

Real Estate Report

Rates & Statistics 2009



What is the Real Estate Report? Real Estate Report is a publication that focuses on the North metro Atlanta Real Estate Market. It includes information about new homes, resales, commercial property, real estate agents and more. The circulation is 83,500 the first week of each month with over 200,000 readers. It appears as a free standing section inserted into the Alpharetta-Roswell Revue & News, Johns Creek Herald, Forsyth Herald, Gwinnett Herald, and Milton Herald.

ARTICLES & CIRCULATION

GUARANTEED EDITORIAL: Real Estate Report advertisers are guaranteed editorial in the Real Estate Report. The amount of editorial space you can submit is determined by the size of your ad. 1/2 page advertisers may submit up to 450 words and a photo. Full page advertisers may submit up to 700 words and a photo. Any editorial not received by deadline (1st of prior month) will be left out until the next edition.

PRIMARY COVER STORY: *The primary cover story is guaranteed on a first come first serve basis. The cover story will be written by our Editor. To reserve the cover story an advertiser must spend \$3,500 on advertising during the month the cover story is published.*

SECONDARY COVER STORY: *The secondary cover story is guaranteed on a first come first serve basis. To reserve the cover story an advertiser must spend \$1,900 on advertising during the month the secondary cover story is published.*

CIRCULATION: Circulation for Appen Newspapers' weekly papers is audited and verified by CVC (www.cvcaudit.com), one of the largest independent auditors of non-daily newspapers in the country. A copy of Appen Newspapers' readership audit is found at www.NorthFulton.com.

DEADLINES

Ad Space, Artwork & Articles: 1st day of the prior month.
Camera Ready Materials : 10th day of the prior month.



COST

INCLUDES COLOR & ARTICLE

Ad Size	8-12 months	4-7 months	1-3 months
Full	\$2575	\$2995	\$3225
1/2	\$1900	\$2215	\$2425

PRICES LISTED ARE PER MONTH

Front Page ads :

\$500 per month

Only 3 available each month includes Regular tile ad on our website for a month

APPEN NEWSPAPERS
SERVING NORTH ATLANTA COUNTIES

In-depth local news and targeted advertising that works for North Fulton, Forsyth County & Gwinnett County
Alpharetta | Cumming | Duluth | Johns Creek | Milton | Roswell | Suwanee

319 North Main Street, Alpharetta GA 30004 | p 770.442.3278 x101 | f 770.475.1216 | NorthFulton.com | GwinnettHerald.com