

REAL ESTATE SHOWCASE



NEW STYLE, Increased Distribution

Now delivering to Fresno Bee Subscribers
20,350 copies and over 4,650 Newsstands/
Racks and Real Estate offices every two
weeks.

A Great Listing Tool for Agents

Sellers need to know that you will actively
market their home. Showcase is an
impressive, inexpensive way to meet their
needs and attract buyers. Produced on
high-quality newsprint, Real Estate Showcase
displays each home to its best advantage
with the most current, up-to-date information.

Promote your Name and Listings

Put your name in front of your potential
customers. Tell your story through your
photographs and information about your real
estate business with Real Estate Showcase.

Start advertising today!

& a variety of programs
to feature your listings in
Real Estate Showcase 2009.

Contact your Fresno Bee Real Estate Specialist:
Jackie Everwine.....**559.441.6606**
Christine Gromis **559.441.6134**
Isabel Velasquez **559.441.6154**

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The Fresno Association of Realtors®
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(559) 490-6400

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fresnobee.com

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The price list allows you to purchase a single ad, commit to 6, 12 or up to 24 issues. The more times you advertise in Real Estate Showcase, the more cost effective it becomes.

2009 Showcase Rates and Ad Specifications:

Ad Size	Actual Size	Open	6x	12x	24x
Quarter Page	4.889" x 4.7"	\$220	\$175	\$150	\$135
Half Page Horizontal	9.889" x 4.5"	\$395	\$315	\$275	\$240
Half Page Vertical	4.889" x 9.5"	\$395	\$315	\$275	\$240
Full Page	9.889" x 9.5"	\$700	\$565	\$495	\$435
Full Page – 2 or 3 pages		\$650	\$525	\$460	\$410
Full Page – 4 or 5 pages		\$630	\$515	\$450	\$395
Full Page – 6 or more		\$610	\$495	\$430	\$375
Full Color Rate		\$300	\$250	\$225	\$200
FRONT COVER (Premium Position)		\$395			

Premium Position: ADD 10% for Back Page

NEW Photo Box Ads	Single	2 or 3	4 or more
Per Property/Per Issue	\$85	\$70	\$55
Card Size or Post it Note	\$55		

Line Screen 85 lpi • Resolution 170 dpi • Deliver electronic camera-ready materials to: <http://addesk.fresnobee.com>

SHOWCASE Copy Deadlines & Publication Dates

Friday – Publication Dates

July 10, 2009
 July 24, 2009
 August 7, 2009
 August 21, 2009
 September 4, 2009
 September 18, 2009
 October 2, 2009
 October 16, 2009
 October 30, 2009
 November 13, 2009
 December 4, 2009
 December 18, 2009

Tuesday – Ad Space & Materials

June 30, 2009
 July 14, 2009
 July 28, 2009
 August 11, 2009
 August 25, 2009
 September 8, 2009
 September 22, 2009
 October 6, 2009
 October 20, 2009
 November 3, 2009
 November 24, 2009
 December 8, 2009

Tuesday – Camera Ready/Proof Clearance

July 7, 2009
 July 21, 2009
 August 4, 2009
 August 18, 2009
 September 1, 2009
 September 15, 2009
 September 29, 2009
 October 13, 2009
 October 27, 2009
 November 10, 2009
 December 1, 2009
 December 15, 2009

Acceptance: Advertisers must be members of The Fresno Association of Realtors®, as a Realtor® or Affiliate. Membership is open to all businesses and individuals. Contact The Fresno Association of Realtors® at (559) 490-6400 for more information. Advertising is also accepted from members of the California Association of Realtors® and the National Association of Realtors®.

Publisher reserves the right to edit, classify or reject any advertising.
 Publication dates and deadlines subject to change by Publisher.