

Dig the *ONLY* Real Estate publication
that has all the listings in one spot...

Home Spotter

all the listings in one spot



...and all the ads too!

RATES & DATES

Make sure you're spotted by potential homebuyers!

Invest in the ONLY real estate publication that shows EVERY HOME FOR SALE in one spot, plus advertising from businesses like yours! The Winston-Salem Regional Association of REALTORS and the *Winston-Salem Journal* have formed an alliance to produce the Association's public MLS book. **HomeSpotter** is the only publication of its kind and is proving to be the hottest advertising value around. It features:

- 60 full-color listings per 8½" x 11" page • Glossy paper
- Over 400 distribution locations • A marketing plan through the *Winston-Salem Journal*

Rates

Association Member Pricing (per ad)

	12 consecutive issues	4 anytime issues	1 issue
• Full Page (7 ⁷ / ₈ x 10 ⁵ / ₈ ")	\$455	\$495	\$545
• Half Page (7 ⁷ / ₈ x 5" or 3 ¹³ / ₁₆ x 10 ¹ / ₈ ")	\$245	\$275	\$295
• Quarter Page (3 ¹³ / ₁₆ x 5")	\$145	\$165	\$185

- Prepayment earns an additional 5% off the above rates!

Dates

- Reserve your space by the 15th of every month.
- Ads must be turned in by the 20th of every month.
- Ads must be approved by the 30th of every month.

Specs

- Full Page:
Bleed - 8⁵/₈" x 11¹/₈"
Trim Size - 8³/₈" x 10⁷/₈"
Live Area - 7⁷/₈" x 10⁵/₈"
- Double Page:
Bleed - 17" x 11¹/₈"
Trim Size - 16³/₄" x 10⁷/₈"
Live Area - 16¹/₄" x 10⁵/₈"
- Half Page:
Horizontal - 7⁷/₈" x 5" (47p3 x 30p)
Vertical - 3¹³/₁₆" x 10¹/₈" (23p x 61p)
- Quarter Page:
3¹³/₁₆" x 5" (23 x 30p)
- Line screen: 150
- All graphics cmyk tif or eps
- Scan photos 300dpi, 20% larger than it will be in the ad

WINSTON-SALEM JOURNAL
the source

Call (336) 727-7433 for an appointment today!

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Rates

Non-Member Pricing (per ad)

	12 consecutive issues	4 anytime issues	1 issue
• Full Page (7 ⁷ / ₈ x 10 ⁵ / ₈ ")	\$655	\$695	\$745
• Half Page (7 ⁷ / ₈ x 5" or 3 ¹³ / ₁₆ x 10 ¹ / ₈ ")	\$345	\$375	\$395
• Quarter Page (3 ¹³ / ₁₆ x 5")	\$245	\$265	\$285

• Prepayment earns an additional 5% off the above rates!

Dates

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- Ads must be turned in by the 20th of every month.
- Ads must be approved by the 30th of every month.

Specs

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