

# 2012 Real Estate Agent

O B S E R V E R P U B L I S H I N G C O M P A N Y

The Real Estate division of the *Observer Publishing Co.*'s Advertising Department has a different philosophy than most newspapers. Most newspapers charge agents the Broker rate. We understand the wants and needs of Independent Contractors dealing in Real Estate. Therefore, we have developed a program just for agents.

For more information, or to inquire about our weekly and monthly Real Estate Agent specials, contact the Real Estate division of the Advertising Department at 724-222-2200.

## 2012 Agent Rates

Observer-Reporter Daily	\$17.00
Observer-Reporter Sunday	\$18.75
The Almanac (Per Zone)	\$16.00

10% Discount - The Almanac (Two Zones)

## Agent Commitment Program:

Independent Real Estate Agents who sign a commitment to run a minimum 1 x 2 inch ad or larger, twice a month, can receive discounted rates contingent upon the length of the contract.

3 months	.05%
6 months	.10%
9 months	.15%
12 months	.20%

### Line Ads

Four-line minimum.

### Color Rates

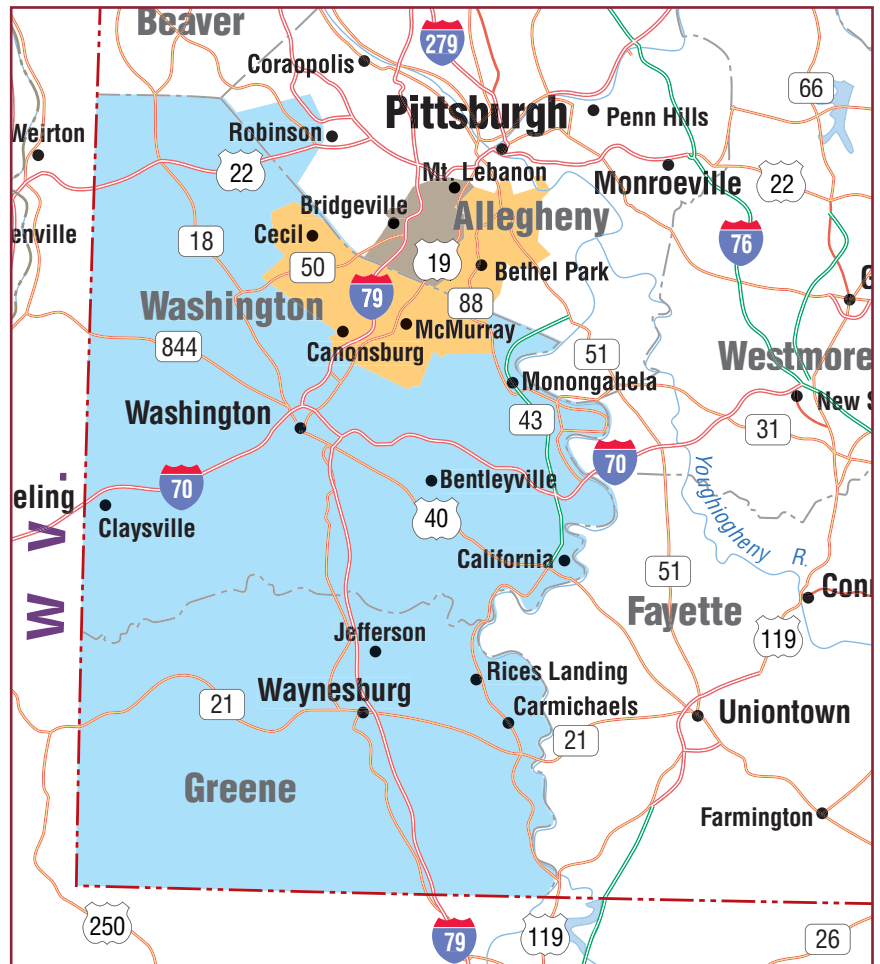
Color charges are in addition to space charges. No other discounts apply. No minimum ad size required.

Black & 1 Color	\$50 per publication
Black & 2 Colors	\$75 per publication
Black & 3 Colors	\$100 per publication

### Internet Processing Charges

- Ads 10 inches or less - \$5.00
- Ads 10 inches or greater - \$10.00

One time charge on the first insertion of the run dates.



■ Observer-Reporter 
 ■ The Almanac Zone 1 
 ■ The Almanac Zone 2