



2008 ADVERTISING RATES

Display

4-Color	6x	3x	1x	ABG†
Full-page	\$7,110	\$7,643	\$8,252	\$9,747
2/3 page	\$6,001	\$6,420	\$6,913	\$8,070
1/2 page	\$5,214	\$5,544	\$5,944	\$6,870
1/3 page	\$4,517	\$4,772	\$5,109	\$5,814
1/6 page	\$3,474	\$3,618	\$3,839	\$4,246
2-pages	\$12,062	\$12,786	\$13,918	\$16,565

Premiums	6x	3x	1x	ABG†
Pages 1,3,5,7	\$7,886	n/a	n/a	\$10,458
C-2	\$7,980	n/a	n/a	\$10,820
C-3	\$7,886	n/a	n/a	\$10,699
C-4	\$8,757	n/a	n/a	\$12,087

Black & White	6x	3x	1x	ABG†
Full-page	\$4,976	\$5,510	\$5,978	\$7,527
2/3 page	\$3,868	\$4,286	\$4,645	\$5,850
1/2 page	\$3,079	\$3,410	\$3,699	\$4,649
1/3 page	\$2,383	\$2,639	\$2,853	\$3,594
1/6 page	\$1,339	\$1,484	\$1,612	\$2,026
2-pages	\$8,455	\$9,371	\$10,154	\$12,792

Reader checklists/gatefolds available

Focus on Floorplans

Space is available in half-page units – one home per half page. Advertisers may choose to combine half-page units to present one home per full page. Rates shown are for black and white plans. For 4-color, add \$200 per page.

Black & White	6x	3x	1x	ABG†
1 plan (1/2 page)	\$1,440	\$1,620	\$1,739	\$1,860
2 plans (full page)	\$2,550	\$2,880	\$2,994	\$3,240
3 plans (1 1/2 pages)	\$3,599	\$3,959	\$4,337	\$4,680
4 plans (2 pages)	\$4,619	\$5,280	\$5,615	\$6,059

Non-commissionable

Design Folio

	6x	3x	1x	ABG†
1/4 page – Vertical	\$1,774	\$1,842	\$1,909	\$1,978
1/2 page – Horizontal	\$2,941	\$3,063	\$3,190	\$3,318
Full-page	\$4,413	\$4,597	\$4,790	\$4,981

Available in 4-color, non-bleed only

Real Estate

	6x	3x	1x	ABG†
1/6 Vertical - 4-color	n/a	\$1,320	\$1,541	\$1,761

Rates effective September 1, 2007

Timber Home Classifieds

	6x	3x	1x	ABG†
1" x 1 col.	\$275	\$300	\$330	\$345
1 1/2" x 1 col.	\$415	\$450	\$490	\$520
2" x 1 col.	\$520	\$560	\$610	\$645
2 1/2" x 1 col.	\$635	\$685	\$745	\$785
3" x 1 col.	\$740	\$800	\$875	\$920
3 1/2" x 1 col.	\$835	\$900	\$985	\$1,040
4" x 1 col.	\$940	\$1,020	\$1,100	\$1,160
2" x 2 col.	\$940	\$1,020	\$1,100	\$1,160
3" x 2 col.	\$1,485	\$1,605	\$1,750	\$1,845
4" x 2 col.	\$1,875	\$2,030	\$2,210	\$2,320
4-color	\$105			

Word-for-word \$10.00 per word

Non-commissionable

Add 4-color (any size) \$105

† 2009 Annual Buyer's Guide

Product Classifieds

	6x	3x	1x	ABG†
1" x 1 col.	\$270	\$300	\$325	\$340
1 1/2" x 1 col.	\$405	\$445	\$480	\$510
2" x 1 col.	\$510	\$555	\$600	\$635
2 1/2" x 1 col.	\$625	\$675	\$735	\$775
3" x 1 col.	\$730	\$790	\$860	\$910
3 1/2" x 1 col.	\$825	\$885	\$970	\$1,025
4" x 1 col.	\$925	\$1,000	\$1,085	\$1,145
2" x 2 col.	\$925	\$1,000	\$1,085	\$1,145
3" x 2 col.	\$1,460	\$1,580	\$1,725	\$1,815
4" x 2 col.	\$1,848	\$2,000	\$2,175	\$2,285
4-color	\$105			

Word-for-word \$10.00 per word

Non-commissionable

Add 4-color (any size) \$105

† 2009 Annual Buyer's Guide

MECHANICAL REQUIREMENTS

Trim Size:9" x 10 7/8"

Bleed Size—One Page:9 1/4" x 11 1/8"

Bleed Size—Two Pages:18 1/4" x 11 1/8"

Live Area on Bleed Ads:1/4" from Final Trim

PRINTING SPECIFICATIONS

Printing:Web Offset

Ink:4-Color Process, SWOP Standards

Line Screen:.....133 Line Screen

Binding:Perfect Bound

SPACE UNITS

Full Page7 1/2" x 9 11/16"

Full Page (bleed)9 1/4" x 11 1/8"

Spread 2 page (bleed)18 1/4" x 11 1/8"

2/3 Page Vertical (2 col.)4 15/16" x 9 11/16"

1/3 Page Vertical (bleed, 2 col.)5 7/8" x 11 1/8"

1/2 Page Horizontal (3 col.)7 1/2" x 4 11/16"

1/2 Page Horizontal (bleed, 3 col.)9 1/4" x 5 7/16"

1/2 Page Vertical (2 col.)4 15/16" x 7 7/8"

1/3 Page Vertical (1 col.)2 3/8" x 9 11/16"

1/3 Page Square (2 col.)4 15/16" x 4 11/16"

1/4 Page*3 3/8" x 4 11/16"

1/6 Page Horizontal (2 col.)4 15/16" x 2 3/16"

1/6 Page Vertical (1 col.)2 3/8" x 4 11/16"

* Only available in Design Folio