

# 2011 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

- Five-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.

### 2011 Annual Dollar Volume Rates

Dollars Per Year	O-R Daily Rate	O-R Sunday Rate	The Almanac (Per Zone)
Open	\$30.75	\$33.75	\$24.50
\$ 1,500	\$22.50	\$24.50	\$17.50
\$ 2,500	\$20.50	\$22.50	\$16.75
\$ 5,000	\$18.50	\$20.50	\$15.50
\$ 7,500	\$17.50	\$19.25	\$14.00
\$ 10,000	\$17.00	\$18.75	\$13.75
\$ 15,000	\$16.75	\$18.25	\$13.50
\$ 20,000	\$16.50	\$18.00	\$13.00
\$ 30,000	\$16.25	\$17.75	\$12.75
\$ 40,000	\$14.25	\$15.75	\$12.00
\$ 50,000	\$13.50	\$15.00	\$11.75
\$ 60,000	\$13.00	\$14.25	\$11.50
\$ 70,000	\$12.75	\$13.75	\$11.25
\$ 80,000	\$12.50	\$13.50	\$11.00
\$ 90,000	\$12.25	\$13.25	\$10.75
\$100,000	\$12.00	\$13.00	\$10.50