

# 2010 REAL ESTATE CLASSIFIED RATES

## CLASSIFIED REAL ESTATE RATES

LEVELS/PAGES	SUNDAY		
	HOME SOURCE COST PER PAGE	COLUMN INCH	LINE
<b>OPEN</b>	<b>\$9,525.60</b>	<b>\$88.20</b>	<b>\$7.35</b>
<b>15</b>	<b>\$1,735.56</b>	<b>\$17.35</b>	<b>\$1.40</b>
<b>25</b>	<b>\$1,277.64</b>	<b>\$12.78</b>	<b>\$1.03</b>
<b>50</b>	<b>\$1,124.28</b>	<b>\$11.25</b>	<b>\$.92</b>
<b>75</b>	<b>\$1,092.96</b>	<b>\$10.93</b>	<b>\$.89</b>
<b>100</b>	<b>\$995.76</b>	<b>\$9.96</b>	<b>\$.80</b>
<b>150</b>	<b>\$966.60</b>	<b>\$9.67</b>	<b>\$.78</b>
<b>200</b>	<b>\$910.44</b>	<b>\$8.43</b>	<b>\$.70</b>
<b>250</b>	<b>\$851.04</b>	<b>\$7.88</b>	<b>\$.66</b>
<b>300</b>	<b>\$750.60</b>	<b>\$6.95</b>	<b>\$.58</b>

## CLASSIFIED OPEN / ANNUAL AGREEMENTS

ANNUAL INCH CONTRACT	DAILY LINE	DAILY INCH	SUNDAY LINE	SUNDAY INCH
<b>OPEN</b>	<b>\$5.84</b>	<b>\$70.08</b>	<b>\$7.35</b>	<b>\$88.20</b>
<b>50-INCH</b>	<b>\$3.05</b>	<b>\$36.60</b>	<b>\$3.30</b>	<b>\$39.60</b>
<b>200-INCH</b>	<b>\$2.00</b>	<b>\$24.00</b>	<b>\$2.15</b>	<b>\$25.80</b>
<b>500-INCH</b>	<b>\$1.80</b>	<b>\$21.60</b>	<b>\$1.90</b>	<b>\$22.80</b>
<b>750-INCH</b>	<b>\$1.75</b>	<b>\$21.00</b>	<b>\$1.80</b>	<b>\$21.60</b>
<b>1,500-INCH</b>	<b>\$1.46</b>	<b>\$17.52</b>	<b>\$1.50</b>	<b>\$18.00</b>
<b>3,500-INCH</b>	<b>\$1.26</b>	<b>\$15.12</b>	<b>\$1.31</b>	<b>\$15.72</b>

- All rates are per line, per day. Minimum 4 lines. 12 agate/lines per inch, unless otherwise noted.
- 10 column format; 2,580 lines per broadsheet page, 215 inches per broadsheet page, 100 inches per tab page.
- Daily Classified rates include advertising in the York Daily Record (morning) and The York Dispatch (afternoon); Saturday Classified advertising in the York Daily Record; Sunday Classified advertising in the York Sunday News.

## COLOR BY THE INCH

Is offered every day by the inch based on press capabilities in blue, red, green or yellow. Your cost is based on the standard contract rate plus the additional charges:

- Daily **\$10** additional per column inch (\$100 min.)
- Sunday **\$12** additional per column inch (\$120 min.)
- Weekly **\$8** additional per column inch (\$80 min.)

Beyond 40", please check with your Media Sales Consultant.

\*Rates effective 1/1/10

## York Daily Record YORK SUNDAY NEWS THE YORK DISPATCH

- All rates are net. Advertising agency commission shall be the responsibility of each agency.
- Classified advertising rates are for advertising in the York Daily Record (A.M.) The York Dispatch (P.M.) on the same day, the Saturday York Daily Record or the York Sunday News.
- Daily Classified rates include advertising in the York Daily Record (morning) and The York Dispatch (afternoon); Saturday Classified advertising in the York Daily Record; Sunday Classified advertising in the York Sunday News.
- Classified advertising is sold on a per day basis minimum 4 lines.
- 10 column measure. Note: 12 lines per inch; 2,580 lines per page; 215 inches per page.
- Home Source Magazine: tabloid format; 10 column measure x 10 inches
- Full page discount 10% (broadsheet only)
- Double discounts not allowed.
- Preferred Position, add 25% of ad cost.
- Advertisements cancelled after stated deadline will be subject to a charge of **50%** of the cost of the advertisement.

## MORTGAGE CHART

<b>OPEN</b>	<b>\$56.78</b>
<b>Contract</b>	<b>\$45.86</b>

## HOME SOURCE COLOR RATES

<b>Black and one color</b>	<b>\$200</b>
<b>Black and two colors</b>	<b>\$325</b>
<b>Full color</b>	<b>\$425</b>

## ANNUAL FREQUENCY DISCOUNTS

<b>26 color ads per year</b>	<b>5%</b>
<b>52 color ads per year</b>	<b>10%</b>