

2010 CALIFORNIA REAL ESTATE AD RATES

Black & White	1x	3x	6x	8x	16x
Spread	\$10,925	\$9,900	\$9,250	\$8,600	\$7,900
Full Page	6,100	5,500	5,150	4,775	4,400
2/3 Page	4,250	3,800	3,550	3,300	3,025
1/2 Page	3,350	3,075	2,800	2,600	2,400
1/3 Page	2,275	2,075	1,900	1,800	1,650
1/6 Page	1,375	1,200	1,100	1,050	950

Two-color	1x	3x	6x	8x	16x
Spread	\$12,950	\$11,775	\$10,875	\$10,125	\$9,350
Full Page	7,200	6,500	6,050	5,600	5,200
2/3 Page	5,050	4,550	4,250	3,875	3,600
1/2 Page	3,975	3,600	3,350	3,125	2,875
1/3 Page	2,750	2,500	2,350	2,125	2,000

Four-color	1x	3x	6x	8x	16x
Spread	\$14,200	\$12,900	\$12,000	\$11,150	\$10,225
Full Page	7,900	7,150	6,675	6,200	5,675
2/3 Page	5,575	5,050	4,665	4,350	4,025
1/2 Page	4,350	3,975	3,700	3,450	3,125
1/3 Page	3,025	2,750	2,550	2,350	2,175

Covers	1x	3x	6x	8x	16x
2nd	N/A	\$8,450	\$7,800	\$7,200	\$6,625
3rd	N/A	8,275	7,650	7,100	6,500
4th	N/A	8,500	7,800	7,200	6,625

Broker/Manager Section (August Issue)	1x
Full Page, 4-color	\$3,025
1/2 Page, 4-color	1,800

For ad specs, please see page 12.

All rates are published in gross.
Agency commission is 15% on display advertising.

Circulation and Audience

165,000-plus per month. California real estate brokers, sales-people, appraisers, mortgage bankers, attorneys, escrow officers, business and political leaders, investors, and educators. *California Real Estate* is BPA-audited.



2010 CLOSING DATES

Issue	Space Closing	Materials Due	Issue Mails
Jan/Feb	Nov 9 '09	Dec 8 '09	Jan 15
March/April	Jan 13	Feb 12	Mar 16
May	Mar 3	April 1	May 4
June/July	April 8	May 13	June 15
August	June 1	June 30	Aug 3
September	July 1	July 28	Sept 3
October/EXPO	Aug 2	Aug 24	Sept 24
Nov/Dec	Sept 10	Oct 12	Nov 16
Jan/Feb '11	Nov 8	Dec 8	Jan 14

Please see the Editorial Calendar for value-added bonuses to your advertising schedule.