

COMPANY: _____ AGENT: _____

PHONE #: OFFICE: _____ CELL: _____ FAX: _____

BILLING ADDRESS: _____

EMAIL: _____ WEBSITE: _____

COLOR MONTHLY **SUPPLEMENT** BLACK & WHITE COLOR

AD SIZE: FULL PAGE HALF PAGE QUARTER PAGE OTHER _____

PHOTO INFO:

All addresses & agent photo(s) must be referenced to appear on ad.

| | CITY | ZIP CODE | TAKE PHOTO | PRINT OR CD ENCLOSED | PHOTO EMAILED* | REPEAT PHOTOS <i>Please include issue & page number</i> |
|----|------|----------|------------|----------------------|----------------|--|
| 1 | | | | | | ISSUE: PAGE: |
| 2 | | | | | | ISSUE: PAGE: |
| 3 | | | | | | ISSUE: PAGE: |
| 4 | | | | | | ISSUE: PAGE: |
| 5 | | | | | | ISSUE: PAGE: |
| 6 | | | | | | ISSUE: PAGE: |
| 7 | | | | | | ISSUE: PAGE: |
| 8 | | | | | | ISSUE: PAGE: |
| 9 | | | | | | ISSUE: PAGE: |
| 10 | | | | | | ISSUE: PAGE: |
| 11 | | | | | | ISSUE: PAGE: |
| 12 | | | | | | ISSUE: PAGE: |
| 13 | | | | | | ISSUE: PAGE: |
| 14 | | | | | | ISSUE: PAGE: |
| 15 | | | | | | ISSUE: PAGE: |

PHOTOS ONLY TO **photos@coastalhomes.com**

AD COPY: FAX (831) 462-2616 OR EMAIL **jeanne@coastalhomes.com**

NOTE: AD COPY SUBMITTED IS AD COPY PRINTED. PRICE CHANGES, TYPOS AND BANNER CHANGES ONLY AT THE TIME OF PROOFING.

SPECIAL INSTRUCTIONS: (PMS Colors, Logos, Photo instructions, etc.) _____

PAGE #: _____ PLEASE CONTACT JEANNE AT (831) 462-5700 EXT 12 • FAX: (831) 462-2616 DB _____

2007

RATE CARD & DEADLINE CALENDAR

FREE

ONLINE SEARCHABLE LISTINGS
homesandlandsantacruz.com
26 Million Page Views a Month!

FREE

ONLINE COASTAL HOMES ADS
coastalhomesantacruz.com
Your Ad Published Online 24/7!



ONLY in Coastal Homes



Coastal
HOMESTM
HOMES&LAND[®]
MAGAZINE

AMERICA'S REAL ESTATE MAGAZINE

MAGAZINE

PUBLISHED 1st OF EVERY MONTH

AD DEADLINE

| | |
|----------------|------------------|
| AD SIZE | BASE RATE |
| FULL PAGE..... | \$985.00 |
| 1/2 PAGE..... | \$610.00 |
| 1/4 PAGE..... | \$405.00 |

| | |
|-----------------------------|------------|
| COVER..... | \$1200.00* |
| BACK COVER..... | \$1400.00 |
| INSIDE FRONT/BACK PAGE..... | \$1125.00 |

* No discounts apply



Direct-mailed to thousands of Silicon Valley and Bay Area REALTORS®

FULL PAGE..... Add \$25 to above base rate
Coastal Homes' contract advertisers receive their contract discounts off above base rate

| | |
|-----------------|-----------|
| COVER..... | \$800.00* |
| BACK COVER..... | \$900.00 |

* No discounts apply

NEWSPAPER

PUBLISHED EVERY TWO WEEKS

AD DEADLINE DATE OF PUBLICATION

BLACK & WHITE ADS BASE RATE

| | |
|----------------|----------|
| FULL PAGE..... | \$385.00 |
| 3/4 PAGE..... | \$360.00 |
| 1/2 PAGE..... | \$235.00 |
| 1/4 PAGE..... | \$185.00 |
| 1/8 PAGE..... | \$95.00 |

FRONT COVER* (Full-Color)..... \$400.00*

BACK COVER (Full-Color)..... \$700.00

INSIDE FRONT/BACK PAGE..... \$485.00

FULL-COLOR ADS..... BASE RATE + \$125.00

* No discounts apply

2007 MAJOR HOLIDAYS

CONTACT INFORMATION

TO PLACE AN AD

831-462-5700 x12

FAX

831-462-2616

EMAIL IMAGES TO

photos@coastalhomes.com

MAGAZINE REQUESTS

462-5700 x13

PHOTOGRAPHY

462-5700 x18 or 24

SUBMITTING YOUR AD

It is the responsibility of the advertiser to submit complete, clear, typed ad copy and page layout instructions.

AD COPY & LAYOUT SHEET

All ad copy, prices and REALTOR® contact information must be submitted on the provided Ad Copy & Layout Sheet or your office computer-generated ad copy sheet. ONLY price changes, banners and typographical errors can be made after ad deadline.

PHOTO REFERENCE FORM

All photos including mug shots (new, enclosed or repeat) must be listed and referenced on the Photo Reference Form. A master copy of this form is printed on the back of this rate card for you to make copies from. The Photo Reference Form must be completed by the REALTOR® before it can be accepted for publication.

FAXED AD PROOFS

Faxed ad proofs are provided only if ad copy and photos are submitted per above instructions at time of ad deadline and only if production time allows. NO CREDIT is given to any advertiser for any error when ad is submitted after deadline.

DISCOUNTS

ALL agents receive their Broker's Office Contract Discount.

No discounts given to any advertiser 30 days past due.

MULTIPLE MAGAZINE DISCOUNTS

Monthly (12 Issues) 5%

Newspaper (26 Issues) 5%

Monthly & Newspaper (38 Issues) 10%

MULTIPLE FULL-PAGE DISCOUNTS

2-8 Full Pages/Issue 10%

9-15 Full Pages/Issue 15%

16+ Full Pages/Issue 20%

WE ACCEPT



2007 RATE & DEADLINE CALENDAR

| JANUARY | | | | | | |
|---------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

| FEBRUARY | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

| MARCH | | | | | | |
|-------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

| APRIL | | | | | | |
|-------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

| MAY | | | | | | |
|-----|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

| JUNE | | | | | | |
|------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

| JULY | | | | | | |
|------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

| AUGUST | | | | | | |
|--------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

| SEPTEMBER | | | | | | |
|-----------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

| OCTOBER | | | | | | |
|---------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

| NOVEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

| DECEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| S | M | T | W | TH | F | SA |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |