



DEADLINES:

Ad Reservations: Tuesday, 4 pm
Ad Materials: Wednesday, 4 pm
Final Corrections: Friday, Noon
Price/Banner Changes: Monday, 9 am

NON-REALTOR® ADVERTISING RATES

308 EAST MAIN ST. CHARLOTTESVILLE, VA 22902
 ads@caar.com - www.caar.com • 434.817.9330 Fax: 434.817.2714

Real Estate Weekly

GENERAL Ad Rates (non member)

	52x	26x	13x	Open
Full	\$445	\$483	\$525	\$567
1/2	\$276	\$300	\$326	\$352
1/4	\$161	\$174	\$189	\$204
1/8	\$99	\$107	\$116	\$125

PREMIUM PAGES

13 Week Minimum Contract

Pg 5	Pg 3	IBC	Back	IFC
+\$100	+\$125	+\$225	+\$285	+\$225

STANDARD ADS

Open House • New to the Market
 Homes in Every Price Range • Land & Acreage
 Community Focus Specials • Condos • Rentals
 General Contract: \$80 Open: \$95

CLASSIFIED ADS

	Contract	Open
Classified Liner	\$3.50	\$3.85
Column Inch	\$31	\$37
Photo Classified	\$80	\$95

Real Estate Weekly

CAAR AFFILIATE Member Rates

	52x	26x	13x	Open
Full	\$401	\$435	\$473	\$511
1/2	\$249	\$270	\$293	\$317
1/4	\$144	\$156	\$171	\$184
1/8	\$88	\$96	\$104	\$113

PREMIUM PAGES

13 Week Minimum Contract

Pg 5	Pg 3	IBC	Back	IFC
+\$100	+\$125	+\$225	+\$285	+\$225

STANDARD ADS

Open House • New to the Market
 Homes in Every Price Range • Land & Acreage
 Community Focus Specials • Condos • Rentals
 Affiliate Contract: \$72 Open: \$86

CLASSIFIED ADS

	Contract	Open
Classified Liner	\$3.15	\$3.50
Column Inch	\$28	\$33
Photo Classified	\$72	\$86

CAAR Real Estate Weekly

DISPLAY AD SIZES

Full
8.7 w x 11.15 h

Full Bleed
10.375 w x 13.5 h
w/.375 bleed

4.25 w x 2.7 h **1/8 Horiz.**

1/4 Horiz.
8.7 w x 2.7 h

1/2 Horiz.
8.7 w x 5.45 h

1/2 Vert.
4.25 w x 11.15 h

1/8 Vert.
2 w x 5.45 h

1/4 Vert.
4.25 w x 5.45 h

Fine Properties CAAR Non-REALTOR® Rates

	4x	2x	Open
4 Full	\$769	\$701	\$769
3 Full	\$781	\$714	\$781
2 Full	\$794	\$727	\$794
1 Full	\$806	\$735	\$806
1/2	\$515	\$470	\$515
1/4	\$322	\$295	\$322

PREMIUM PAGES AVAILABLE

Call for details

FINE PROPERTIES DISPLAY AD SIZES

Full
7.875 w x 10.125 h

1/2 Horiz.
7.875 w x 5 h

1/2 Vert.
3.8 w x 10.125 h

1/4 Vert.
3.8 w x 5 h

CAAR REAL ESTATE WEEKLY is Charlottesville and Central Virginia's Number One Real Estate Listings and Open House Publication. The Real Estate Weekly is published every week in print and on-line with live links at www.caar.com

We also publish on-line the Real Estate Weekly Open House section, Weekend Open House Hot Sheet at www.rewhotsheet.com

CAAR REAL ESTATE WEEKLY is distributed every Thursday. You can find us in Charlottesville, and throughout the Central Virginia counties of: Albemarle, Fluvanna, Greene, Louisa, Madison, Nelson, and Orange. Distribution locations include REALTOR® offices, businesses, hotels, B&B's, grocery stores, restaurants, and major street locations.

EDITORIAL CONTENT

In-depth cover stories promoting Central Virginia's community events, people, activities, and places are regular weekly features. Every issue has sections for Open Houses, New to the Market, Neighborhoods, Land, Homes in Every Price Range, Community Focus Specials, Condos, Rentals, and Commercial Properties. Targeted readers: Home Buyers and Sellers, Remodelers, Builders, REALTORS®, Brokers, Lenders, and Real Estate Professionals.

VISIT OUR WEB SITE <http://www.caar.com>

View the editorial calendar, place your advertisement, subscribe to CAAR, Real Estate Weekly, view the current Real Estate Weekly publication, click to our OPEN HOUSE Hot Sheet www.rewhotsheet.com Add Real Estate Weekly content to your website, print out distribution locations, see advertisement specifications and deadlines and get helpful information for Buyers & Sellers like our Guide to Attending Open Houses.

REW RESERVATIONS AND DEADLINES

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Materials: Wednesday, 4 pm
Final Corrections: Friday, Noon

HOW TO SUBMIT FULL COLOR PRINT ADS

The full color printing process is based on the use of four color plates called: CMYK, (Cyan, Magenta, Yellow, and Black) which when combined in varying percentages, give a full color printed result. Small body black text works best when using only the Black plate of the CMYK. Otherwise, the text can become blurry or obscured. Black text should be 0% Cyan, 0% Magenta, 0% Yellow and 100% Black. DO NOT use "Rich Black" 4-color black—this results in obscured text. Bold, basic colors produce the best results on newsprint. Small white text on a dark or colored background can also be problematic.

Images must be a MINIMUM of 170 DPI (dots per inch) for the Real Estate Weekly publication and 300 DPI (dots per inch) for the Fine Properties magazine at the size they will be printed. Images from Web sites are NOT acceptable—they are 72 DPI and will result in blurry unclear images in print, despite their appearance on the computer screen.

ACCEPTED AD FORMATS:

We accept Adobe InDesign, QuarkXpress, PDF, and EPS, TIFF, and Illustrator files. When submitting ads from InDesign or Quark, please package the ad with all linked images and font files. We DO NOT accept Microsoft Publisher documents. Producing ads and PDFs from Microsoft products such as Word and Publisher will NOT yield good results.

SETTINGS FOR PDF ADS:

Color images using "Bicubic Downsampling" to 170 pixels per inch for images above 255 pixels per inch. Image quality: Medium - Compression: Automatic (JPEG)

The use of gradients is discouraged as it may cause problems in your pdf file that may not become evident until the ad has gone to the printer.

BANNER ADS: Dimensions 468 pixels wide by 60 pixels high. Accepted formats: jpeg, GIF, SWF. Maximum length for animated ads (SWF or GIF): 7 seconds. Not sor SWF (Flash animation files): Target URL must be embedded.

FINE PROPERTIES is a separate Full Color Glossy Magazine. Fine Properties features Central Virginia's exclusive high-end homes, farms, acreage, estates, and horse properties valued at \$400,000 and above. It can be found at every Real Estate Weekly Location and is restocked every week. It has a 100% pick up rate.

FINE PROPERTIES DISTRIBUTION

Fine Properties are Printed Quarterly and distributed in the City of Charlottesville and the 7 Central Virginia Counties of: Albemarle, Fluvanna, Greene, Louisa, Madison, Nelson and Orange to Businesses, Hotels, B&B's, Grocery Stores, Banks, Restaurants and Major Sidewalk Locations.

FINE PROPERTIES RESERVATIONS

Autumn to Winter 2010	Reservations
Issue 1604	October, 2010
Winter to Spring 2011	
Issue 1701	January 2010
Spring to Summer 2011	
Issue 1702	April 2011
Summer to Fall 2011	
Issue 1703	July 2011
Fall to Winter 2011	
Issue 1704	October 2011

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3.8 w x 5 h