



2006 Color Advertising Rates

All advertisers BEGIN at the 13 issue rate without having to sign a contract.¹

Ad Size	Open Rate	6X (Consecutive issues)	13X (Consecutive issues)
Full Page	\$440.00/issue	\$400.00/issue	\$340.00/issue ²
Half Page	\$360.00/issue	\$260.00/issue	\$200.00/issue
Quarter Page	\$185.00/issue	\$155.00/issue	\$125.00/issue

¹ Advertisers who drop out and come back in later must sign a contract to obtain any discounted rate.

YOUR PRICE INCLUDES:

- Electronic submission of ads to promote efficiency & accuracy
- Price increases subject to a 1-issue written notice.
- Professional layout and logo design
- FREE placement of your advertised listings on HomesAndLand.com and several other major websites & search engines & targeted websites.
- Mailing to nearly 500 professional offices in North Central Florida (Physicians, Attorneys & Dentists)
- Price increases subject to a one issue notification by email

² SUPERAGENT™ (MINIMUM FULL PAGE AD EACH ISSUE) PRICE INCLUDES:

- Full Blown Website With Unique URL (YourName.com) And Enriched Content:
 - ★ Add MLS Databases To Your Site
 - ★ Upload All Your Listings To Your Site
- Names & Addresses Of Referrals
- Free Seminars
- Hi-res Pdf Of Ad For Local Printing
- Presence In SuperAgent™ Directory

Smart Advertising Doesn't Cost...it Pays!

Ray M. Maudlin, Ed. D.



904-219-5300

www.PublishingToday.com