

2007 BILLBOARD REAL ESTATE CLASSIFIEDS

Classified Service Real Estate Rates

(per insertion)

Maximum size:

1 column x 1 inch

Column widths:

1 column = 1 7/8"

2 columns = 3 15/16"

3 columns = 6"

4 columns = 8 1/16"

5 columns = 10 1/8"

4-Color: Add 35%

EXTEND YOUR REACH

Each ad includes a listing on

Billboard.biz

at no additional fee.

Ask your representative about the Luxury Life Real Estate special issue.



OUR READERS. YOUR CUSTOMERS.

- **\$236K** Average HHI
- **82%** take action in response to an ad seen in Billboard
- **58%** are CEOs, Presidents, VPs, Owners, Partners or Directors
- **19.5%** own a home/property in addition to their principal residence

Billboard Real Estate Classified Rates 2007

	1x	4x	13x	26x	52x
1 col x 1 inch	\$85	\$80	\$75	\$70	\$65
1 col x 2 inches	\$170	\$160	\$150	\$140	\$125
1 col x 3 inches	\$250	\$230	\$220	\$200	\$190
1 col x 4 inches	\$330	\$310	\$290	\$270	\$250
1 col x 5 inches	\$420	\$390	\$360	\$340	\$310
1 col x 6 inches	\$500	\$470	\$440	\$410	\$370
1 col x 7 inches	\$580	\$550	\$510	\$470	\$440
1 col x 8 inches	\$670	\$620	\$580	\$540	\$500
1 col x 9 inches	\$750	\$700	\$660	\$610	\$560
1 col x 10 inches	\$830	\$780	\$730	\$680	\$620
1 col x 11 inches	\$920	\$860	\$800	\$740	\$690
1 col x 12 inches	\$1,000	\$940	\$870	\$810	\$750

Rates are commissionable when an agency represents an outside client.

Deadline: Friday at 3:30 pm EST, ten days before the publication date.

LIMITED OFFER! Buy one ad, get one free!

*Up to half-page only. Must be a first time advertiser.

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Billboard
EXPERIENCE THE BUZZ