

# 2010

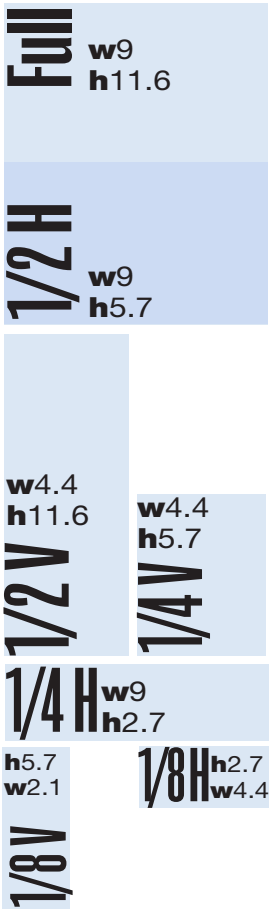
**Print + Web = One Great Price  
 + Audio & Video = Best Value!**

## ADVERTISING RATES

### Deadlines

Ad Reservations:  
**Tues, 4 pm**  
 Ad Materials:  
**Wed, 4 pm**  
 Final Corrections:  
**Fri, noon**  
 Price/Banner Changes:  
**Mon, 9 am**  
 To press Mon 11 am

### Ad Sizes



### REALTOR® Rates

\* One FREE Clickbook Slideshow with any Full Page Ad

Size	Open	13x	26x	52x
Full*	\$392	\$360	\$332	\$308
1/2	\$243	\$223	\$206	\$191
1/4	\$141	\$130	\$119	\$111
1/8	\$86	\$ 79	\$ 73	\$ 68

### CONTRACT MULTIPLE AD RATES

52x full page contracts PLUS additional multiple ads

Size	1 pg.	2 pg.	3/4 pg.	5 pg.	6/7 pg.	8 pg.+
Full*	\$308	\$300	\$288	\$284	\$264	\$260
1/2	\$154	\$150	\$144	\$142	\$132	\$130
1/4	\$ 77	\$ 75	\$ 72	\$ 71	\$ 66	\$ 65
1/8	\$ 38	\$ 38	\$ 36	\$ 35	\$ 34	\$ 32

### PREMIUM PAGES

13 Week Minimum Contract

Inside Front	Back	Inside Back	Pg. 3	Pg. 5
+\$150	+\$200	+\$150	+\$100	+\$100

### STANDARD ADS

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

	Open	Contract
Member Rate	\$38	\$32

### AUDIO | SLIDESHOW | VIDEO RATES

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

### CLASSIFIED ADS

	Open	Contract
Classified Liner	\$ 3.30	\$ 3
Column Inch	\$ 25	\$ 19
Photo Classified	\$ 47	\$ 40

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# 2010 Fine Properties Advertising Rates

## REALTOR® Member Rates

Size	Open	2x	4x
4 Full	\$635	\$538	\$459
3 Full	\$644	\$543	\$464
2 Full	\$649	\$547	\$468
1 Full	\$653	\$552	\$473
1/2	\$426	\$361	\$308
1/4	\$267	\$226	\$193

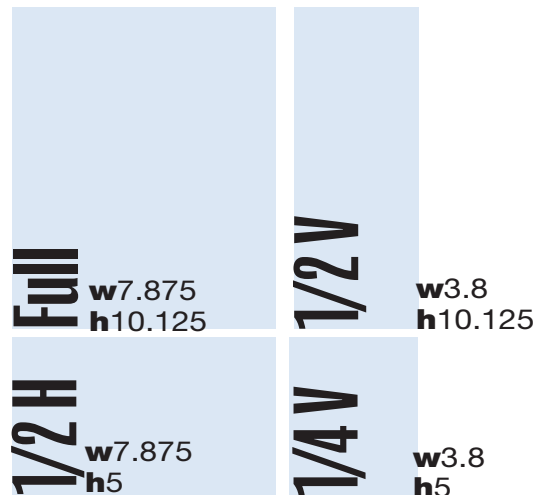
## Premium Pages

Front Cover	Back Cover	Inside Cover	Page Three
+\$250	+\$200	+\$150	+\$150

## Audio | Slideshow | Video Rates

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

## Ad Sizes



email: [ads@caar.com](mailto:ads@caar.com)

call 434 817 9330

## Ad Reservations

<b>Issue 1701</b>	Dec,	2011
<b>Issue 1702</b>	Mar,	2011
<b>Issue 1603</b>	July 6,	2010
<b>Issue 1604</b>	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.