

REAL ESTATE RATE BOOK



TOP OF THE NEWS

World/Nation

► **Haiti quake:** The U.S. suspends medical evacuations of injured Haitians in a dispute over payment for their care. A2

► **Bin Laden tape:** The al Qaeda leader focuses on an unexpected topic: global warming. A3

► **Activist convicted:** An abortion opponent is guilty of murdering a doctor who offered late-term abortions. A4

► **Health care:** Some health plans will soon be required to cover mental health treatment in the same way they cover physical ailments. A7

Sporting Green

► **Warriors:** Stephen Jackson, above, returns triumphant, but he's booed relentlessly as Warriors lose 121-108. B1

► **Golf:** Phil Mickelson says he's not cheating, and the PGA Tour backs him up. B1

Bay Area

► **Renovation unveiled:** Revamped Bernal Heights Library opens today. C1

► **Muni madness:** Outrage: builds over plans to cut transit service and raise prices. C1

► **All talk?:** Would Chevron really pull the plug on its Richmond refinery? D1

► **Pedal fix:** Toyota began shipping gas pedal parts to its dealers for use in fixing millions of vehicles with accelerators that could stick. D1

Datebook

► **Hot ballet:** Company C and Amy Setoew: produce a steamy hit. E1

► **'Third Wave':** Teacher writes musical about '60s classroom project that went awry. E1

► **'First Grade':** Play about dysfunctional family goes for more than just laughs. E1

San Francisco Chronicle

SFGATE.COM | PRINTED ON RECYCLED PAPER

FERRY BUILDING



SUNDAY PROFILE

Neal Benezra

SFMOMA a canvas of potential to director

By Julian Guthrie
CHRONICLE STAFF WRITER

Neal Benezra was 10 years old when he was stopped in his tracks by a large black, yellow and white painting hanging in the San Francisco Museum of Art. He looked at the painting by Clyfford Still. He read the title: "Self-Portrait." He looked at the painting again.

"That's how I felt," he said.

It was the 1960s, and Benezra was a young man with a passion for art. He had just moved to San Francisco and was looking for a place to call home. He found it at the San Francisco Museum of Art, where he worked as a janitor. He was fascinated by the art and the people who worked there. He was especially drawn to the abstract art of the 1950s and 1960s. He was particularly interested in the work of Clyfford Still, whose "Self-Portrait" was a large, bold, black, yellow and white painting that seemed to speak to him. He looked at it for hours, and he felt a deep connection to it. He felt that it was a reflection of his own inner self, and he was determined to find out more about it. He started reading about Still and his work, and he was amazed by the artist's life and his art. He was especially impressed by Still's use of color and his sense of space. He was also impressed by Still's sense of mystery and his refusal to explain his work. He was determined to learn more about Still and his work, and he was determined to find a way to bring his work to a wider audience. He was determined to make a difference in the world of art, and he was determined to make a difference in the lives of the people who loved art.

CHRONICLE STAFF WRITER

By Julian Guthrie

to director of potential of cultural



San Francisco Chronicle | SFGate.com

Your Audience Delivered

OPEN HOME PHOTO GUIDE FREQUENCY PROGRAM

Frequency per 13-weeks	Cost per 18 line photo ad	Additional Lines
Open	\$398.68	\$18.26
2 to 29	\$356.20	\$15.90
30 to 59	\$327.04	\$14.28
60 to 89	\$297.88	\$12.66
90 to 119	\$269.08	\$11.06
120 to 149	\$239.92	\$9.44
150 +	\$211.12	\$7.84

- Photo ad contract must run for 13 weeks (91 days).
- Short rates apply.
- No rebates.
- No carry over to subsequent segment.
- Color included.
- Includes 3-day Flyerboard ad on SFGate.com, posting on SFGate.com

OPEN HOME LINER RATES

Printed Lines (2 line min.)	1 Day	2 Days	3 Days
2	\$95.92	\$111.92	\$134.60
3	\$121.38	\$144.38	\$178.40
4	\$147.84	\$176.84	\$222.20
5	\$173.80	\$209.30	\$266.00
6	\$199.76	\$241.76	\$309.80
7	\$225.72	\$274.22	\$353.60
8	\$251.68	\$306.68	\$397.40
9	\$277.64	\$339.14	\$441.20
10	\$303.60	\$371.60	\$485.00
Additional Printed Lines	\$25.96	\$32.46	\$43.80

- Bold, Reverse, Screen, Border: \$10 Per Line for each.
- All open home ads are placed on SFGate.com.
- Open home ads placed on Zillow.com and Blockshopper.com

OPEN HOME IN-COLUMN DISPLAY AD RATE SCHEDULE

Size of Ad (Depth)	1x Rate	2x Rate	3x Rate
2 inches	\$350	\$672	\$1,007.98
3 inches	\$510	\$980	\$1,469.98
4 inches	\$665	\$1,276	\$1,913.98
5 inches	\$840	\$1,612	\$2,417.98
6 inches	\$998	\$1,916	\$2,007.98

- Runs in Open Home section.
- Price includes color.
- To earn the 2x rate, ads must run consecutively, Sat.-Sun.
- To earn the 3x rate, ads must run consecutively, Fri.-Sun.
- 2 and 3x rates must run consecutively, Fri.-Sun.
- Ad must feature an open home.

OPEN HOME SECTION DISPLAY ADS

Size	Brokers
1/4-vertical	\$2,600
1/3-horizontal	\$3,100
1/4-island	\$2,850

- Builders pay 20% premium on earned Saturday New Homes contract.
- Rates include color.
- Must be an Open Home.

BUILDER/DEVELOPER | SATURDAY NEW HOMES | RUN OF SECTION | BROADSHEET

Frequency	Double	Page	3/4 Page	Junior Pg	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/9 Page	1/13 Page
48	\$29,792.88	\$12,732.30	\$9,327.15	\$8,883.00	\$8,290.80	\$6,218.10	\$4,145.40	\$3,109.50	\$2,072.70	\$1,579.50	\$1,381.80	\$987.00
26	\$32,645.81	\$13,951.35	\$10,220.18	\$9,733.50	\$9,084.60	\$6,813.45	\$4,542.30	\$3,406.73	\$2,271.15	\$1,730.40	\$1,514.10	\$1,081.50
13	\$36,133.34	\$15,441.30	\$11,311.65	\$10,773.00	\$10,054.80	\$7,541.10	\$5,027.40	\$3,770.55	\$2,513.70	\$1,915.20	\$1,675.80	\$1,197.00
10	\$39,618.07	\$16,931.25	\$12,403.13	\$11,812.50	\$11,025.00	\$8,268.75	\$5,512.50	\$4,134.38	\$2,756.25	\$2,100.00	\$1,837.50	\$1,312.50
7	\$51,981.70	\$22,213.80	\$16,272.90	\$15,498.00	\$14,464.80	\$10,848.60	\$7,232.40	\$5,424.30	\$3,616.20	\$2,755.20	\$2,410.80	\$1,722.00
4	\$58,953.96	\$25,193.70	\$18,455.85	\$17,577.00	\$16,405.20	\$12,303.90	\$8,202.60	\$6,151.95	\$4,101.30	\$3,124.80	\$2,734.20	\$1,953.00
1	\$77,969.74	\$33,320.70	\$24,409.35	\$23,247.00	\$21,697.20	\$16,272.90	\$10,848.60	\$8,136.45	\$5,424.30	\$4,132.80	\$3,616.20	\$2,583.00

Color Rates	\$8,580	\$3,960.00	\$2,970.00	\$2,805.00	\$2,640.00	\$1,980.00	\$1,320.00	\$990.00	\$660.00	\$495.00	\$437.50	\$313.50
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- Minimum size: 1/13 size ad for Saturday New Homes Contract.
- Advertorial copy and photos accepted for consideration. 1/2-page or larger, 600 words plus photo; 1/4-page, 300 words plus photo; less than 1/4 page, 200 words with photo.
- Signed contract required to earn other than open courtesy rate.
- Saturday New Homes contract rates apply to special real estate sections and any ROP section, excluding main news. Contract fulfillment is based on Saturday New Homes Frequency. Not available at open rate.
- Rates are non-commissionable.
- Sunday Real Estate Pickup Rate: Discount off Sunday ad: 20% (same size ad or smaller).
- Sunday repeat ad does not accrue towards fulfillment of annual Saturday New Homes frequency contract.
- Ad must run in Sunday Real Estate section.

NEW HOMES MAP GUIDE

	2-day
1x 1 ad unit	\$370.00

- Publishes Saturday and Sunday
- Maximum 400 characters

BUILDER/DEVELOPER | SATURDAY NEW HOMES | RUN OF SECTION | TABLOID

Frequency	Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
48	\$12,485.55	\$6,218.10	\$4,145.40	\$3,109.50	\$2,072.70	\$1,579.50	\$789.60	\$394.80
26	\$13,680.98	\$6,813.45	\$4,542.30	\$3,406.73	\$2,271.15	\$1,730.40	\$865.20	\$432.60
13	\$15,142.05	\$7,541.10	\$5,027.40	\$3,770.55	\$2,513.70	\$1,915.20	\$957.60	\$478.80
10	\$16,603.13	\$8,266.75	\$5,512.50	\$4,134.38	\$2,756.25	\$2,100.00	\$1,050.00	\$525.00
7	\$21,783.30	\$10,848.60	\$7,232.40	\$5,424.30	\$3,616.20	\$2,755.20	\$1,377.60	\$688.80
4	\$24,705.45	\$13,303.90	\$8,202.60	\$6,151.95	\$4,101.30	\$3,124.80	\$1,562.40	\$781.20
1	\$32,674.95	\$16,272.90	\$10,848.60	\$8,136.45	\$5,424.30	\$4,132.80	\$2,066.40	\$1,033.20

Color Rates	\$4,224	\$1,980	\$1,320	\$990	\$660	\$495	\$495	\$247.50
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- Courtesy rates for Saturday New Homes contract holders.
- Not available at open rate.

BROKER ZONE DISPLAY FREQUENCY

ZONE 1: SAN FRANCISCO, SAN MATEO, SANTA CLARA COUNTIES

Frequency	1/8 page	1/4 page	1/2 page	Full Page
48 of 52 weeks	\$404.88	\$776.16	\$1,478.40	\$2,822.40
26 of 52	\$432.00	\$887.04	\$1,693.44	\$3,225.60
13 of 26	\$535.92	\$1,024.80	\$1,962.24	\$3,736.32
7 of 13	\$656.88	\$1,260.00	\$2,405.76	\$4,853.04
4 of 13	\$732.48	\$1,404.48	\$2,681.25	\$5,107.20
Open	\$840.00	\$1,606.08	\$3,071.04	\$5,846.40
Color	\$150.00	\$150.00	\$300.00	\$600.00

ZONE 6: ALAMEDA, CONTRA COSTA, SOLANO COUNTIES

Frequency	1/8 page	1/4 page	1/2 page	Full Page
48 of 52 weeks	\$201.60	\$386.40	\$739.20	\$1,411.20
26 of 52	\$230.16	\$443.52	\$846.72	\$1,612.80
13 of 26	\$267.12	\$510.72	\$981.12	\$1,868.16
7 of 13	\$325.92	\$621.60	\$1,189.44	\$2,271.36
4 of 13	\$361.20	\$692.16	\$1,323.84	\$2,526.72
Open	\$414.96	\$792.96	\$1,518.72	\$2,889.60
Color	\$75.00	\$75.00	\$150.00	\$300.00

ZONE 5: MARIN, NAPA, SONOMA COUNTIES

Frequency	1/8 page	1/4 page	1/2 page	Full Page
48 of 52 weeks	\$243.60	\$467.04	\$893.76	\$1,706.88
26 of 52	\$280.56	\$537.60	\$1,028.16	\$1,962.24
13 of 26	\$327.60	\$628.32	\$1,196.16	\$2,284.80
7 of 13	\$403.20	\$769.44	\$1,471.68	\$2,808.96
4 of 13	\$446.88	\$856.80	\$1,632.96	\$3,118.08
Open	\$510.72	\$977.76	\$1,868.16	\$3,561.60
Color	\$52.50	\$45.00	\$90.00	\$180.00

ALL ZONES

Frequency	1/8 page	1/4 page	1/2 page	Full Page
48 of 52 weeks	\$724.08	\$1,384.32	\$2,647.68	\$5,040.00
26 of 52	\$829.92	\$1,589.28	\$3,030.72	\$5,779.21
13 of 26	\$964.33	\$1,848.00	\$3,528.01	\$6,720.00
7 of 13	\$1,187.76	\$2,271.36	\$4,341.12	\$8,265.60
4 of 13	\$1,322.16	\$2,530.08	\$4,831.89	\$9,206.40
Open	\$1,515.36	\$2,899.67	\$5,537.28	\$10,550.40
Color	\$277.50	\$300.00	\$465.00	\$855.00

- Tabloid Size.
- Modular units only.
- Contract required for frequency rates.

NON-CLASSIFIED REAL ESTATE | RUN OF SECTION | BROADSHEET | DAILY

Frequency	Double	Page	3/4 Page	Junior Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/9 Page	1/13 Page	1/16 Page	1/32 page
13	\$68,757.00	\$31,734.00	\$23,247.00	\$22,140.00	\$20,664.00	\$15,498.00	\$10,332.00	\$7,749.00	\$5,166.00	\$3,936.00	\$3,444.00	\$2,460.00	\$1,968.00	\$984.00
7	\$69,707.30	\$32,172.60	\$23,568.30	\$22,446.00	\$20,949.60	\$15,712.20	\$10,474.80	\$7,856.10	\$5,237.40	\$3,990.40	\$3,491.60	\$2,494.00	\$1,995.20	\$997.60
4	\$72,222.80	\$33,333.60	\$24,418.80	\$23,256.00	\$21,705.60	\$16,279.20	\$10,852.80	\$8,139.60	\$5,426.40	\$4,134.40	\$3,617.60	\$2,584.00	\$2,067.20	\$1,033.60
1	\$83,151.25	\$38,377.50	\$28,113.75	\$26,775.00	\$24,990.00	\$18,742.50	\$12,495.00	\$9,371.25	\$6,247.50	\$4,760.00	\$4,165.00	\$2,975.00	\$2,380.00	\$1,190.00
Color Rate	\$8,580	\$3,960.00	\$2,970.00	\$2,805.00	\$2,640.00	\$1,980.00	\$1,320.00	\$990.00	\$660.00	\$495.00	\$437.50	\$313.50	\$495.00	\$247.50

NON-CLASSIFIED REAL ESTATE | RUN OF SECTION | BROADSHEET | SUNDAY

Frequency	Double	Page	3/4 Page	Junior Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/9 Page	1/13 Page	1/16 Page	1/32 page
13	\$74,626.50	\$34,443.00	\$25,231.50	\$24,030.00	\$22,428.00	\$16,821.00	\$11,214.00	\$8,410.50	\$5,607.00	\$4,272.00	\$3,738.00	\$2,670.00	\$2,136.00	\$1,068.00
7	\$75,660.65	\$34,920.30	\$25,581.15	\$24,363.00	\$22,738.80	\$17,054.10	\$11,369.40	\$8,527.05	\$5,684.70	\$4,331.20	\$3,789.80	\$2,707.00	\$2,165.60	\$1,082.80
4	\$78,232.05	\$36,107.10	\$26,450.55	\$25,191.00	\$23,511.60	\$17,633.70	\$11,755.80	\$8,816.85	\$5,877.90	\$4,478.40	\$3,918.60	\$2,799.00	\$2,239.20	\$1,119.60
1	\$90,725.70	\$41,873.40	\$30,674.70	\$29,214.00	\$27,266.40	\$20,449.80	\$13,633.20	\$10,224.90	\$6,816.60	\$5,193.60	\$4,544.40	\$3,246.00	\$2,596.80	\$1,298.40
Color Rate	\$8,580	\$3,960.00	\$2,970.00	\$2,805.00	\$2,640.00	\$1,980.00	\$1,320.00	\$990.00	\$660.00	\$495.00	\$437.50	\$313.50	\$495.00	\$247.50

NON-CLASSIFIED REAL ESTATE | RUN OF SECTION | TABLOID

Frequency	Full Page Tab	2/3 Page Tab	1/2 Page Tab	1/3 Page Tab	1/4 Page Tab	1/8 Page Tab	1/16 Page Tab
13	\$16,821.00	\$11,214.00	\$8,410.50	\$5,607.00	\$4,272.00	\$2,136.00	\$1,068.00
7	\$17,054.10	\$11,369.40	\$8,527.05	\$5,684.70	\$4,331.20	\$2,165.60	\$1,082.80
4	\$17,633.70	\$11,755.80	\$8,816.85	\$5,877.90	\$4,478.40	\$2,239.20	\$1,119.60
1	\$20,449.80	\$13,633.20	\$10,224.90	\$6,816.60	\$5,193.60	\$2,596.80	\$1,298.40
Color Rate	\$1,980	\$1,320	\$990	\$660	\$495	\$495	\$247.50

- Applies to advertising originating in Northern California.
- Rates are not commissionable.

COURTESY OPEN RATE | BUILDER ADVERTISERS | BROADSHEET

	Double	Page	3/4 Page	Junior Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/9 Page	1/13 Page	1/16 Page	1/32 page
Sunday	\$70,853.25	\$32,701.50	\$23,955.75	\$22,815.00	\$21,294.00	\$15,970.50	\$10,647.00	\$7,985.25	\$5,323.50	\$4,056.00	\$3,549.00	\$2,535.00	\$2,028.00	\$1,014.00

	Double	Page	3/4 Page	Junior Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1/8 Page	1/9 Page	1/13 Page	1/16 Page	1/32 page
Daily	\$65,207.35	\$30,095.70	\$22,046.85	\$20,997.00	\$19,579.20	\$14,697.90	\$9,798.60	\$7,348.95	\$4,899.30	\$3,732.80	\$3,266.20	\$2,333.00	\$1,866.40	\$933.20

Color Rate	\$8,580	\$3,960.00	\$2,970.00	\$2,805.00	\$2,640.00	\$1,980.00	\$1,320.00	\$990.00	\$660.00	\$495.00	\$437.50	\$627	\$495.00	\$247.50
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COURTESY OPEN RATE | BUILDER ADVERTISERS | TABLOID

	Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
Sunday	\$32,701.50	\$15,970.50	\$10,647.00	\$7,985.25	\$5,323.50	\$4,056.00	\$2,028.00	\$1,014.00

	Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
Daily	\$30,095.70	\$14,697.90	\$9,798.60	\$7,348.95	\$4,899.30	\$3,732.80	\$1,866.40	\$933.20

Color Rate	\$4,224	\$1,980	\$1,320	\$990	\$660	\$495	\$495	\$247.50
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- ROP Builder Rate.
- No contract required.
- Non-commissionable.
- These rates are available to any residential real estate developer/builder within California or Nevada. Outside California and Nevada pay regular general advertising rates.
- Rates apply to any ROP section.

- Available Friday, Saturday and Sunday
- Three-day program can start on any day, ads must run in sequence.
- Rates are not commissionable and are not available to ad agencies.

LOCAL CLASSIFIED LINE RATES

LN	Daily and Sunday
Days	Per Line
1	\$18.90
3	\$16.28
6	\$12.34
12	\$9.87

- Applies to advertising originating in all Northern California counties north of and including Inyo, Tulare, Kings and Monterey.

NON-LOCAL CLASSIFIED LINE RATES

Days	Daily and Sunday
Per Line	
1	22.24
3	19.15
6	14.51
12	11.61

- Applies to advertising originating outside of Northern California counties north of and including Inyo, Tulare, Kings and Monterey.

REAL ESTATE CLASSIFIED PHOTO AD

Minimum 30 lines: \$247.5

Additional lines: \$825 per line

Additional days (same run): half-price

MODULAR ADS FOR BROADSHEET CLASSIFIED SECTION: LOCAL

LN	Daily and Sunday				
Days	1 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
1	\$29,257.20	\$14,326.20	\$7,114.20	\$3,591.00	\$1,814.40
3	\$25,201.44	\$12,340.24	\$6,153.84	\$3,093.20	\$1,562.88
6	\$19,102.32	\$9,353.72	\$4,664.52	\$2,344.60	\$1,184.64
12	\$15,278.76	\$7,481.46	\$3,730.86	\$1,875.30	\$947.52
Color	\$2,449.80	\$1,224.90	\$612.50	\$612.50	\$306.23

MODULAR ADS FOR BROADSHEET CLASSIFIED SECTION: NATIONAL

LN	Daily and Sunday				
Days	1 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
1	\$34,427.52	\$16,857.92	\$8,406.72	\$4,225.60	\$2,135.04
3	\$29,644.20	\$14,515.70	\$7,238.70	\$3,638.50	\$1,838.40
6	\$22,461.47	\$10,998.58	\$5,484.78	\$2,756.90	\$1,392.96
12	\$17,972.28	\$8,800.38	\$4,388.58	\$2,205.90	\$1,114.56
Color	\$2,449.80	\$1,224.90	\$612.50	\$612.50	\$306.23

MODULAR ADS FOR TAB CLASSIFIED SECTION: LOCAL

LN	Daily and Sunday				
Days	1 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
1	\$13,608.00	\$6,804.00	\$3,402.00	\$1,701.00	\$850.50
2	\$12,852.00	\$6,426.00	\$3,213.00	\$1,606.50	\$803.25
3	\$11,721.60	\$5,860.80	\$2,930.40	\$1,465.20	\$732.60
6	\$8,884.80	\$4,442.40	\$2,221.20	\$1,110.60	\$555.30
12	\$7,106.40	\$3,553.20	\$1,776.60	\$888.30	\$444.15
Color	\$3,465.00	\$3,465.00	N/A	N/A	N/A

MODULAR ADS FOR TAB CLASSIFIED SECTION: NATIONAL

LN	Daily and Sunday				
Days	1 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
1	\$16,012.80	\$8,006.40	\$4,003.20	\$2,001.60	\$1,000.80
3	\$13,788.00	\$6,894.00	\$3,447.00	\$1,723.50	\$861.75
6	\$10,447.20	\$5,223.60	\$2,611.80	\$1,305.90	\$652.95
12	\$8,359.20	\$4,179.60	\$2,089.80	\$1,044.90	\$522.45
Color	\$3,465.00	\$3,465.00	N/A	N/A	N/A

SAN FRANCISCO | PENINSULA ZONE COLOR RATE | TABLOID

Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
\$1,280.00	\$600.00	\$400.00	\$300.00	\$200.00	\$150.00	\$150.00	\$75

EAST BAY ZONE COLOR RATE | TABLOID

Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
\$640.00	\$300.00	\$200.00	\$150.00	\$100.00	\$75.00	\$75.00	\$37.50

NORTH BAY ZONE COLOR RATE | TABLOID

Double	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page	1/16 Page
\$384.00	180.00	120.00	90.00	60.00	45.00	52.50	26.25

AGENT ZONE RATE

Size	East Bay	Marin/NB	SF/Pen
1/8 Page	\$202.00	\$208.50	\$405.00
1/4 Page	\$318.00	\$344.00	\$638.00
1/2 Page	\$617.00	\$660.00	\$1234.00
Full Page	\$1,047.00	\$1,092.00	\$2,100.00

FOR INTERNAL USE ONLY.

- Color included.