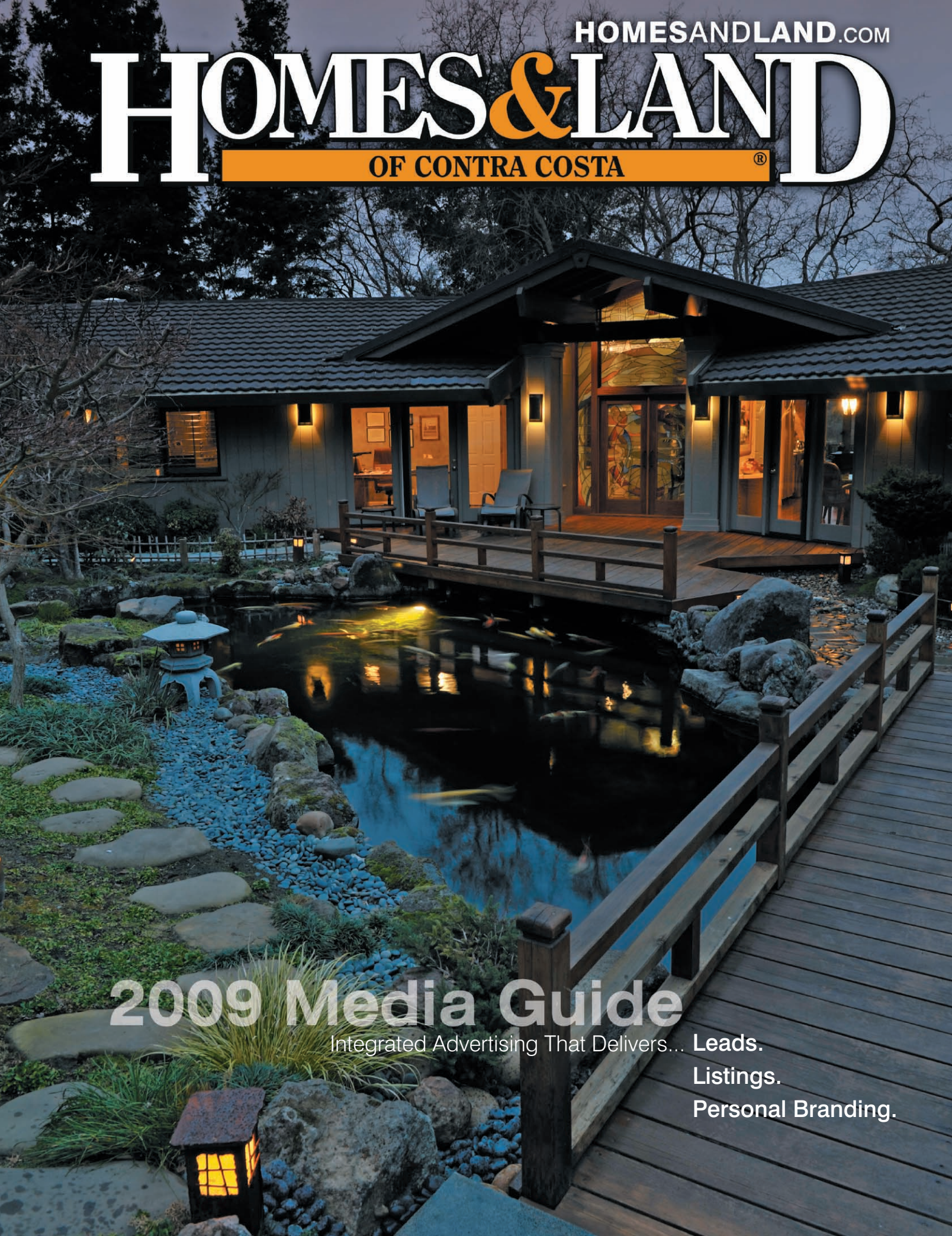


HOMESANDLAND.COM

HOMES & LAND

OF CONTRA COSTA®



2009 Media Guide

Integrated Advertising That Delivers...

- Leads.
- Listings.
- Personal Branding.

Homes & Land delivers a balanced marketing portfolio.

WHY IS A BALANCED PORTFOLIO IMPORTANT?

Today's marketplace is cluttered and diverse. Homebuyers and sellers are from different generations and have a variety of media preferences. Homes & Land's quality products break through the clutter to reach all segments of the marketplace. We give you maximum listing power and exposure.

NATIONAL & LOCAL EXPOSURE

65 Million Magazines
Distributed Annually Across
the U.S. and Canada

Professional Distribution
Indoor & Outdoor Racks

Targeted Direct Mail
Over 1.4 Million Mailings

Relocation Services
Toll Free Number Drives Leads to You

NATIONAL ACROSS THE INTERNET

HomesAndLand.com
34 Million Monthly Page Views

Search Engine Marketing
Ad Campaigns on Google and Yahoo!

Online Distribution
Listing Uploads to Google,
Trulia, LiveDeal, Yahoo!, Oodle,
The New York Times, Great Homes,
Bargain, Just Real Estate Listings,
MSNBC, Homepages, Boston.com,
HomesAndLand.com and more*.

*Websites are subject to change and
listing criteria may vary.

COMPETITIVE ADVANTAGES

Custom Ads

Ad Reprints

Client Contact Program

Listing Tools

Move Magazine

Mailers & Flyers

PERSONALIZED WEB TOOLS

Online Digital Magazine
Fully Interactive Version

Mobile Device Accessible

Interactive Mapping

Visual Tours

RSS Feeds

Personal Website
At No Additional Charge



HOMESANDLAND.COM puts over a million unique visitors in orbit around your online listings each month. We also link your listings to over 20 Internet partners whose combined traffic exceeds one hundred million visitors. More than 80 percent of buyers use the Internet to search for a home*, and with HomesAndLand.com, your success is sure to be out of this world. * NAR 2006 Profile of Home Buyers and Sellers



Think **Big.** Think **Homes & Land.**

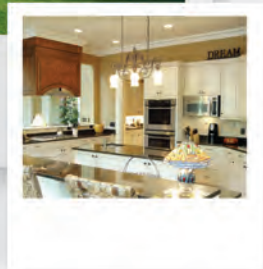
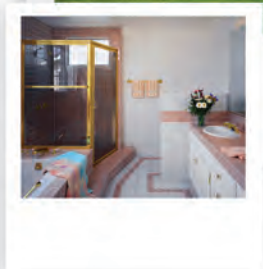
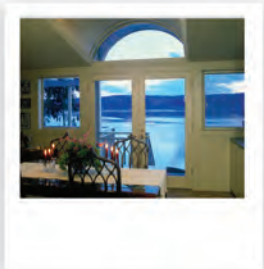
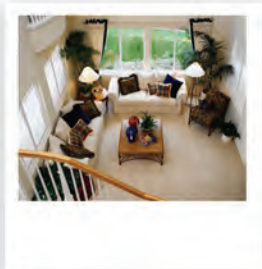
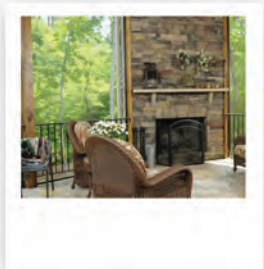
print / online / direct mail / mobile **HOMESANDLAND.COM**



Websites subject to change. Posting criteria and frequency of updates may vary by website. These websites are owned and operated by third party companies and Homes & Land cannot guarantee that your listings will be displayed.



A picture may be worth a thousand words...



but **six** pictures is priceless.

When you upload **six** or more photos for your listing, Homes & Land will **automatically** create an **online property tour** and attach it to your listing on HomesAndLand.com. We call it EZ Tour because it makes your life easy.

HOMES & LAND
HOMESANDLAND.COM

Homes & Land
EZ tour

To see an EZ Tour demo visit
www.HomesAndLand.com/EZtour



INTEGRATED ADVERTISING *That Delivers*
Leads | Listings | Personal Branding

Nobody Covers the Bay Area Like we Do...
Over 200,000 Homes & Land Magazines
are Distributed throughout
the Bay Area Every Month!

- **Founded in 1973.** The Nation's Largest Network of Real Estate Magazines. Over 250 magazines nationwide covering more than 1500 communities. Over 825 Million Homes & Land Magazines have been distributed. The Homes & Land logo is recognized nationwide. It's where serious buyers & sellers look first everyday.
- **Each month** over 6 Million Homes & Land Magazines are distributed nationwide. Every front cover prominently displays our toll free Homeline 1 800 -277-7800 number which has generated over 2.7 Million requests for magazines resulting in over 3 Million magazines mailed out to serious home buyers in the past 22 years.
- **Proven, targeted distribution** developed over 25 years. Other real estate publications rely solely on grocery & drug store distribution by nationally owned distribution companies. The local owner of Homes & Land of Contra Costa and Southern Alameda counties has the knowledge and commitment to provide a far more extensive network of quality distribution to assure your advertising dollars are targeted to serious home buyers & sellers. Because of our quality and reputation, many of our distribution sites are exclusive locations. Key points include; relocation companies and departments of major area employers, chamber of commerce's, long term Residence Inns, motels, hotels, banks, saving & loans, restaurants that cater to business people and their families, prime breakfast locations, car washes, dry cleaners, hundreds of out door racks including BART & Ace train stations, post offices, and distribution in most Safeway, Raley's, Albertson's, Ralphs, Nob Hill and other upscale markets. It costs us more than the competition, but it puts your ads into... THE HANDS OF THE SERIOUS HOME BUYERS AND SELLERS, SO THAT THE CALLS YOU GET ARE QUALITY CALLS.
- **Quality Counts.** Unlike cheap, newsprint "throwaways", marketing statistics show our high quality, four color real estate publications average 2.8 readers for every issue published. That makes our readership almost 3 times our press run, insuring you receive the maximum readership for your advertising dollar!
- **Direct Mail.** A copy of Homes & Land magazine will be directly mailed to home sellers in your market area. That's because our in depth market studies indicate that over 80+ percent of the home sellers in our marketplace will buy another home within the same market area. Magazines are also mailed directly to the over 500 individuals monthly who request copies of the magazine via our 800 Homeline number.



112006

- **Hard leads available to our contract advertisers. To place an ad, or for more information, call us at: 925-838-8377 or email us at: sales@smartads.com**

Why use
Homes & Land Magazine?
It's where America Looks for Homes!

HOMES & LAND

OF CONTRA COSTA

Bi-Weekly Rate

Ads appear in one issue (two-weeks street distribution)

	Open Rate	Prompt Pay Rate(Net 10)	26 Issue Contract Rate*
FULL PAGE	\$750.00	\$675.00	\$630.00
HALF PAGE	\$440.00	\$400.00	\$360.00

Monthly Rate

Ads appear in two issues. (Four-weeks street distribution with signature overrun)

	Open Rate	Prompt Pay Rate(Net 10)	13 Issue Contract Rate*
FULL PAGE	\$990.00	\$891.00	\$850.00
HALF PAGE	\$600.00	\$540.00	\$485.00

Priority Pages Prompt Pay Rate

(Priority Pages are Bi-weekly, except for Center Spread)

FRONT COVER PACKAGE**	\$2000.00
CENTER SPREAD	\$2200.00
BACK COVER	\$800.00
PAGE 2 - INSIDE FRONT	\$725.00
PAGE 3 - INSIDE FRONT	\$750.00
INSIDE BACK COVER	\$710.00

*We accept Mastercard and VISA. Our auto pay service will insure you receive your 10% discount. **Contract rates require auto or prompt payment. No additional discounts apply. Special, "every issue" agent programs are available. Call for details.**

PHOTOGRAPHY COSTS: \$12.00 per address within boundaries of Central Contra Costa. Addresses outside the area and interior photos are available for an additional fee. *Call for quote.*

**Front cover package includes a full page ad exclusively featuring the cover home in the month long section. Front cover photography cost is a minimum \$100.00 charge.

CANCELLATION FEE: There will be a **50% cancellation fee plus photo cost** for ads reserved and then cancelled after copy due date.

Effective Jan 1, 2005

New accounts and individual agent ads require payment with ad copy. A 1.5% monthly service charge will be assessed on any unpaid balance or \$25.00, which ever is higher. Past due accounts subject to collection fees.



Contra Costa 2009

925.838.8377 • SmartAds.com • production@smartads.com
 Visit us at HomesAndLandOfContraCosta.com

Volume / Issue	Ad Copy Due Date	Distribution Date
31/24	January 7	January 24
31/25	January 21	February 7
31/26	February 4	February 21
32/01	February 18	March 7
32/02	March 4	March 21
32/03	March 18	April 4
32/04	April 1	April 18
32/05	April 15	May 2
32/06	April 29	May 16
32/07	May 13	May 30
32/08	May 27	June 13
32/09	June 10	June 27
32/10	June 24	July 12
32/11	July 8	July 25
32/12	July 22	August 8
32/13	August 5	August 22
32/14	August 19	September 5
32/15	September 2	September 19
32/16	September 16	October 3
32/17	September 30	October 17
32/18	October 14	October 31
32/19	October 28	November 14
32/20 & 32/21	November 11	Nov 28 & Dec 12
32/22	December 9	December 26
32/23	December 23	January 9, 2010
32/24	January 6, 2010	January 23, 2010

*Dates subject to change without notice.

Homes & Land is North America's leading community real estate publication, appearing in over 14,000 communities across the United States and Canada. We are excited that you have chosen *Homes & Land* as your source of advertising.

The following guidelines for submitting digital media were created in order to maintain a quick turnaround time.

PDF Submission:

1

- Preferences for PDF Creation when using Quark 6:
Set Virtual Memory to 1000 MB
Default Options: Job Options: Embed all fonts, subset fonts below 100%, set color image compression to automatic zip/jpeg high and downsample to 300 dpi and monochrome compression to CCITT group 4 and downsample to 600 dpi. Compress text and line art should be checked. Output: Composite, CMYK, registration centered, offset 12 pts, and bleed Symmetric at .125" Keep file name as short as possible with the .pdf extension.
- If a different application is used to create the PDF, match these settings as closely as possible

General Guidelines

PLATFORM:

- Macintosh.

MEDIA:

- Files must be sent to the local Homes & Land Publisher on CD or DVD formatted to be Macintosh compatible and the session must be closed (do not leave disk open for writing).

PAGE LAYOUT SOFTWARE:

- QuarkXPress 6 single page documents. Please do not use any third party QuarkXPress Xtensions.
- Colors must have CMYK values and must be set for process separations; note that Pantone colors may not have exact CMYK color space equivalents.

ILLUSTRATION SOFTWARE:

- Adobe Illustrator : all artwork should: have all text and text anchor points converted to outline; contain no placed artwork.
- A composite Illustrator EPS file.
- EPS should be saved in Illustrator CS or older.
- Delete unused colors, if possible.

IMAGE EDITING SOFTWARE:

- Adobe PhotoShop
Images supplied for print publication should be:
 - Color artwork, mugs, etc. should be saved in CMYK mode.
 - Black & white images should be saved in grayscale mode.
 - Images should be cropped to the final print dimensions and saved at 300 dpi.
 - Silhouette images (images containing a clipping path) should be saved in Photoshop composite EPS format; no DCS (desktop color separations).
 - All images that do not contain clipping paths should be saved as TIFF files.

FONTS:

- All fonts used must be submitted with job.
- Macintosh Type 1 or OpenType fonts preferred. Macintosh TrueType fonts acceptable.
- No Multiple Master fonts to be used.
- Type 1 (or PostScript) and OpenType fonts must include screen font(s) and printer font(s). Please put all fonts used in a single folder with nothing else.

2

Quark 6 Submission: