

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
Website Ad & "Hotlink"	N/A	N/A	250	N/A	150
Directory & "Hotlink"	N/A	N/A	400	N/A	300

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.
4. Adding a logo to a Directory Listing will cost \$50 per month.
5. Website "Hotlinks" consist of your company logo and/or company name linked to your website.

Perspective Real Estate Media Group

NJ HEADQUARTERS: 2125 Center Avenue, Suite 406 • Fort Lee, NJ 07024 • Tel (201) 585-1572 • Fax (201) 585-1574

1440 Broadway, 23rd Floor • New York, NY 10018 • Tel (212) 608-9785 Fax (212) 608-9786

9314 Forest Hill Boulevard • West Palm Beach, FL 33411 • Tel (561) 819-9471 Fax (561) 828-0780

www.perspectiveREM.com