

THE OFFICIAL REAL ESTATE

FOR PROPERTIES FROM THE FINEST REALTORS IN THE GREATER SUN VALLEY AREA

GUIDE

ADVERTISING RATES AS OF AUGUST 1, 2007

Real Estate Display Rates

Page 2 (Inside Front)	\$575.00
Page 3	\$470.00
Inside Back	\$575.00
Back.....	\$600.00

Inside Ads

One-half Page	\$212.50
One Page.....	\$425.00

Added Value \$110.00 includes 1 Open House per Page* and 1 Classified Ad (40 words) in the newspaper and on the Internet. Total Value \$535.00

Annual Contract

12 Issues - One-half Page (12x)	\$187.50
12 Issues - Full-Page (12x).....	\$375.00 (Average 1 page per issue)

Added Value \$110.00 includes 1 Open House per Page* and 1 Classified Ad (40 words) in the newspaper and on the Internet. Total Value \$485.00

12 Issues - One-half Page (24x)	\$177.50
12 Issues - Full Page (24x).....	\$355.00 (Average 2 pages per issue)

Added Value \$110.00 includes 1 Open House per Page* and 1 Classified Ad (40 words) in the newspaper and on the Internet.
Total Value \$465.00

12 Issues - One-half Page (48x)	\$172.50
12 Issues - Full Page (48x).....	\$345.00 (Average 4 pages per issue)

Added Value \$110.00 includes 1 Open House per Page* and 1 Classified Ad (40 words) in the newspaper and on the Internet.
Total Value \$455.00

12 Issues - One-half Page (96x)	\$157.50
12 Issues - Full Page (96x).....	\$330.00 (Average 8 pages per issue)

Added Value \$110.00 includes 1 Open House per Page* and 1 Classified Ad (40 words) in the newspaper and on the Internet.
Total Value \$425.00

*NOTE TO ADVERTISERS: Open House ads must be used within the month of publication.

Find us on the internet at: <http://www.sunvalley-realestate.com>

For more information call (208) 726-8060 - Fax (208) 726-2329

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AD SIZES

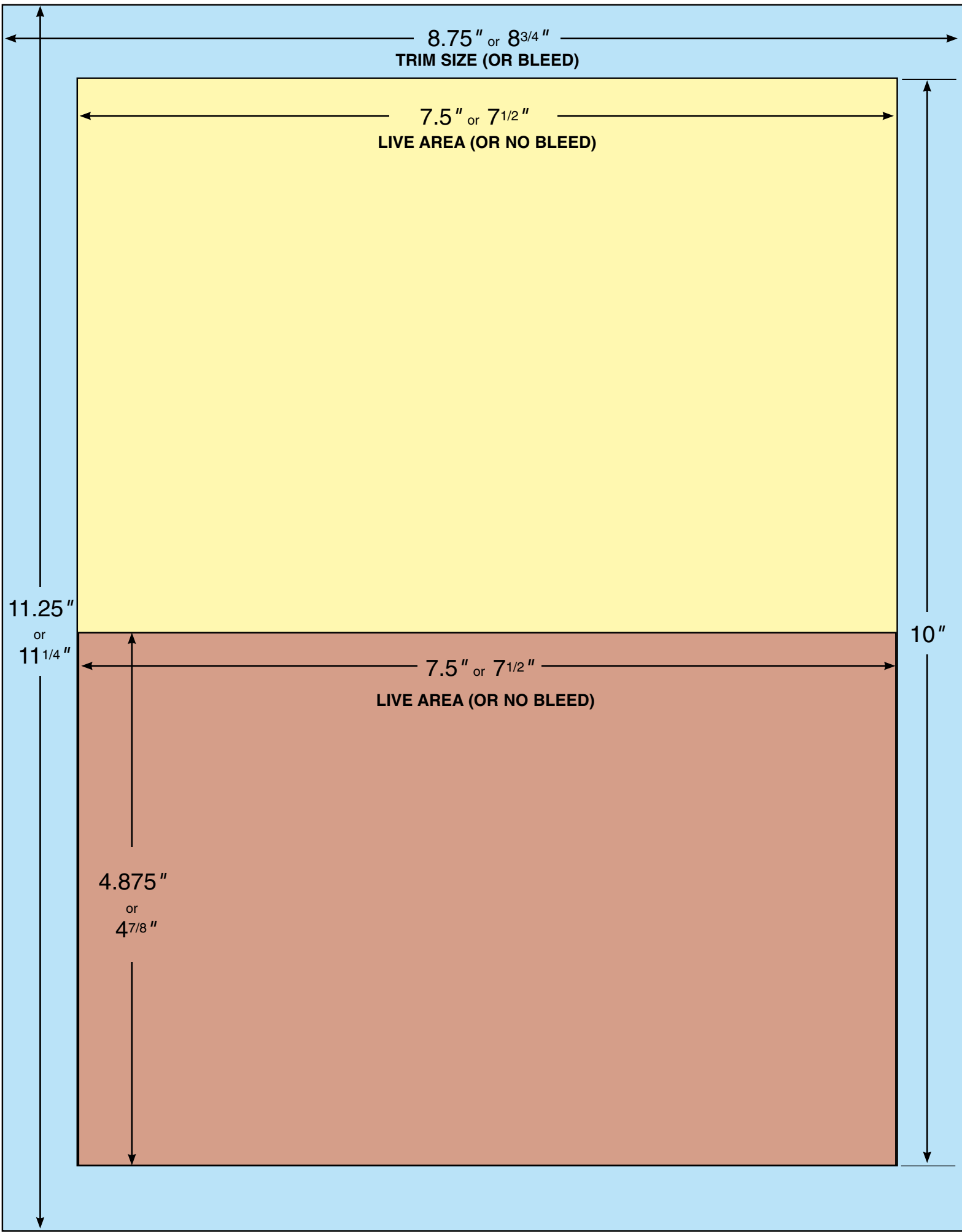
- Full page** (no bleed, or live area) 7.5" x 10"
- Full page bleed** (includes 1/8" or 9pt bleed). 8.75" x 11.25"
- 1/2 Page Horizontal.** 7.5" x 4.875"

ADVERTISING AGENCY SPECIFICATIONS

PDF: We accept correctly constructed, Press Optimized PDF files. **DO NOT SEND ANY FILE OTHER THAN A PDF WITHOUT PRIOR APPROVAL OF THE PRODUCTION MANAGER** — (208) 726-8060 or advertising@mtexpress.com.

If you have technical questions about the proper construction of a PDF file, call our Production Department at (208) 726-8060 to request a copy of our "Acrobat Distiller Settings for Magazine Advertisement PDFs" instruction sheet. If you are unable to create a PDF file, purchase the full version of Adobe Acrobat (includes Acrobat Distiller) at www.adobe.com. We also suggest that you purchase Enfocus PitStop (www.enfocus.com) or some other preflight software to check your PDFs before sending them to us.

Errors: *The Express liability for error shall not exceed that portion of the space occupied by the copy in error. In no case will the Express assume any liability for loss resulting from selling merchandise at a lower price published in error.*



8.75" or 8^{3/4}"
TRIM SIZE (OR BLEED)

7.5" or 7^{1/2}"
LIVE AREA (OR NO BLEED)

11.25"
or
11^{1/4}"

10"

7.5" or 7^{1/2}"
LIVE AREA (OR NO BLEED)

4.875"
or
4^{7/8}"

■ FULL PAGE AD (BLEED)

■ FULL PAGE AD (NO BLEED)

■ HALF PAGE AD