

Senior Living Showcase

Deadlines • Rates

An easy-to-read tab publication that helps seniors—and their families—find their next homes.

2008 DEADLINES						
PUBLICATION DATE	SPACE RES., PROFILE/GRID/ MAP MAT. DUE	AD MATERIALS DUE	PROOF TO ADVERTISER	DIGITAL ADS (FINAL CHANGES)	FINAL CHANGES	ADS RELEASED TO GRAPHICS
April 7	March 13	March 17	March 20	March 24	March 24	March 25
May 12	April 17	April 21	April 24	April 28	April 28	April 29
Aug. 11	July 17	July 21	July 24	July 28	July 28	July 29
Oct. 6	Sept. 11	Sept. 15	Sept. 18	Sept. 22	Sept. 22	Sept. 23

B&W RATES					FOR REAL ESTATE ADVERTISER WITH 2-4X COMMITMENT		
AD SIZE	DIMENSION	1x	2x	4x	PROFILE WORDS	PROFILE PHOTOS	GRID LISTINGS
Full page	9.18" x 11"	\$5,104	\$4,729	\$3,609	200	2	unlimited
1/2 pg. horizontal	9.18" x 5.5"	\$2,932	\$2,741	\$2,167	150	1	4
1/2 pg. vertical	4.55" x 11"	\$2,932	\$2,741	\$2,167	150	1	4
1/3 pg. key page	9.18" x 3.5"	\$2,932	\$2,741	\$2,167	150	1	4
1/4 page	4.55" x 5.5"	\$1,875	\$1,675	\$1,374	100	none	2
1/6 page	4.55" x 3.5"	\$1,240	\$1,104	\$898	none	none	1
SPOT COLOR: \$300 4 COLOR: \$500					ADDITIONAL PHOTOS & LISTINGS: \$150		

4 COLOR		
PREMIUM POSITIONS	DIMENSIONS	ADD TO B/W FULL-PAGE RATES
Back cover	9.18" x 11"	\$1,082
Inside back cover	9.18" x 11"	\$814
Inside front cover	9.18" x 11"	\$922

Ads apply to contract fulfillment but contract rates do not apply.
All rates include placing ad on startribune.com/homes for 30 days.

ADVERTISERS WITH 4X COMMITMENT

Commit to 4 half- or full-page ads and receive sponsorship of a column or puzzle.

REALTOR BANNER ADS 2.23" x 2"		
1x	2x	4x
\$295	\$275	\$195

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-4347.

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