

Classified Real Estate Advertising Rates *Rental 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

Annual Investment Level	Display & Line Ads (per line, per day - 4-line minimum)				
	1x	2-7x	8+x	Sat Only	Sun Only
\$2,500	\$4.92	\$4.41	\$4.02	\$5.16	\$6.00
5,000	4.68	4.23	3.87	4.95	5.82
10,000	4.50	4.08	3.72	4.74	5.67
15,000	4.41	3.96	3.63	4.62	5.64
25,000	4.26	3.84	3.51	4.47	5.55
50,000	4.08	3.69	3.36	4.29	5.37
75,000	3.99	3.60	3.27	4.20	5.31
100,000	3.90	3.51	3.18	4.08	5.22
200,000	3.72	3.36	3.03	3.90	5.04

Saturday Big Ad Program (Tabloid 10-col size. Includes color and 7-day tile ad, 160 x 90 pixels, on Sacbee.com Rental Page).

Full Page	\$875
Half Page	\$525
Quarter Page	\$325

Color (per ad, per day, percentage of ad space cost, subject to availability). Minimum ad size for color is 10.5". Standard repeat discounts apply.

Ad Size 10.5 to 126+"
Full/Spot Color 36%

Description	Size
Full Page 10-col	10 x 21
Full Page 6-col (ROP)	6 x 21
Double Truck 10-col	20.5 x 21
Double Truck 6-col	12.5 x 21
Full Page Tabloid 10-col	8 x 11.25
Half Page Tabloid 10-col	4 x 11.25 or 8 x 5.5
Quarter Page Tabloid 10-col	4 x 5.5
Full Page Tabloid 5-col (ROP)	5 x 11.25

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Rental Living Tab

The SacBee Rental Living section publishes each Saturday in The Sacramento Bee. This section offers timely stories for renters, a rental tip of the week, thousands of rental listings from apartments to homes, and weekly special offers. By taking all of The Bee's rental ads and repackaging into a dedicated tabloid, rentals have their own home all to themselves, elevating the importance of your rental advertising.

Composite Specials

Market your property the affordable way! Introducing "Rent This Home," "Affordable Living," "Apartment Living," and "Active Adult Living." These composite pages run weekly in our Saturday Rental Living section. Each ad in the composite is 2 columns x 2 inches in size, full color. Only **\$50** per Saturday. Deadline is Monday, by noon.

Rental Picture Book

Full color, small-space (2 col. by 2 inch) ads that run in the Friday, Saturday or Sunday Rental sections for **\$204**. Repeat the ad on the same weekend in color for \$105 or black/white for an additional **\$75**. There is an early deadline on this popular advertising program, so don't delay. Deadline: Monday, noon.

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.

Property Management Services Composite

This composite display ad, priced at **\$100** in the Saturday Rental Living Tab, provides a unique opportunity for property managers and other rental service providers to market those services to rental owners. Ad size 2x2.5, color included. Deadline: Monday, by Noon

Sunday Repeat

Take a **50%** discount on the Sunday-only rate when you repeat your display ad from the Saturday Rental Living tab into Sunday Real Estate. Ad and copy remain the same both days.

Display Advertising Deadlines

Publication Day	Copy for Proof	Space Reservation	Proof Return	Digital Imaging	Markover Corrections
Saturday Rental Living	Monday Noon	Tuesday Noon	Wednesday Noon	Tuesday Noon	Wednesday Noon

Advance "Copy for Proof" deadline by 24 hours for color ad

Classified Liner Deadlines

Liner Ads Due By: Faxed/Emailed Ads Due By:

Friday Rentals	Thursday Noon	Thursday 10 am
Saturday Rental Living	Thursday 3 pm	Thursday 1 pm
Sunday Rentals	Friday 5 pm	Friday 2 pm