

## Rates (All Rates Are Net)

The most cost-effective advertising available.

	1x	6x*	12x*	24x*	48x*
<b>Full Page – B/W</b>	\$5,300	\$4,925	\$4,725	\$4,450	\$4,250
<b>Full Page – 4/C</b>	\$6,475	\$6,050	\$5,875	\$5,525	\$5,150
<b>1/3 Page – B/W</b>	\$2,650	\$2,400	\$2,300	\$2,150	\$1,925
<b>1/3 Page – 4/C</b>	\$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 2011 issue.

**NEWHOMES®**  
*guide*

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