

## 2010 ADVERTISING RATES

Prices listed are per insertion

	Full Page	1/2 Page	1/4 Page	1/8 Page
<b>NET RATES</b>				
1 time	\$1595	\$1095	\$695	\$395
2 - 4 times	\$1095	\$895	\$495	\$295
5 - 11 times	\$895	\$795	\$395	\$245
12 & more or TS	\$795	\$595	\$295	\$195
<b>GROSS RATES/ AD AGENCY RATES</b>				
1 time	\$1875	\$1289	\$818	\$465
2 - 4 times	\$1288	\$1053	\$583	\$348
5 - 11 times	\$1053	\$935	\$465	\$289
12 & more or TS	\$935	\$700	\$348	\$230
<b>WRAP FULL PAGE/COLOR</b>	<b>IFC or IBC \$1,994 Gross/\$1,695 Net</b>		<b>BC \$2,347 Gross/\$1,995 Net</b>	

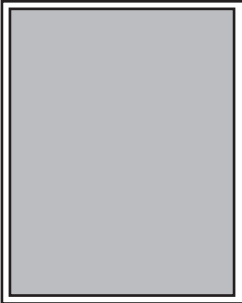
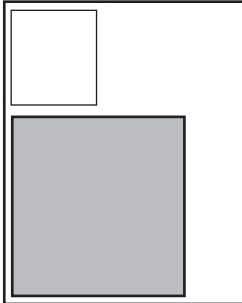
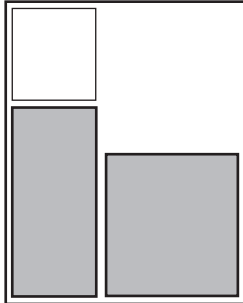
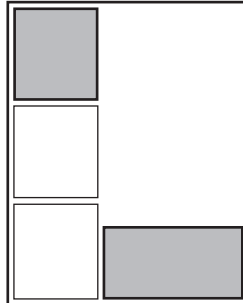
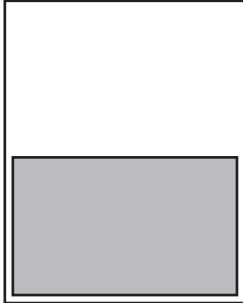
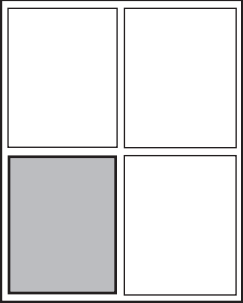
**Double Truck:** \$2,935 gross/\$2,495 net

**Spot Color Rate:** \$200 per additional color above B&W space rate.

**Inserts:** \$1,759 gross/\$1,495 net

**4-Color Rate:** \$600 above B&W space rate.

**Preferred Position add 20%**

<b>Full Page</b>	<b>Half Page</b>	<b>Quarter Page</b>	<b>Eighth Page</b>
			
<b>10 1/4" x 13 1/4"</b>	<b>8" x 8 1/4"</b>	<b>4" x 8 3/4" or 6" x 5 1/2"</b>	<b>4" x 4 1/4" or 6" x 3"</b>
<b>Spotlight Half</b>	<b>Spotlight Quarter</b>	<b>TERMS:</b>	
		<ul style="list-style-type: none"> <li>• Net 30 days.</li> <li>• Rates commissionable to recognized advertising agencies at 15% when copy is received camera-ready and bill is paid within 30 days of receipt. Cash discount (2%) available when bill is paid within 10 days of receipt.</li> <li>• No earned discounts: Dates of insertion must accompany insertion orders specifying frequency rates.</li> <li>• Short rates: Advertisers will be rebilled at the earned frequency rate following cancellation of space contract.</li> </ul>	
<b>10" x 6"</b>	<b>5" x 6"</b>	<b>DELIVERY INSTRUCTIONS:</b>	
		Send insertion orders, artwork and copy to The Mid Atlantic Real Estate Journal P.O. Box 26, Accord, MA 02018-0026	
		<b>POSTAL:</b> 312 Market Street, Rockland, MA 02370	
		<b>OVERNIGHT:</b> 312 Market Street, Rockland, MA 02370	
		<b>E-MAIL:</b> production@marejournal.com	

**ELECTRONIC SPECS:** \* Send print optimized PDF with fonts embedded or native files with all support files (fonts and images) accepted \* Files must be CMYK or grayscale format ONLY \* Web offset, no bleed \* 85 line screen - 300 DPI

**Joe Christman, Publisher**

**Toll-Free:** 800-584-1062 • **Phone:** 781-871-5298 • **Fax:** 781-871-5299  
**E-Mail:** jchristman@marejournal.com • **Website:** www.marejournal.com