



Simply Real Estate, Sonoma County's award winning, local real estate news and information guide publishes each quarter with compelling articles of interest to homeowners, renters, real estate buyers and sellers. Each edition is entirely devoted to Sonoma County real estate.

Simply Real Estate will be inserted in the full run circulation of The Press Democrat for over 85,000 copies.

In the last year:
37,173 Sonoma County residents used a real estate agent to buy or sell a home in the past year.

Simply Real Estate in The Press Democrat, reaches **71.5%** of them!

Simply Real Estate reaches over **65%** of Sonoma County adults that own a second home or real estate property.**

Press Democrat subscriber households are more likely than the average household to:

- ▶ Buy or Sell a home in the next year*
- ▶ Take out a first mortgage in the next year*
- ▶ Take out a 2nd Mortgage in the next year*

Source: **Scarborough Research 2006 *Claritas, Mediamark Research 2006

Ad Sizes and Rates Rates are per edition, include process color

Ad Size	Dimensions	1 edition	*3 editions
Back Cover	9.667" x 11.375"	\$2,300	\$1,900
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1/2 page horizontal.....	9.667 x 5.625"	\$1,300	\$1,050
1/4 page.....	4.75" x 5.625"	\$700	\$595
1/8 page.....	4.75" x 2.75"	\$385	\$285

*Three edition rates require a contract. Preferred positions: no extra charge for 2008 (first come basis, guaranteed only for 3x contracts)

PUBLISHES RESERVATION MATERIAL

Saturday, **May 3**
 Wednesday, April 16
 Thursday, April 17

PUBLISHES RESERVATION MATERIAL

Saturday, **July 19**
 Friday, June 13
 Monday, June 16

PUBLISHES RESERVATION MATERIAL

Saturday, **October 18**
 Wednesday, September 17
 Monday, September 22

Orders cannot be canceled after reservation deadline. All advertisements are subject to approval by the publisher. All other terms stated on the advertising contract apply.

Call today for more information:

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