

# Eastern Massachusetts 2012

# SUBURBANREALESTATENEWS.COM

The most widely read real estate print publication  
and companion website covering EASTERN MASSACHUSETTS

## Print & Web Advertising Rates & Information

Effective March 1, 2011

### RATES

	Open Rate	13x	26x
Full Page .....	\$850	\$765	\$725
1/2 Page .....	430	390	365
1/4 Page .....	225	205	195
Front Page .....	450	400	350

### AD SIZES

Size	Dimensions
Quarter .....	3.444" (20p8) x 4.694"
Half .....	7" (42p) x 4.694"
Half Vert .....	3.444" (20p8) x 9.5"
Full .....	7" (42p) x 9.5"
Front page block –	3.25" x 2.125"

### COLOR/POSITION

Spot Color (additional charge, per spot color).....	120.00
Process Color .....	\$400.00
Special Position.....	25% Premium

### DEADLINES

Published bi-weekly. Space & copy due Friday, 4 p.m.

### ELECTRONIC AD SUBMISSION

Email camera-ready PDFs to [sren@suburbanpublishing.com](mailto:sren@suburbanpublishing.com). PDF files made from Microsoft products (Word, Powerpoint) do not reproduce correctly and quality cannot be guaranteed. Photos and logos may be submitted to us as jpg, tif or eps files. Please do not submit photos, logos or ads embedded in Microsoft Word files or send listing sheets to us via email. Photos and logos need to be 300 dpi at final output size. Please note, photos and logos taken off the web typically do not reproduce well in print and are not suggested for use. We do not accept Publisher files.

### COMMISSIONABLE RATES

#### Open Rates

- on payment within 45 days
- agency client may qualify for frequency discounts
- ad size and advertising in multiple editions will impact the amount of discount

### CONTACT INFORMATION

**Suburban Real Estate News**  
**Published by Suburban Publishing Corporation**  
10 First Ave. • P.O. Box 6039  
Peabody, MA 01961-6039  
**978.532.5880 • 1.800.221.2078**  
**Fax: 978.532.4250**  
**[sren@suburbanpublishing.com](mailto:sren@suburbanpublishing.com)**

**Publisher/President:**  
Richard H. Ayer  
**General Operations Manager:**  
Keven Dunn  
**Account Representatives:**  
Richard Dennin, Ralph Mitchell

### TERMS & CONDITIONS

#### Rates

Are valid for all accounts maintained within current credit terms. Rates subject to change without prior notice on all accounts with delinquent payment history.

#### Conditions

Forwarding of an order is construed as an acceptance of all the rates and conditions in effect at the time the advertising is offered. Advertisements set and not used will be charged at 65% of open space rate.

#### Advertising Copy

All orders and copy subject to approval of the Publisher.

#### Errors

Suburban Real Estate News assumes no financial responsibility for typographical errors in advertising, or for omission of any advertisement, and will not be responsible for artwork left at this office more than 30 days.

#### Holiday Bonus Distribution

Subject to additional charges.

#### Credits

Any errors will be rerun with the proper corrections at the discretion of the Publisher and must be negotiated within 7 days of distribution date.