

Reach buyers and sellers in Tahoe, Reno *AND* the Bay Area with a single ad in *Homeseekers Reno*.

No other area real estate magazine offers such wide distribution!

Most would agree that the Reno real estate market of 2007 is more challenging than ever. Old school marketing methods, and limited or poorly targeted distribution areas, won't work as effectively as *Homeseekers Reno's* new approach and comprehensive marketing benefit package.

Finding and funneling prospective buyers, and sellers, to you is more complex thanks to the internet, media saturation and competition. With *Homeseekers Reno* you receive more advertising benefits and distribution than with any other single publication.

the facts

Homeseekers Reno brings to Reno, Tahoe, Carson Valley and the Bay area, an unmatched advertising opportunity. Here are the key elements of the program:

distribution

- 28,000 total copies are distributed in the Reno/Tahoe region and select Bay Area counties, many more copies than are distributed by any other local real estate magazine.

- **RENO/TAHOE:** 14,000 magazines distributed every four weeks in over 225 key locations in the greater Tahoe Basin area, including our own indoor and outdoor racks as well as rack distribution provided by Trader Distribution Company and Distributech. Among the high traffic locations are Raley's, Safeway Stores, 7-11, Longs Drugstores, Blockbuster Video and many more.

- **PROPERTY PAGES:** 14,000 additional copies of each issue are bound into our Bay Area partner's magazine, *Property Pages*. *Property Pages* is the oldest and fastest growing Bay Area real estate magazine, with rack distribution in Santa Clara County, certain Alameda County communities and the I-680 corridor in Contra Costa County. This distribution reaches into the heart of the Bay Area buying communities for Tahoe real estate.

other benefits

- Great customer service!
- Free agent profile in *Tahoe Quarterly's* "real estate partners" section
- Free subscriptions to *Tahoe Quarterly* to share with clients as gifts from you.
- Online proofs at www.northwestproofs.com
- Affordable Rates
- Quick production schedule gets magazines onto the newstands sooner



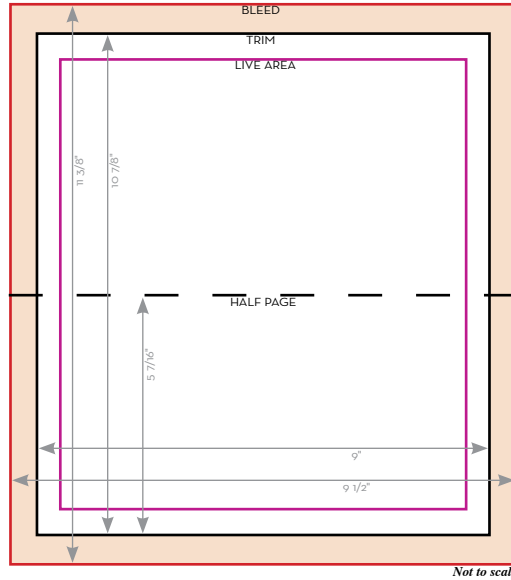
the specs

ALL ADS MUST BE SUPPLIED ACCORDING THE SPECIFICATIONS BELOW

SIZE	WIDTH	HEIGHT
1/2 page TRIM	9 inches	5.438 inches (5 7/16")
1/2 page BLEED	9.5 inches	5.938 inches (5 15/16")
Full page TRIM	9 inches	10.875 inches (10 7/8")
Full page BLEED	9.5 inches	11.375 inches (11 3/8")

LIVE AREA SHOULD BE .25" in from TRIM SIZE

- Print-ready ads: high-res PDFs or source docs from InDesignCS, Photoshop CS, Illustrator CS
- Quark Xpress users must supply print-ready PDF files
- Logos and ads submitted in Adobe Illustrator – please outline the fonts and **supply fonts** as well.
- Ads submitted in InDesign – please package your files to ensure all images, fonts, etc. are included.
- All ads and images must be CMYK and 300 DPI resolution to ensure print accuracy.
- Rich Blacks are 40%C 40%M 0%Y 100%K
- WE DO NOT ACCEPT: Ads built in Pagemaker, Freehand, Microsoft Word or Publisher.



THE ACCURACY OF ALL ADS SUPPLIED ON DISK ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

Please contact your sales rep for submission information.

the rates

GENERAL RATES

- **Full page \$750** Includes: Placement in Tahoe HomeSeekers, Reno HomeSeekers and Property Pages, bio and photo placement of you and your team in Tahoe Quarterly
- **Full page \$600** Includes: Placement in Tahoe HomeSeekers, Reno HomeSeekers and bio and photo placement in Tahoe Quarterly
- **Full Page \$500** Includes: Placement in Tahoe HomeSeekers and Reno HomeSeekers
- **Half Page \$300** Includes: Placement in Tahoe HomeSeekers and Reno HomeSeekers

to reserve space

Jamie Sullivan

Call 775-830-9595
jamie@tahoequarterly.com

Kerri Jo Samuels

Call 775-544-8819
kerrijo@tahoequarterly.com

Brent Reuman

Call 775-412-3705
brent@tahoequarterly.com

advertising agreement

Agent: _____

Office/Location: _____ Phone: _____

Ad Size: _____ Rate: _____ # of Issues: _____

VISA AMEX MC Check Enclosed Bill Me

Card Number: _____ Expiration: _____

Billing Address: _____

Signature: _____ Date: _____

Please fax to 775.832.3775. Thank you!