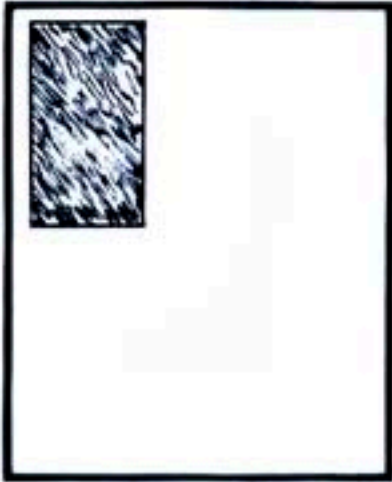
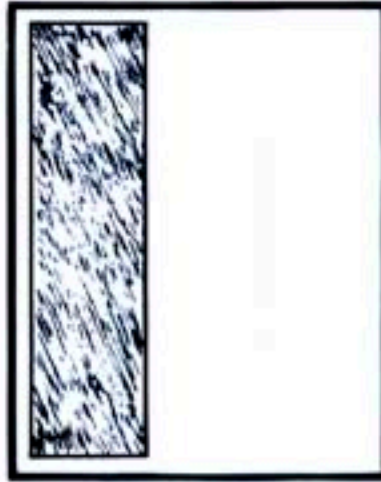


Display AD Sizes

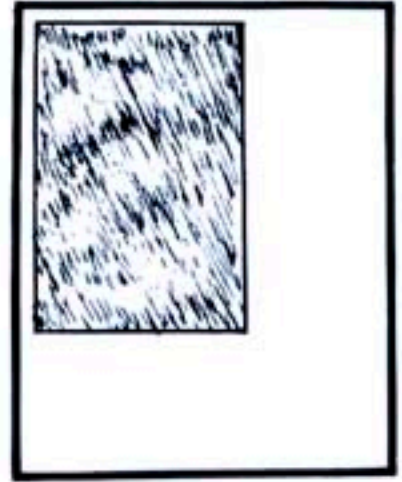
WREN



1/4 Vertical 2½ x 4¾



1/3 Vertical 2½ x 9¾



1/2 Vertical 5½ x 7¼



2/3 Vertical 5½ x 9¾



1/3 Horizontal 5½ x 4¾



1/2 Horizontal 7½ x 4¾



Full Page 7½ x 10



Full Page Bleed 9 x 11 ½



Full page Back Cover 7½ x 9

ADVERTISING RATES

Display Advertising Space Rates

AD SIZE	1 time	3 times	6 times	12 times	24 times
Full Page	1166.00	1096.00	1038.00	967.00	910.00
2/3 Page	962.00	904.00	856.00	799.00	751.00
1/2 Page	720.00	676.00	640.00	597.00	562.00
1/3 Page	509.00	480.00	453.00	422.00	397.00
1/6 Page	330.00	210.00	293.00	274.00	257.00
Full Pg Bleed	1271.00	1195.00	1132.00	1056.00	992.00
Inside Covers	1414.00	1329.00	1258.00	1174.00	1103.00
Back Cover	1582.00	1487.00	1408.00	1313.00	1234.00

CLASSIFIED AD RATES

Prepayment Required
NO AGENCY DISCOUNTS

Frequency	Rate/inch
1 Time	\$ 70. ⁰⁰
6 Times	\$ 64. ⁴⁰
12 Times	\$ 61. ⁶⁰
18 Times	\$ 58. ⁸⁰
24 Times	\$ 56. ⁰⁰

- a. Frequency discounts may be earned with any combination of different sized insertions. Rate is determined by number of insertions used during a contract year. If greater frequency discount is earned, rebate will be made.
- b. Standard color: \$250.00 Match PMS Colors: \$250.00 to \$450.00 Four-Color Process: \$1200.00 Plus display rate
- c. Inserts, spreads, etc. rates from publisher upon request. Preferred positions: 7% of space cost.

DESIGN, PRODUCTION AND MECHANICAL REQUIREMENTS

- a. The publication is printed by offset lithography.
 - Trim size: 8½ x 11
 - Print area: 7¾ x 9¾
 - Number of columns: 3
 - 133 line halftone screen
 - Emulsion side down
 - Right hand reading
 - Saddlestitch binding
- b. Copy may be submitted as reproduction proofs or lithographic negatives with halftones stripped in. Camera ready artwork or paste-up is acceptable, however, any additional camera work will be billed at cost.
- c. Upon request Western Real Estate News will provide typesetting services. Any work on, or production of the display (typesetting, layout, photographs, logos, etc.) will be billed at cost.

AD SIZE	WIDTH	DEPTH
Full page	7%	x 10
Full page bleed	9	x 11½
2/3 page (vertical)	5%	x 9¾
1/2 page (horizontal)	7%	x 4 ¹³ / ₁₆
1/2 page (vertical)	5%	x 7¼
1/3 page (horizontal)	5%	x 4¾
1/3 page (vertical)	2½	x 9¾
1/6 page (vertical)	2½	x 4¾
BACK COVER	7%	x 9

DEADLINE, MAILING INSTRUCTIONS AND CANCELLATIONS

- a. Ship all copy and other material to:
Advertising Department
WESTERN REAL ESTATE NEWS
500 South Airport Blvd.
So. San Francisco, CA 94080
FAX (650) 737-9080
- b. 15% commission will be allowed to responsible advertising agencies provided the account is paid within 30 days from insertion date.
- c. 10% cash discount given on net space price for prepayment (classified ads excluded).
- d. Advertisements cannot be cancelled after closing date of issue contracted. Notice of cancellation must be in writing.

ADVERTISER'S RESPONSIBILITY

- a. If contracted advertiser fails to furnish copy mechanical by closing date, publisher will either (1) run same copy which appeared in the last issue, or (2) in the absence of previous copy, use as copy the name, address and line of business of advertiser.
- b. The purchaser of advertising space in WESTERN REAL ESTATE NEWS, assumes all responsibility for the entire content of an advertisement printed in WREN, and also assumes responsibility for any claims or litigation costs arising therefrom. WESTERN REAL ESTATE NEWS, or any of its owners may reject any advertising considered unsuitable for publication.