

THE REAL ESTATE PREVIEW 2010 RATES

The Real Estate Preview is the only FULL COLOR monthly real estate publication that offers the largest delivery of any real estate publication in this area.

The Central/Piedmont Virginia edition covers 12 counties (Albemarle, Amherst, Augusta, Culpeper, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, Buckingham, & Spotsylvania, including: Lake Anna, Lake Monticello, Lake of the Woods, and Wintergreen).

Now you can discover why real estate professionals have made us their 1st choice! We offer more than any other real estate publication in Virginia. Here are some of the benefits of advertising with us:

- Text Messaging & 24/7 pre-recorded message for each listing.
- Cost-efficient advertising (stop paying high prices for advertising).
- All ads are full color.
- Printed on 35 pound 80 high-bright news print for sharper looking pictures.
- The month and date are clearly printed on the front cover.
- Largest distribution (over 450 locations), compare that with the competitors distribution.
- **All properties uploaded to our searchable website & Google®, Yahoo® Trulia®, Wall Street Journal, USAHomes.org®, Zillow®, Overstock®, Oodle®, Properazzi®, Quicklink®, & more.**
- First publication in your area to offer a VIRTUAL FLIP BOOK.
- Virtual tours that can be up-loaded to our website at no additional charge.
- Open Houses online at no addition cost.
- FREE online slide show of all properties.
- Great customer service.
- Quickest turnaround (most of the time less than a week).
- An easy-to-find index, for your convenience.
- Discount for multiple pages.
- No “For Sale By Owners”.
- Visa & MasterCard, Accepted.
- Emailed color proofs, and much more...

RATES & SPECIFICATIONS

SIZE	Non-Commitment	12 Month Commitment*	2 Page Non-Commitment**	2 Page Commitment**	3 + Page Non-Commitment**	3 + Page Commitment**
Full Page	\$235	\$195	\$225	\$185	\$215	\$175
Half Page	\$155	\$130	\$145	\$120	\$135	\$110
Premium Positions						
Front Cover***	\$99 (1/4 spot)	\$300 full cover				
Page 3	\$320	\$295				
Center Spread	\$520	\$470				
Inside Back Cover	\$320	\$295				
Back Cover	\$425	\$395				
Requested Page Position	\$30	\$25				
			Dimensions			
			Full Page	6.75 X 9		
			Half Page	6.75 X 4.5		
			To advertise the same ad in one of our other publications:	Full Page: \$165		
				Half Page: \$110		

* Designates 12 consecutive month contract

** Designates 12 consecutive month contract and is not a company contract

*** \$99 for one of four spots on the cover per month.

CONTACT INFORMATION:

The Real Estate Preview is a subsidiary of Smart Media Inc.

P.O. Box 5468, Charlottesville, VA 22905

434.589.8410 (Office) * 434.589.8420 (Fax) * 866.589.8410 (Toll Free)

email: info@therealestatepreview.com * web site: www.therealestatepreview.com