Reach over 121,000 readers each week in Suburban Philadelphia's most affluent communities with one order one buy!

1 SPRINGFIELD SUN
2 THE AMBLER GAZETTE
3 NORTH PENN LIFE
4 MONTGOMERY LIFE
5 SOUDERTON INDEPENDENT
6 THE VALLEY ITEM
7 SPRING-FORD REPORTER
8 PUBLIC SPIRIT
9 THE WILLOW GROVE GUIDE
10 THE GLOBE
11 TIMES CHRONICLE
12 GLENSIDE NEWS
13 THE COLONIAL
14 CENTRAL BUCKS LIFE



PHILADELPHIA

Local Demographics

THE NEWS HERALD

Median Age of Total Population 39.8	Household Income \$25,000 - \$34,999 15,215 7.6%
Average Household Income\$91,773	Exec/Admin/Management Occupation 77,457 28.0%
Household Income over \$100,000	Prof. & Specialty Occupation
Household Income \$75,000 - \$99,999 32,101 16.0%	Other White Collar
Household Income \$50,000 - \$74,999 39,556 19.7%	Blue Collar
Household Income \$35,000 - \$49,999 26,359 13.2%	Source: Claritas, 2005

Real Estate/Sales Manager

John Curran 215-628-9300 x229

realestate@montgomerynews.com

Classified Manager

Maureen Schmid 215-628-9300 x246

mschmid@montgomerynews.com

Editorial

Linda Finarelli 215-542-0200 x262

lfinarelli@montgomerynews.com

Ad Director

Allan Ash 215-628-9300 x219 aash@montgomerynews.com



1300 Virginia Drive · Suite 325 · Ft. Washington, PA 19034 · 215-628-9300 · fax 215-628-9093 www.MontgomeryNews.com

Policies: All real estate advertising is subject to all Montgomery Newspapers policies. Please refer to the Display Advertising Card for details.



Effective January 1, 2007

Real Estate Solutions



Montgomery

Montgomery Homes, an award winning monthly magazine, is distributed throughout Montgomery and Bucks counties at grocery stores, convenience stores and real estate offices. This publication features resale listings, new homes, custom builders and mortgage companies and also includes editorial from Montgomery County Association of Realtors and the Home Builders Association.

Rates

Rates Effective	e January 2007	Open Rate Single Insertion	6x Rate 6x per year	Contract Rate 12x per year
FULL PAGE 9.5" × 9.625"	Black & White Color 2-page Centerfold	\$530 \$680 \$1,045	\$450 \$580 \$990	\$380 \$530 \$905
HALF PAGE 9.5" x 4.5" or 4.5" x 9.5"	Black & White Color	\$322 \$390	\$290 \$355	\$225 \$310
Quarter Page Block • 4.5" × 4.5" Strip • 9.5" × 2.4"	Black & White Only	\$202 \$202	\$180 \$180	\$155 \$155
PREMIUM POSITI Front Cover Back Cover Inside Cover (front		\$,1211 \$980 \$910	\$1,010 \$870 \$865	•

portfolio of **Homes**



- Effective & Affordable
- Open House Banner Available
- Appears in 15 Newspapers
- Listings in black + white, includes 30 words of copy

2 col x 2.5" \$75 per block 5 or more in same week: \$70/block place your ad online @ www.montgomeryhomesmagazine.com

Select Properties





• Open House banner available

effective rate

Photo and
 words of
 descriptive text

Includes full color 3 col x 3.5" \$135 per block

place your ad online @ www.montgomeryhomesmagazine.com

Publication Dates:

	•
<u>Issue</u>	<u>Deadline</u>
January 2007	12/09/06
February 2007	01/10/07
March 2007	02/07/07
April 2007	03/07/07
May 2007	04/11/07
June 2007	05/09/07
July 2007	06/06/07
August 2007	07/11/07
September 2007	08/08/07
October 2007	09/12/07
November 2007	10/10/07
December 2007	11/07/07
January 2008	12/05/07

Jallery of New Homes



Reach over
121,000
readers in this
Special Tabloid
Supplement
featuring new
communities in
Montgomery
and Bucks
Counties, by
the area's
finest Home
Builders

Published Spring and Fall

Includes full color

Full page \$1480 Half page \$860



Weekly REAL ESTATE Section

Realtors, builders and mortgage companies across the region trust Montgomery Newspapers to deliver their message most effectively in Montgomery County. With a full color design, this weekly section is packed with everything relating to real estate. Featured home articles, real estate briefs and transfers make this section something local readers turn to again and again. One buy gives you coverage in all of Montgomery County as well as parts of Bucks County.

Mechanical Specs	
1 col: 1.097"	6 col: 6.944"
2 col: 2.267"	7 col: 8.114"
3 col: 3.436"	8 col: 9.283"
4 col: 4.606"	9 col: 10.453"
5 col: 5.775"	10 col: 11.622"

10 columns per page

Deadline: Space - Friday 4pm

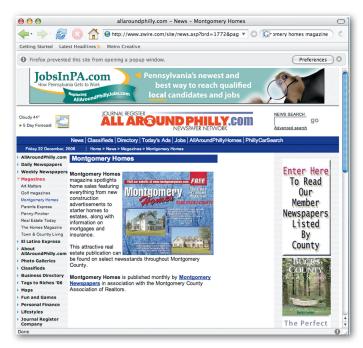
Copy - Noon Monday Camera Ready - Tuesday 10am

Rates: per column inch

Open\$46.68 pci	26x*\$25.47 pci
4x\$39.70 pci	52x*\$20.33 pci
13x*\$31.69 pci	*rate with signed contract

Full Color \$450.00

MontgomeryHomesMagazine.com • AllAroundPhillyHomes.com



Online Opportunities

MontgomeryHomesMagazine.com and AllAroundPhilly.com connect you to a network of 122 daily and non-daily newspaper websites averaging 200,000 page views per month. These websites offer consumers robust home buying tools and features such as: listing alerts, multiple property photos, virtual tours, and open houses.

Online Packages

cost per month

	<u>Agent</u>	<u> broker/builder</u>
Select	125.00	250.00
Premium	150.00	300.00

*premium includes video tours

Banner pricing on any

Montgomery Newspaper website:

120 x 90 pixels \$135.00

120 x 180 pixels \$240.00

wide variety of other options available