



**COMMERCIAL/DISPLAY
ADVERTISING RATES**
(EFFECTIVE 5/08)

CAPITAL DISTRICT EDITION

MAGAZINE

<u>SIZE</u>	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>12X</u>
Full (7.25x9.5)	\$525	\$420	\$395	\$365
Half (7.25x4.75)	\$325	\$260	\$245	\$225
Quarter (3.5x4.625)	\$205	\$170	\$155	\$140
Eighth (3.5x2.25)	\$125	\$100	\$90	\$75

PREMIUM POSITIONS

Page 3 & Back Cover	\$625	\$500	\$470	\$430
Pages 5 & 7	\$600	\$480	\$450	\$420

YELLOW PAGE SERVICE DIRECTORY (Pre-paid Only)

2 Line Listing	\$229/Year
Each Add'l Line	\$20/year

DISTRIBUTION INFORMATION

- 30,000 copies distributed in Albany, Schenectady, Rensselaer, Saratoga & Warren counties
- Can be found at all area Price Choppers, Hannafords & other high-traffic areas
- Published 12 times per year - every 4 weeks & Mailed directly to active buyers & sellers!

INTERNET - www.518ForSaleByOwner.com

Internet Business Listing	\$79/year
Home Page Banners	\$1200/year (based on availability)

TV - SHOWN DAILY ON TIME WARNER CHANNEL 7 (TWTV7)

<u>AD LENGTH</u>	<u>12 WEEKS</u>	<u>26 WEEKS</u>	<u>52 WEEKS</u>
:15 seconds (w/ voiceover)	\$175/wk	\$165/wk	\$150/wk
:30 seconds (w/ voiceover)	\$275/wk	\$225/wk	\$175/wk

FOR FURTHER ADVERTISING INFORMATION CONTACT:

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