page Back Gatefold \$23,500

7-Page Back Gatefold \$29,900

2-Page Spread & Hard Card \$24,750

Special Pre-printed Features and Interior Gatefolds – Available upon request

Production Charges

Any work performed on agency ads will be charged at prevailing rates.

Ads received after published due date will be charged a \$250 late fee.

2% discount only if advertiser pays within 10 days of billing.

* Refers to total number of annual insertions. Rates effective for January/February 2010 issue.

NEWHOMES®
guide

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Targeted. Proven. Cost-effective. It starts here.