

Classified Real Estate Advertising Rates *New Homes*

Effective December 31, 2007

With the exception of ads ordered at Open rate, an Annual Advertising Contract is required. See the General Information Booklet for holiday dates and rates. Advertiser agrees to the terms and conditions in the Annual Advertising Contract, the current rate card, and in the General Information Booklet. (documents are available for review at www.sacbee.com/advertiser/)

The Benefits of Annual Advertising Contracts

In today's economy, you want to make every marketing dollar count. And because your time is valuable, you need a system that's flexible. Our Annual Advertising Contract gives you that flexibility. Every dollar you invest in any of our products*, including sacbee.com and direct marketing, counts toward your Annual Advertising Contract. You'll receive discounts based on your combined billings for all products. Whether you place your ads in full run or zoned run of paper, preprint or single sheet inserts, online or direct marketing, the total of all products combined is used to calculate your Annual Investment Level discounts. Your account manager will help you take full advantage of every product we offer so you can target your audience with the advertising message you choose, on a schedule and budget that works for you.

*The only dollars that do not count toward your Annual Advertising Contract are Pass Through Expenditures such as postage and agency commissions.

Display & Line Ads (per line, per day - 4-line minimum)

	1-2x	3-7x	8-27x	28+x	Sat Only	Sun Only
Open	\$8.67	\$7.62	\$4.74	\$3.60	\$9.24	\$11.37

Investment Group	Annual Investment Level	Full Page (per ad, per day)			Impact Page (per ad, per day)			Line Ads (per line, per day - 4-line minimum)				
		Daily	Sat/Sun	2+Days*	Daily	Sat/Sun	2+Days*	1-2x	3-7x	8+x	Sat Only	Sun Only
B	\$10,000	N/A	N/A	N/A	N/A	N/A	N/A	\$5.04	\$4.65	\$4.11	\$5.40	\$6.36
	30,000	N/A	N/A	N/A	N/A	N/A	N/A	4.38	4.05	3.57	4.68	5.52
C	60,000	N/A	N/A	N/A	N/A	N/A	N/A	4.29	3.96	3.51	4.59	5.43
	90,000	\$9,046	\$10,046	\$8,081	\$8,282	\$9,428	\$7,464	4.20	3.87	3.48	4.50	5.22
	120,000	8,836	9,738	7,909	8,084	9,069	7,257	4.08	3.78	3.45	4.38	5.04
	180,000	8,415	9,275	7,532	7,701	8,637	6,911	3.99	3.69	3.39	4.29	4.80
	240,000	8,332	9,183	7,458	7,623	8,551	6,843	3.93	3.63	3.36	4.20	4.71
D	300,000	8,176	8,943	7,210	7,453	8,402	6,466	3.81	3.54	3.30	4.08	4.59
	360,000	7,932	8,742	7,013	7,258	8,061	6,372	3.72	3.48	3.27	3.99	4.47
	440,000	7,700	8,487	6,808	7,010	7,672	6,066	3.51	3.39	3.12	3.75	4.11
	530,000	7,478	8,216	6,553	6,684	7,294	5,800	3.21	3.09	2.91	3.45	3.69
	620,000	7,255	7,947	6,297	6,357	6,917	5,534	2.88	2.79	2.70	3.12	3.27
	800,000	7,191	7,811	6,190	6,274	6,739	5,391	2.85	2.76	2.67	3.06	3.12
E	1,000,000	6,804	7,465	5,767	5,927	6,499	5,069	2.70	2.64	2.55	2.88	2.94
	1,250,000	6,597	7,379	5,522	5,737	6,458	4,979	2.58	2.49	2.40	2.73	2.82
	1,500,000	6,387	7,069	5,392	5,555	6,200	4,774	2.43	2.37	2.25	2.55	2.73

*Includes same ad within a 5-day period, no other space discounts apply.

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New Homes Display Ads Smaller Than Impact Page (per column inch)**

Investment Group	Annual Investment Level	10 Column				6 Column			
		Daily	Sat Only	Sun Only	2+Days*	Daily	Sat Only	Sun Only	2+Days*
B	\$10,000	\$68.46	\$75.18	\$91.98	\$60.06	\$114.10	\$125.30	\$153.30	\$100.10
	30,000	59.64	65.52	80.64	50.40	99.40	109.20	134.40	84.00
C	60,000	58.38	63.84	78.96	49.98	97.30	106.40	131.60	83.30
	90,000	57.12	62.58	75.60	48.72	95.20	104.30	126.00	81.20
	120,000	55.86	61.32	73.08	47.46	93.10	102.20	121.80	79.10
	180,000	54.60	59.64	69.30	46.20	91.00	99.40	115.50	77.00
	240,000	53.76	58.80	68.46	45.36	89.60	98.00	114.10	75.60
D	300,000	51.66	57.12	65.94	44.94	86.10	95.20	109.90	74.90
	360,000	49.98	55.86	63.00	44.10	83.30	93.10	105.00	73.50
	440,000	47.46	52.92	56.70	42.84	79.10	88.20	94.50	71.40
	530,000	44.04	48.25	50.86	39.54	73.50	80.50	84.70	65.80
	620,000	40.27	44.04	44.91	36.51	67.20	73.50	74.90	60.90
	800,000	38.25	42.45	43.32	35.72	63.70	70.70	72.10	59.50
E	1,000,000	36.96	40.32	42.00	34.44	61.60	67.20	70.00	57.40
	1,250,000	35.70	39.06	40.32	33.18	59.50	65.10	67.20	55.30
	1,500,000	34.86	37.80	38.64	31.50	58.10	63.00	64.40	52.50

*Includes same ad within a 5-day period, no other space discounts apply.

**Cost per line (as appears on your statement) = col. inch rate divided by 14.

New Homes Color (per ad, per day - subject to availability)

Investment Group	Annual Investment Level	Full Color		One Color	
		Daily	Sat/Sun	Daily	Sat/Sun
B	Open	\$3,500	\$3,740	\$2,375	\$2,450
	\$10,000	2,853	3,198	1,978	2,132
	\$30,000	2,853	3,198	1,978	2,132
C	\$60,000	2,853	3,198	1,978	2,132
	\$90,000	2,827	3,167	1,962	2,112
	\$120,000	2,827	3,167	1,962	2,112
	\$180,000	2,827	3,167	1,962	2,112
	\$240,000	2,827	3,167	1,962	2,112
D	\$300,000	2,796	3,142	1,942	2,096
	\$360,000	2,796	3,142	1,942	2,096
	\$440,000	2,796	3,142	1,942	2,096
	\$530,000	2,323	2,714	1,545	1,746
	\$620,000	2,323	2,714	1,514	1,715
	\$800,000	2,163	2,534	1,452	1,571
E	\$1,000,000	2,106	2,302	1,432	1,509
	\$1,250,000	2,019	2,112	1,396	1,411
	\$1,500,000	1,978	2,070	1,370	1,385

To receive the discount rate, ads must be repeated, with no changes, within 5 days of the original insertion date.

Single-column liners: minimum depth 4 lines, maximum depth 140 lines.

Description	Size
Full Page 10-col	10 x 21"
Full Page 6-col (ROP)	6 x 21"
Full Page Tabloid	5 x 11.25"
Impact Page 10-col	8 x 21" or 10 x 16.5"
Impact Page 6-col (ROP)	5 x 21" or 6 x 16.5"
Double Truck 10-col	20.5 x 21"
Double Truck 6-col (ROP)	12.5 x 21"

(Gutter space included in double truck rates)

Purchases of other Bee products are to the equivalent (without exceeding) Annual Investment Level, where available.

Color Repeat Discount (Mon-Thurs)
25% off Color rate

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Advertising Features

Friday Real Estate

Get a head start on the competition by advertising in Friday Real Estate. A Friday/Saturday advertising combination will extend the buying window and enable readers to better plan their weekend shopping/buying.

Friday New Home Map Guide

This section wraps the Friday Real Estate section. It consists of a half-page front, full-page back section wrap-around that gives prime exposure. The section appears weekly and includes an excellent online component as well as full color.

1 listing	\$125 + \$15 online per ad, per week
2-3 listings	\$100 + \$15 online per ad, per week
4+ listings	\$75 + \$15 online per ad, per week
Front Page Banner Ad	Ask your advertising representative for details
Back Page Skyscraper Ad	Ask your advertising representative for details

Saturday New Homes

This weekly section features stories and photos of new home communities, from grand openings to final sellouts. Throughout the year, the section focuses on and highlights various geographic areas within the Sacramento market.

Premium positions are perfect for grand openings and new releases of new-home communities. Half page ad 25% premium on space. Impact page ad 15% premium on space.

Builders of Distinction

This glossy, full-color magazine is inserted into Bee circulation. The publication allows homebuilders an opportunity to "tell their story" to our readership, by imparting building philosophy, current communities and future communities. This publication has great shelf life, and is attractive enough to be a "coffee table piece".

Feature Edition 15% off Open rate (color not included)

Bee feature editions automatically go online with an additional charge of **\$2.50** per column inch.

Targeted Media Opportunities

See your advertising representative to find out about The Bee's exciting opportunities to target specific audiences. These opportunities include:

- Targeted online audiences
- Sub-zip total market coverage
- Single sheets and turn-key products

Real Estate Action Ad Program (per column inch)

This Bee-only program provides repeat message exposure. Run the same ad four times in a 7-day period (Mon. to Sun. or Sun. to Sat.) and receive the 4-time package rate. All ads must be ordered at the same time. Ads must be a minimum of 10" and a maximum of 63". Additional discounts do not apply. Advertiser is automatically enrolled in this program when contract is accepted.

Investment Group	4-Time (any 4 days) Black & White (per column inch)	Additional Days Discount in same 7 day period* (discount off ROP)	Full Color (subject to availability, percentage off ad space cost)	One Color
	Open	N/A	N/A	30%
B	65.00	50%		
C	61.00	50%		
D	58.00	50%		
E	57.00	50%		

*The first 4 ads must run prior to additional days receiving the 50% discount off ROP.

To qualify for the Real Estate Action Ad Program, a minimum 63" ad must run in the Friday or Saturday Real Estate sections within a 7-day period.

Display Advertising Deadlines

Publication Day	Copy for Proof	Space Reservation	Proof Return	Digital Imaging	Markover Corrections
Friday Real Estate	Monday 4 pm	Tuesday 3 pm	Wednesday Noon	Wednesday 10 am	Wednesday Noon
Saturday New Homes	Monday 4 pm	Tuesday 4 pm	Wednesday Noon	Wednesday 10 am	Wednesday Noon

Classified Liner Deadlines

	Liner Ads Due By:	Faxed/Emailed Ads Due By:
Friday Real Estate	Wednesday 3 pm	Wednesday 2 pm
Saturday Real Estate	Thursday 3 pm	Thursday Noon
Sunday Real Estate	Friday 5 pm	Friday 2 pm