

RATE CARD

Rate Card No. 4

Advertising Rates Effective OCTOBER 2007



France Publications, Inc.
Two Securities Centre
3500 Piedmont Road, Suite 415
Atlanta, GA • 30305
(404) 832-8262 • FAX (404) 832-8260
www.westernrebusiness.com

A. DISPLAY ADVERTISING RATES

1. Number of ads within 12 months from date of first insertion in contract period determines frequency rate.

DISPLAY UNITS	1x	3x	6x	12x	24x
Tabloid	\$3,760	\$3,485	\$3,135	\$3,030	\$2,990
3/4 Page	\$3,450	\$3,230	\$3,010	\$2,925	\$2,800
Junior Page	\$2,875	\$2,450	\$2,250	\$1,990	\$1,850
1/2 Page	\$2,570	\$2,110	\$1,940	\$1,780	\$1,725
1/3 Page	\$2,465	\$2,000	\$1,860	\$1,705	\$1,670
1/4 Page	\$1,740	\$1,420	\$1,345	\$1,220	\$1,140
1/6 Page	\$1,405	\$1,240	\$1,145	\$1,110	\$1,065
1/8 Page	\$1,085	\$945	\$880	\$850	\$840

2. **Cover Rates:** Cover rates are for space only and do not include cost of color or bleed. Cover positions are non-cancelable.

Cover Rates:	1x	3x	6x	12x	24x
Covers	\$4,070	\$3,580	\$3,315	\$3,150	\$3,110

3. **Preferred or Special Positions (cancelable only on 90 days notice):** 10% extra on space, color and bleed.

4. Color Rates, Per Page or Fraction:

Black ink included in rate as first color.	
AAAA or process colors, each (i.e. 2-color ad)	\$750
Matched colors, each (matched PMS)	\$850
4-color (process colors only)	\$995

5. **Rates for Special Inks:** Submit sample for quotation.

6. **Bleed or Oversize Advertisement:** 10% extra on space and color. Acceptable in spreads and full page units only. No extra charge for gutter bleed in spreads.

7. **Split Runs:** Consult Publisher.

8. **Short Rates and Rebates:** Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

9. **Rate Protective:** If, as and when new rates are announced, advertisers will be protected at their contract rates for at least three months. Orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment on space already run, provided the contract rate has been earned up to the date of cancellation.

B. MECHANICAL REQUIREMENTS

1. **Publication's Trim Size:** 10-13/16" x 14"

2. **Type or Page Size:** Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

Ad Sizes	Width	Depth
Tabloid	9-3/4" x	13-1/2"
3/4 Page	7-1/4" x	13-1/2"
Junior Page	7-1/4" x	10"
1/2 Page (Vertical)	4-3/4" x	13-1/2"
1/2 Page (Horizontal)	9-3/4" x	6-5/8"
1/3 Page (3 Columns)	7-1/4" x	6-5/8"
1/3 Page (2 Columns)	4-3/4" x	8-7/8"
1/4 Page (Horizontal)	7-1/4" x	4-3/8"
1/4 Page (Vertical)	4-3/4" x	6-5/8"
1/6 Page (Vertical)	2-1/4" x	8-7/8"
1/6 Page (Horizontal)	4-3/4" x	4-3/8"
1/8 Page (Vertical)	2-1/4" x	6-5/8"
1/8 Page (Horizontal)	4-3/4" x	3-1/4"

3. **Number of Columns to Page:** 4 columns.

4. **Column Width:** 2-1/4".

5. **Column Depth:** 13".

6. **Offset Material:** We prefer ads be sent on disk or CD and accompanied by a color proof. Please see attached document "Guidelines For Submitting Digital Ads To France Publications" for complete specifications for digital ads. Failure to follow these guidelines could result in additional charges to the agency or advertiser. Offset progression is C,M,Y,K.

7. **Printed:** Heated web offset.

8. Bleed Specifications:	Width	Depth
Tabloid Page		
(Keep live area 1/4" from trim)	11-1/16" x	14-1/4"
Trim size	10-13/16" x	14"

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9. Inserts:

Standard Inserts: Standard inserts are those that conform exactly to the trim size of the publication and do not include folds, attachments, die-cuts, pop-ups, pull-outs or fold-outs.

Standard Inserts Furnished Ready for Binding:

Earned space rates.

Non-Standard Inserts: Submit sample, including stock for quotation.

Non-standard inserts, including all gate-fold inserts, require hand insertion in the binding operation and a charge is made to cover mechanical costs.

Back-Up Charges: \$550 per single page; \$825 per spread, net.

10. Specifications for Inserts: Consult Publisher for specific sizes.

11. Binding: Saddle Stitch.

12. Shipping Instructions: Space orders, insertion instructions, negatives, correspondence, proofs and copy should be addressed to:
Production Department, *Western Real Estate Business*, Two Securities Centre, 3500 Piedmont Road, Suite 415, Atlanta, GA, 30305 or you can fax orders to 404-832-8260.

13. Storage of Printing Material: Material will be stored by Publisher for 12 months and then destroyed unless otherwise instructed by advertiser or agency.

14. Paper Stock: 50# pubtext gloss and 38# gloss text.

15. Production Charges: Cost of alterations or necessary repairs to printing material will be charged to advertiser.

C. COMMISSION AND CASH DISCOUNT

1. Agency Commission: 15% of gross billing to recognized agencies on the following charges only: display space, color, bleed and position, provided payment is received within 30 days of invoice date. Bills are dated the day copies are mailed. Commission not allowed on charges other than those specified above.

2. Terms: Net 30 days.

D. COPY AND CONTRACT REGULATIONS

1. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.

2. Any deliberate attempt to simulate *Western Real Estate Business*' format is not permitted and the Publisher reserves the right to place the word "advertisement" with copy which, in the Publisher's opinion, resembles editorial matter.

3. Cancellations accepted only 4 weeks before closing date. Cover positions are non-cancelable.

4. All ad copy submitted must be final. The advertiser or its agency will be billed for any changes.

E. FREQUENCY AND CLOSING DATES

1. Published: Monthly.

2. Closing Date: 1st of preceding month.

F. CIRCULATION INFORMATION

1. Publishers statement.

2. Description of Circulation: Commercial real estate developers, brokers, owners, managers, leasing, marketing and operations executives; contractors, architects, financial sources and institutions, restaurateurs, REITs, pension funds, financial analysts, mortgage sources, investors and others involved in real estate in the West.

3. Editorial Focus: Features all facets of the commercial real estate development market including new construction, renovations, expansions, corporate actions and financings. Includes professionally printed articles covering the most significant aspects of the industry plus insightful reports, news, events, interviews and profiles. Subjects include development, market reviews, leasing management/operations and news. Monthly issues are also distributed at industry events plus other significant real estate conventions and conferences (see bonus distribution).

4. Subscription: In the United States, \$67 one year, Outside U.S., \$85 one year, (\$119 one year airmail delivery).



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