

2015 Real Estate Rates

Saturday Real Estate Broadsheet

Modular Weekly Frequency Contracts Rates are commissionable and include free color when available

Frequency	Full Pg	Half Pg	Quarter Pg	Eighth Pg	Sixteenth Pg
1x Month	\$1,700	\$850	\$500	\$300	\$200
2x Month	\$1,600	\$800	\$450	\$250	\$175
3x Month	\$1,500	\$750	\$400	\$200	\$150
4x Month	\$1,400	\$700	\$350	\$175	\$125
5x Month	\$1,300	\$600	\$300	\$150	\$100

Front Cover Premium Photo Position: \$500

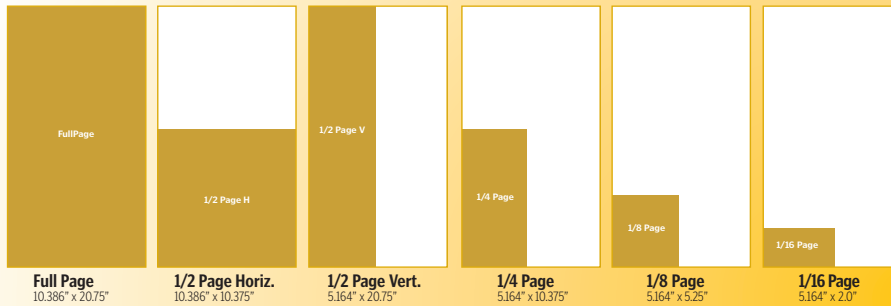
Sunday Real Estate Tabloid

Modular Weekly Frequency Contracts Rates are commissionable and include color

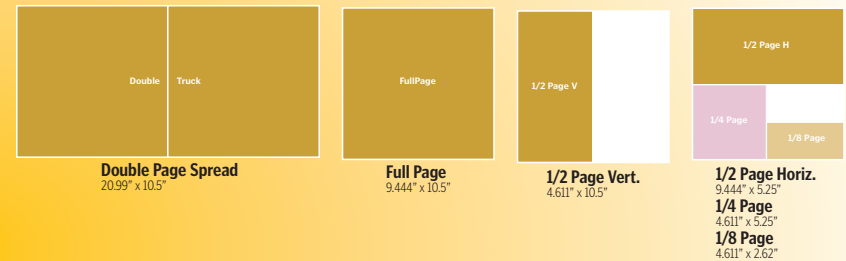
Frequency	Full Page	Half Page	Quarter Page	Eighth Page
1x Month	\$1,800	\$1,075	\$625	\$385
2x Month	\$1,700	\$1,000	\$575	\$340
3x Month	\$1,600	\$925	\$525	\$320
4x Month	\$1,500	\$850	\$475	\$280
5x Month	\$1,400	\$775	\$425	\$220

Front Cover Premium Photo Position: \$500

Saturday Real Estate Modular Broadsheet Sizing



Sunday Real Estate Modular Tabloid Sizing



Classified Non Contract Line Rates

Consecutive Insertions	Mon. - Fri.	Sat. - Sun.
1x	\$8.12	\$9.71
2-3x	\$3.89	\$7.35
4-6x	\$3.56	\$6.76
7-14x	\$2.04	\$5.18
15-29x	\$1.90	\$3.65
30x	\$1.60	\$3.22
AGENT LINE RATE	\$1.60	*Agent rates are for individual Agents/Teams only

Miscellaneous Options

Italics	\$0.10 per word, per day
Underline	\$0.05
URL Address	\$5.00 flat
Screened	\$10.00 flat
Reverse	\$10.00 flat
Bold	\$0.10 per word per day
Graphics (Picture, Logo)	\$5.00 each, plus space
Border	Space

Picture Perfect Volumn Discount

Buy 1	\$104 ea.
Buy 2	\$74 ea.
Buy 3	\$64 ea.
Buy 4	\$54 ea.
Buy 5	\$45 ea.

Must be purchased in the same weekend to receive discount

Rental Rate\$2.25 per line

Builder Listing Map	Non Contract	Contract
First Development	\$200	\$150
Ea. Adt'l Development	\$100	\$75

For Weekday Display Rates see Retail/Classified Rate Card:
All line ads will be published on Bakersfield.com and will be billed accordingly