



2012 ADVERTISING RATES

DISPLAY 4-Color	1x
Full Page	\$9,616
2/3 Page	\$8,056
1/2 Page	\$6,926
1/3 Page	\$5,953
1/6 Page	\$4,399
2-Pages	\$16,218
PREMIUMS	1x
Pages 1,3,5,7	\$9,058
Cover 2	\$9,165
Cover 3	\$9,058
Cover 4	\$10,057
FLOOR PLANS 4-color	1x
1 Plan (1/2 page)	\$2,127
2 Plans (full page)	\$3,689
3 Plans (1 1/2 pages)	\$5,354
4 Plans (2 pages) <i>Non-commissionable</i>	\$6,943
MARKETPLACE CLASSIFIEDS	1x
1x1	\$385
1 1/2 x1	\$571
2x1	\$711
2 1/2 x1	\$868
3x1	\$1,020
3 1/2x1	\$1,147
4x1	\$1,282
2x2	\$1,282
3x2	\$2,039
4x2	\$2,576
4-color	\$123
<i>word for word</i>	\$11

Issue	Ad Space Closing	Ad Materials Due	On Sale Date
Energy Efficient Homes, Spring-Summer	2/24/12	2/29/12	5/8/12
Energy Efficient Homes, Fall-Winter	8/24/12	8/29/12	11/6/12

MAGAZINE SIZE

Trim Size	9" x 10.875"
Live area on bleed ads	.25" from trim

AD SIZES

	W X H
Full Page	7.5" x 9.687"
Full Page (bleed)	9.25" x 11.125"
Spread 2 page (bleed)	18.25" x 11.125"
2/3 Page Vertical	4.937" x 9.687"
2/3 Page Vertical (bleed)	5.875" x 11.125"
1/2 Page Horizontal	7.5" x 4.687"
1/2 Page Horizontal (bleed)	9.25" x 5.437"
1/2 Page Island	4.937" x 7.125"
1/3 Page Vertical	2.375" x 9.687"
1/3 Page Square	4.937" x 4.687"
1/6 Page Horizontal	4.937" x 2.312"
1/6 Page Vertical	2.375" x 4.687"