



The Baltimore Sun's **real estate** AND RENTALS RATES

LOCAL REAL ESTATE ADVERTISING RATES: Advertising booked on Thanksgiving day and Christmas Day will be billed a Sunday rates.

Annual Revenue Commitment	Full page	3/4 page Vertical Square	2/3 page Square	9/16 page	1/2 page Vertical Horizontal	1/3 page Horizontal Vertical	1/4 page Vertical Standard	1/6 page Vertical	1/8 page Vertical Square Horizontal	1/12 page Horizontal	1/16 page Vertical Horizontal	1/32 page Square	1/64 page Horizontal
Sunday													
Open	\$38,682	\$29,012	\$25,788	\$21,760	\$19,341	\$12,894	\$9,671	\$6,447	\$4,835	\$3,224	\$2,418	\$1,209	\$604
\$5,000	24,570	18,428	16,380	13,822	12,285	8,190	6,143	4,095	3,071	2,048	1,536	768	384
15,000	23,814	17,861	15,876	13,397	11,907	7,938	5,954	3,969	2,977	1,985	1,488	744	372
30,000	23,310	17,483	15,540	13,113	11,655	7,770	5,828	3,885	2,914	1,943	1,457	728	364
60,000	22,680	17,010	15,120	12,759	11,340	7,560	5,670	3,780	2,835	1,890	1,418	709	354
100,000	22,050	16,538	14,700	12,404	11,025	7,350	5,513	3,675	2,756	1,838	1,378	689	345
200,000	21,420	16,065	14,280	12,050	10,710	7,140	5,355	3,570	2,678	1,785	1,339	669	335

Daily													
Open	\$29,610	\$22,208	\$19,740	\$16,657	\$14,805	\$9,870	\$7,403	\$4,935	\$3,701	\$2,468	\$1,851	\$925	\$463
\$5,000	20,160	15,120	13,440	11,341	10,080	6,720	5,040	3,360	2,520	1,680	1,260	630	315
15,000	19,782	14,837	13,188	11,128	9,891	6,594	4,946	3,297	2,473	1,649	1,236	618	309
30,000	19,278	14,459	12,852	10,845	9,639	6,426	4,820	3,213	2,410	1,607	1,205	602	301
60,000	18,648	13,986	12,432	10,490	9,324	6,216	4,662	3,108	2,331	1,554	1,166	583	291
100,000	17,640	13,230	11,760	9,923	8,820	5,880	4,410	2,940	2,205	1,470	1,103	551	276
200,000	17,010	12,758	11,340	9,569	8,505	5,670	4,253	2,835	2,126	1,418	1,063	532	266

SUNDAY RATES	Revenue Contract Level	Sunday R.E. Classified Rate/Line	Sunday Rental Classified Rate/Line	Zone Advertising Courtesy Level
	Open	\$8.25	\$7.00	N/A
	\$5,000	6.80	5.80	N/A
	15,000	6.60	5.40	13x
	30,000	6.40	5.00	13x
	60,000	6.20	4.50	26x
	100,000	6.00	3.90	48x

DAILY RATES	Revenue Contract Level	Daily R.E. Classified Rate/Line	Daily Rental Classified Rate/Line	Zone Advertising Courtesy Level
	Open	\$7.20	\$6.00	N/A
	\$5,000	5.80	5.40	N/A
	15,000	5.50	4.80	13x
	30,000	5.20	4.50	13x
	60,000	4.90	4.20	26x
	100,000	4.40	3.70	48x

PRIVATE PARTY REAL ESTATE PACKAGES:

(Packages based on 4 lines. Additional lines may be purchased)

Sunday Only	\$32.80	Add'l lines @ \$8.20
Daily Only	28.80	Add'l lines @ 7.20
Fri./Sat./Sun.	44.80	Add'l lines @ 11.20
Sun./Wed./Sun./Wed.	61.60	Add'l lines @ 15.40

RENTAL PACKAGES:

(Packages based on 4 lines. Additional lines may be purchased)

Sunday Only	\$28.00	Add'l lines @ \$7.00
Daily Only	24.00	Add'l lines @ 6.00
Fri./Sat./Sun.	41.60	Add'l lines @ 10.40

RENTAL LOCATOR:

Package includes, map listing publishing Sunday/Wednesday \$30.00

NEW RENTAL CENTRAL PACKAGES:

PRINT AD:	b AD	Price
2 x 4" (56)	Runs Wed/Fri/Sun	1/8 Page B/W Runs Thursday \$425
2 x 5" (70)	Runs Wed/Fri/Sun	1/4 Page B/W Runs Thursday \$540
3 x 4" (56)	Runs Wed/Fri/Sun	1/4 Page Color Runs Thursday \$650
4 x 5" (70)	Runs Wed/Fri/Sun	1/2 Page Color Runs Thursday \$875

GENERAL REAL ESTATE RATES* (GROSS)

Classified rates per line

	Daily	Sunday
Open Rate	\$14.00	\$19.00
Same ad repeated within 7 days	12.00	16.00

Display rates per inch

	Daily	Sunday
Open Rate	\$253.00	\$327.00

AGENCY COMMISSION

A 15% commission will be allowed to recognized advertising agencies on ROP Advertising only. Camera-ready material must be supplied.

RENTALS

Annual Revenue Commitment	Full page	3/4 page Vertical Square	2/3 page Square	9/16 page	1/2 page Vertical Horizontal	1/3 page Horizontal Vertical	1/4 page Vertical Horizontal Standard	1/6 page Vertical	1/8 page Vertical Square Horizontal	1/12 page Horizontal	1/16 page Vertical Horizontal	1/32 page Square	1/64 page Horizontal
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Daily													
Open	\$25,200	\$18,900	\$16,800	\$14,176	\$12,600	\$8,400	\$6,300	\$4,200	\$3,150	\$2,100	\$1,575	\$788	\$394
\$5,000	15,876	11,907	10,584	8,931	7,938	5,292	3,969	2,646	1,985	1,323	992	496	248
15,000	15,498	11,624	10,332	8,718	7,749	5,166	3,875	2,583	1,937	1,292	969	484	242
30,000	15,120	11,340	10,080	8,506	7,560	5,040	3,780	2,520	1,890	1,260	945	473	236
60,000	14,742	11,057	9,828	8,293	7,371	4,914	3,686	2,457	1,843	1,229	921	461	230
100,000	14,364	10,773	9,576	8,080	7,182	4,788	3,591	2,394	1,796	1,197	898	449	224
Sunday													
Open	\$31,500	\$23,625	\$21,000	\$17,720	\$15,750	\$10,500	\$7,875	\$5,250	\$3,938	\$2,625	\$1,969	\$985	\$492
\$5,000	19,845	14,884	13,230	11,164	9,923	6,615	4,961	3,308	2,481	1,654	1,240	620	310
15,000	19,442	14,581	12,961	10,937	9,721	6,481	4,860	3,240	2,430	1,620	1,215	608	304
30,000	19,051	14,288	12,701	10,717	9,526	6,350	4,763	3,175	2,381	1,588	1,191	595	298
60,000	18,661	13,995	12,440	10,497	9,330	6,220	4,665	3,110	2,333	1,555	1,166	583	292
100,000	18,194	13,646	12,130	10,235	9,097	6,065	4,549	3,032	2,274	1,516	1,137	569	284

PICKUP DISCOUNTS

One ad repeated once within 7 days – 20% discount on pickup ad.
 One ad repeated 2 or more times within 7 days – 30% discount on pickup ads. No copy, pricing, or merchandise changes are allowed.
 Sunday ads will not be discounted.

HOLIDAY DISCOUNT

Advertisers can earn discounts on the Sunday closest to the following holidays:

Christmas	Memorial Day
New Year's	Labor Day
Easter	Thanksgiving

Ads picked up from prior issues earn 50% discount. Ads using same space as prior issues earn 25% discount. Maximum discount for ad space and/or color is 50%.

SPECIAL CLASSIFICATION RATES

AUCTION ADVERTISING RATES

	Per Agate Line	
	Daily	Sunday
Open rate	\$6.50	\$10.30
26-time contract	6.40	9.75
52-time contract	5.40	8.60

(minimum 14 lines per week)
 Daily/Sunday combinations discount is 25%

SUN HOMES

Sun Homes Online lets real estate professionals take charge of their print and online advertising through an easy, e-commerce interface. Sun Homes is featured every Friday and Sunday in the Real Estate section as well as online for 7 days at baltimoresun.com/sunhomes.

Pricing: Friday/Sunday combo package \$99.99

IN-COLUMN PHOTOS

Stand out with a photo of your listing. Only \$50.00 per photo, plus a minimum of 5 lines of copy.

PRO SHOTS / COMPANY LOGOS / APARTMENT SPOTLIGHT

Personalized photos can be digitized for use in Classified in-column ads for realtors and Apartment communities. Photo is always followed by ad copy. Package includes Photo/Logo and 15 lines of copy (minimum), plus \$6.00 per additional lines.

Pricing: Package \$90.00

AD GRABBERS

Add some attention to your classified line ads with our ad grabbers. For an additional \$10.00 you can add an attention grabber with logos of everything from Open House to New Listing

SPECIAL REAL ESTATE PRODUCTS:

SHOW HOMES

The ultimate resource for luxury properties. Show Homes is specifically distributed to affluent zip codes in both the north and the south. Each issue is a monthly full-color tabloid distributed in targeted areas of the market on the first and third Wednesday of each month.

Pricing (Net):

	Full Page	Half Page
Open Rate	\$1,400	\$750
6-month contract	1,250	650
12-month contract	1,050	575

CALL YOUR REPRESENTATIVE FOR SPECIAL REALTOR PACKAGES!

ACTIVE LIVING

Reach out to baby boomers with the income to enjoy life and finer things. The segment of adults 55+ continues to grow and represents an important part of the real estate and consumer market. **Active Living** is a full-color monthly tabloid distributed on the third Wednesday of each month. Topics include upsizing/downsizing and relocating to your **Active Living** home, building/ investing and improving your **Active Living** choice and spotlighting your **Active Living** move.

Pricing (Net):

	Full Page	Half Page
Open Rate	\$2,300	\$1,200
6-month contract	2,000	1,050
12-month contract	1,900	975

COLOR RATES

Annual
Revenue
Commitment

Annual Revenue Commitment	Greater than 2/3 page		Greater than 1/2 page		Less than 1/2 page							
	Full page	3/4 page Vertical Square	2/3 page	1/2 page Vertical Horizontal	1/3 page Horizontal Vertical	1/4 page Vertical Horizontal	1/6 page Vertical	1/8 page Vertical Square	1/12 page Horizontal	1/16 page Vertical Horizontal	1/32 page Square	1/64 page Horizontal
Sunday Full Color:												
Open - \$30k		\$3,200		\$2,520					\$1,600			
\$60k		2,880		2,268					1,440			
\$100k		2,560		2,016					1,280			
\$200k-\$400k		2,240		1,764					1,120			
\$500k-\$800k		1,600		1,260					800			
>\$1 Million		800		630					400			
Daily Full Color:												
Open - \$30k		\$2,000		\$1,700					\$1,200			
\$60k		1,800		1,530					1,080			
\$100k		1,600		1,360					960			
\$200k-\$400k		1,400		1,190					840			
\$500k-\$800k		1,000		850					600			
>\$1 Million		500		425					300			
Spot Color:												
Black + 2 Colors:												
Open - \$30k		\$2,800		\$2,200					\$1,200			
\$60k		2,520		1,980					1,080			
\$100k		2,240		1,760					960			
\$200k-\$400k		1,960		1,540					840			
\$500k-\$800k		1,400		1,100					600			
>\$1 Million		700		550					300			
Black + 1 Color:												
Open - \$30k		\$2,000		\$1,700					\$1,200			
\$60k		1,800		1,530					1,080			
\$100k		1,600		1,360					960			
\$200k-\$400k		1,400		1,190					840			
\$500k-\$800k		1,000		850					600			
>\$1 Million		500		425					300			

■ DELAWARE HOMES / PENNSYLVANIA PROPERTIES

Take advantage of this opportunity to advertise in two special sections targeted to potential home buyers in their specific region. Each section is a full color tabloid that publishes bi-monthly on the 4th Wednesday of each month.

Pricing (Net):

	Full Page	Half Page
Open Rate	\$2,000	\$1,075
6-month contract	1,800	950

>> CALL YOUR REPRESENTATIVE FOR SPECIAL REALTOR PACKAGES! <<

■ ON THE WATERFRONT

This special waterfront tabloid is the perfect way to reach more than half of adults who live in households with \$100,000+ income. This full color monthly tabloid publishes the first Sunday of each month.

Pricing (Net):

	Full Page	Half Page
Open Rate	\$1,400	\$750
6-month contract	1,250	650
11-month contract	1,050	575

>> CALL YOUR REPRESENTATIVE FOR SPECIAL REALTOR PACKAGES! <<

■ FRONT PAGE - REAL ESTATE

The front page of Real Estate is the ultimate in premium positioning for any advertiser. A 6 columns x 3" strip ad is sure to be seen by anyone in the market for a home. Call your sales representative for pricing and additional information.

Section Front Advertising

Business:	T,F & Sun
Sports	W-Sun
Travel	Sunday

■ CONTACT

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For interactive rates, go to www.baltimoresun.com/rates