

FLORIDA Realtor

2017 Display Advertising Rates

Effective January/February 2017 issue (estimated circulation 130,000)

Four-Color	1x	3x	6x	10x	14x
Spread	\$8845	7960	7520	7075	6640
Full page	4915	4420	4180	3935	3685
2/3-page	3850	3460	3270	3075	2885
1/2-page	3440	3095	2925	2750	2575
1/3-page	2210	1990	1880	1770	1660
1/6-page	1230	1110	1045	980	925
1/12-page	735	660	625	590	550

Black & White	1x	3x	6x	10x	14x
Spread	\$7070	6365	6010	5660	5300
Full page	3925	3540	3340	3145	2945
2/3-page	3075	2765	2615	2460	2305
1/2-page	2750	2480	2335	2200	2065
1/3-page	1770	1590	1500	1415	1330
1/6-page	980	880	835	785	735
1/12-page	585	530	500	470	440

Covers	3x	6x	10x
Cover 4 (back)	5465	5160	4855
Cover 2 (inside front)	5160	4870	4585
Cover 3 (inside back)	4870	4600	4330

Rates include four-color process.

Cover contracts may be canceled upon 90 days notice.

2017 Closing Dates

Issue	Space Closing	Materials Due	Mail Date
January/February	Oct 26	Nov 11	Dec 23
March	Jan 4	Jan 20	Feb 21
April	Feb 1	Feb 17	Mar 27
May	Mar 1	Mar 17	Apr 25
June	Mar 29	Apr 14	May 23
July	Apr 26	May 12	Jun 22
August	May 31	Jun 16	Jul 25
September	Jun 28	Jul 14	Aug 25
October	Jul 26	Aug 11	Sep 25
November/December	Aug 30	Sep 15	Oct 24



Rates are based on frequency within a 12-month period from first insertion.

Special Positions

An extra 10% computed on applicable rate. Contact publisher for availability. Positioning of advertisements is at the discretion of publisher except where specific positions are agreed to by contract.



Shipping:

7025 Augusta National Drive
Orlando FL 32822-5017

Mailing:

PO Box 725025
Orlando FL 32872-5025
407.438.1400 ext 2327
407.438.1411 Fax
advertise@far.org