

2010

Deadlines

Ad Reservations:

Tues, 4 pm

Ad Materials:

Wed, 4 pm

Final Corrections:

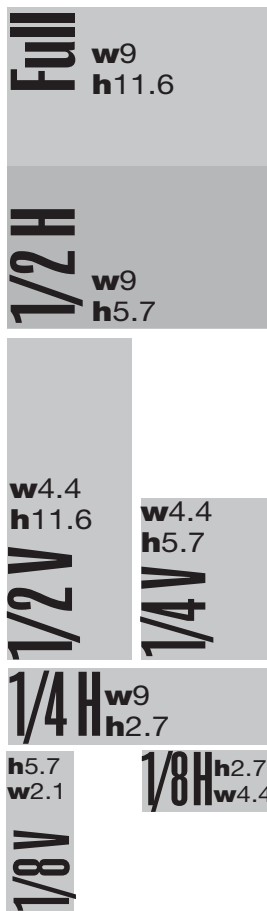
Fri, noon

Price/Banner Changes:

Mon, 9 am

To press Mon 11am

Ad Sizes



**Print + Web = One Great Price
+ Audio & Video = Best Value!**

ADVERTISING RATES

CAAR Affiliate Member Rates

| Size | Open | 13x | 26x | 52x |
|------|-------|-------|-------|-------|
| Full | \$486 | \$450 | \$414 | \$382 |
| 1/2 | \$302 | \$279 | \$257 | \$237 |
| 1/4 | \$175 | \$162 | \$149 | \$138 |
| 1/8 | \$107 | \$99 | \$91 | \$84 |

PREMIUM PAGES 13 Week Minimum Contract

| Inside Front | Back | Inside Back | Pg. 3 | Pg. 5 |
|--------------|--------|-------------|--------|--------|
| +\$225 | +\$285 | +\$225 | +\$125 | +\$100 |

AUDIO | SLIDESHOW | VIDEO RATES

| File type | Open | Contract |
|-----------|--------|----------|
| Audio | + \$10 | + \$10 |
| Slideshow | + \$25 | + \$20 |
| Video | + \$25 | + \$20 |

CLASSIFIED ADS

| | Open | Contract |
|------------------|---------|----------|
| Classified Liner | \$ 3.50 | \$ 3.15 |
| Column Inch | \$ 33 | \$ 28 |
| Photo Classified | \$ 86 | \$ 72 |

STANDARD ADS

Open House • New to the Market • Condos • Rentals
Land • Homes in Every Price Range • REALTOR® Connection

| | Open | Contract |
|----------------|------|----------|
| Affiliate Rate | \$86 | \$72 |

BANNER ADS on www.caar.com

horizontal banner (468 x 60 pixels) \$100 per month
vertical banner (295 x 600 pixels) \$130 per month

**Print + Web = One Great Price
+ Audio & Video = Best Value!**

2010 Fine Properties Advertising Rates

Non-Member Rates

| Size | Open | 2x | 4x |
|--------|-------|-------|-------|
| 4 Full | \$915 | \$835 | \$750 |
| 3 Full | \$930 | \$850 | \$760 |
| 2 Full | \$945 | \$865 | \$770 |
| 1 Full | \$960 | \$875 | \$785 |
| 1/2 | \$613 | \$560 | \$503 |
| 1/4 | \$384 | \$351 | \$315 |

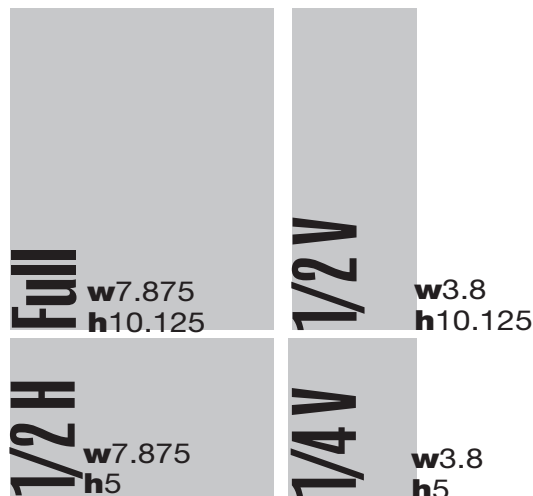
Premium Pages

| Back Cover | Inside Cover | Page Three |
|------------|--------------|------------|
| +\$250 | +\$200 | +\$175 |

Audio | Slideshow | Video Rates

| File type | Open | Contract |
|-----------|-------|----------|
| Audio | +\$10 | +\$10 |
| Slideshow | +\$25 | +\$20 |
| Video | +\$25 | +\$20 |

Ad Sizes



email: ads@caar.com
call 434 817 9330

Ad Reservations

| | | |
|-------------------|---------|------|
| Issue 1701 | Dec, | 2011 |
| Issue 1702 | Mar, | 2011 |
| Issue 1603 | July 6, | 2010 |
| Issue 1604 | Sept 5, | 2010 |

Distribution

Fine Properties is printed quarterly and distributed at hundreds of locations in the City of Charlottesville and the Central Virginia counties of: Albemarle, Fluvanna, Greene, Louisa, Madison, Nelson, and Orange. Distribution locations include REALTOR® offices, businesses, hotels, B&B's, grocery stores, restaurants, and major street locations.