

Chicago
Daily Herald
 Big Picture . Local Focus

Real Estate Classified Contract Ad Rates

Effective February 1, 2008

Real Estate Open Rates

| | | 3-27 lines | 28-55 lines | 56+ lines |
|-----------|----|------------|-------------|-----------|
| Weekender | 3x | \$15.03 | 13.38 | 12.18 |
| All Week | 7x | 19.98 | 17.78 | 16.19 |
| Sunday | 1x | 13.92 | 12.39 | 11.28 |

Per agate line

Real Estate Contract Rates: \$2,500/12 mos.

| | | 4-27 lines | 28-55 lines | 56+ lines |
|-----------|----|------------|-------------|-----------|
| Weekender | 3x | \$12.69 | 11.46 | 10.80 |
| All Week | 7x | 16.10 | 14.07 | 13.16 |
| Sunday | 1x | 11.96 | 10.90 | 10.42 |

Per agate line

Real Estate Contract Rates: \$5,000/12 mos.

| | | 4-27 lines | 28-55 lines | 56+ lines |
|-----------|----|------------|-------------|-----------|
| Weekender | 3x | \$12.03 | 10.77 | 10.44 |
| All Week | 7x | 15.26 | 13.72 | 13.02 |
| Sunday | 1x | 11.14 | 10.13 | 9.71 |

Per agate line

Real Estate Contract Rates: \$7,500/12 mos.

| | | 4-27 lines | 28-55 lines | 56+ lines |
|-----------|----|------------|-------------|-----------|
| Weekender | 3x | \$11.52 | 10.29 | 10.80 |
| All Week | 7x | 14.42 | 12.81 | 13.16 |
| Sunday | 1x | 10.67 | 9.65 | 10.42 |

Per agate line

Real Estate Contract Rates: \$10,000/12 mos.

| | | 4-27 lines | 28-55 lines | 56+ lines |
|-----------|----|------------|-------------|-----------|
| Weekender | 3x | \$10.80 | 9.93 | 9.60 |
| All Week | 7x | 14.00 | 12.67 | 12.04 |
| Sunday | 1x | 10.37 | 9.30 | 9.03 |

Per agate line