

2012 Real Estate

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

Frequency Discounts

Apply to advertisers with a minimum ad size of four column inches repeating within seven days of initial publication. Frequency discounts apply to the same advertisement running in any combination of publications.

2 Times	.20%
3 Times	.30%
4 Times	.40%
5 Times	.50%

Color Rates

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

Black & 1 Color	\$150 per publication
Black & 2 Colors	\$200 per publication
Black & 3 Colors	\$300 per publication

- Four-line minimum for line ads.

Internet Processing Charges

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

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

2012 Annual Dollar Volume Rates

Dollars Per Year	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
Open	\$46.25	\$50.75	\$36.75
\$ 1,500	\$33.75	\$36.75	\$26.25
\$ 2,500	\$30.75	\$33.75	\$25.25
\$ 5,000	\$27.75	\$30.75	\$23.25
\$ 7,500	\$26.25	\$29.00	\$21.00
\$ 10,000	\$25.50	\$28.25	\$20.75
\$ 15,000	\$25.25	\$27.50	\$20.25
\$ 20,000	\$24.75	\$27.00	\$19.50
\$ 30,000	\$24.50	\$26.75	\$19.25
\$ 40,000	\$21.50	\$23.75	\$18.00
\$ 50,000	\$20.25	\$22.50	\$17.75
\$ 60,000	\$19.50	\$21.50	\$17.25
\$ 70,000	\$19.25	\$20.75	\$17.00
\$ 80,000	\$18.75	\$20.25	\$16.50
\$ 90,000	\$18.50	\$20.00	\$16.25
\$100,000	\$18.00	\$19.50	\$15.75