

Four Color					
Size	1x	3x	6x	9x	12x
Spread	\$4,750	\$4,500	\$4,300	\$4,000	\$3,800
Full Page	2,650	2,500	2,300	2,100	2,000
2/3 Page	2,300	2,100	2,000	1,900	1,800
1/2 Page	1,950	1,850	1,750	1,600	1,500
1/3 Page	1,800	1,650	1,450	1,300	1,200
1/4 Page	1,500	1,400	1,300	1,200	1,050
Business Card	950	800	700	600	500
Directory Listings	350	300	250	200	175
Online Advertising	call sales rep	call sales rep	call sales rep	call sales rep	call sales rep
Online Directory	call sales rep	call sales rep	call sales rep	call sales rep	call sales rep

PREMIUM POSITIONING

Covers & TOC (Four Color)					
Size	1x	3x	6x	9x	12x
Back Cover	\$3,500	\$3,250	\$3,000	\$2,750	\$2,525
Cover 2	3,250	3,000	2,650	2,500	2,400
Cover 3	3,000	2,700	2,500	2,200	2,050
Opposite TOC	3,100	2,850	2,650	2,450	2,250

Notes:

1. Spot colors are not available.
2. Scheduled advertisers are eligible to receive free editorial coverage as part of 'Bundled Advertising Packages'. Please contact your sales representative or editorial director for further information.
3. These rates apply to *Perspective New York*, *Perspective New Jersey* and *Perspective South Florida*. Scheduled ads running in two editions simultaneously receive a 15% discount. Scheduled ads running in three editions simultaneously receive a 20% discount.

Perspective Real Estate Media Group

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