

SOUTHERN NEVADA'S MOST COMPLETE NEW HOMES GUIDE!

2005 RATES

Display (Guaranteed Placement - add 15%)

Display ad rates are gross. All rates include Internet links from www.snhomes.com to your web site and client leads.

	3 ISSUES	6 ISSUES	12 ISSUES
Double Truck 13" x 10.5" (Includes one bonus page of editorial and mention in all feature stories where applicable)	\$4,500	\$4,000	\$3,550
Full Page 6.5" x 10.5" (Includes mention in all feature stories where applicable)	\$2,600	\$2,275	\$2,100
1/2 Page 5.75" x 4.625"	\$1,540	\$1,375	\$1,250
1/2 Page Tower 2.75" x 9"	\$1,540	\$1,375	\$1,250
Tower Package Includes one full page, tower ad and one page advertorial	\$4,140	\$3,650	\$3,350
1/3 Page 5.75" x 3"	\$1,090	\$965	\$875
1/4 Page 2.65" x 4.625"	\$800	\$725	\$650

Multi-Insertion Discount Policy

Discount is given on each insertion and will be applied at billing where applicable.

2 ads per issue:	1%
3 ads per issue:	2%
4 ads per issue:	3%
5 ads per issue:	4%
6 or more per issue:	5%

Grand Opening Listings

\$100

Net cost per community per month. Space per issue is limited.

Buyer Response Card (BRC)

5" x 3" one-color	\$1,450
8" x 6" 4-color w/center perforation	\$1,750

Covers

All front cover rates are gross. Please note, we will not accept pre-designed front covers. All that is required is a 5x7 community photo and builder logos at 300 dpi. All front covers are subject to availability. You must have a minimum full page, 12-month contract to be eligible for cover positions. Currently held cover positions have first right of refusal annually.

Front Cover Includes two pages of advertorial.	\$4,500
Front Cover Reverse Gatefold Space limited - see representative for availability.	\$8,950
3-page	\$8,950
Inside Front Cover (Double Truck Only) Includes one page of advertorial.	\$4,500
Back Cover Includes one page of advertorial.	\$3,895
Inside Back Cover (Double Truck Only) Includes one page of advertorial.	\$3,895

Center Covers - 100 lb stock

Rates listed are net. Includes 1,500 reprints. Limited to one per month.

8 - page Additional reprints per 1,000	\$7,500 \$250
16 - page Additional reprints per 1,000	\$9,900 \$350

Section Covers Rates listed are net - minimum six-month commitment required.	\$1,500
--	----------------

Gatefolds - 100 lb stock

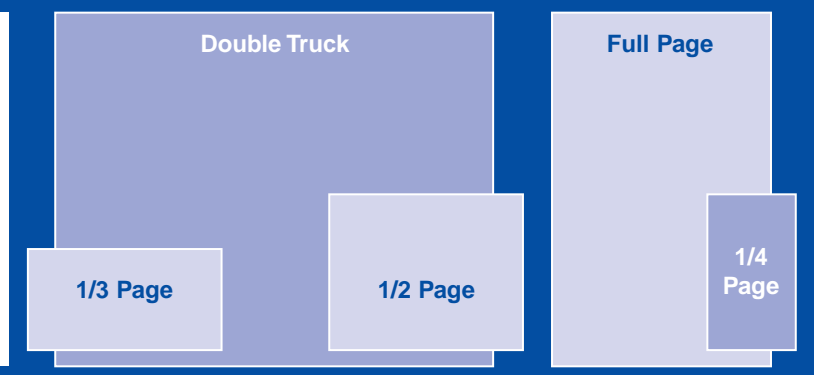
4-page	\$5,200
8-page	\$8,500

Custom Advertising Opportunities

Southern Nevada New Homes Guide offers several exciting and creative options that will add impact to any advertising campaign. Call your account executive for details.

AD SIZES AND SPECIFICATIONS

Double Truck:	13" X 10.5"	Trim area
	13.5" x 11"	Bleed
	12.5" x 10"	Live
Full Page:	6.5" x 10.5"	Trim Area
	7" x 11"	Bleed
	5.75" x 10"	Live
1/2 Page:	5.75" x 4.625"	
1/3 Page:	5.75" x 3"	
1/4 Page:	2.625" x 4.625"	



AD PLACEMENT DEADLINE

The FIRST of the month prior to the date of publication

AD/EDITORIAL MATERIAL DEADLINE

The FIFTH of the month prior to the date of publication

Supported Format

Macintosh

Supported Software

- Quark Express 6 or earlier
- Adobe Illustrator 10 or earlier
- Adobe Photoshop 7 or earlier
- Adobe PDF - High Resolution (Preferred)

Accepted Digital Media

- CD ROM
- Zip Disks (100 mb)

File Preparation

- All images must be 300 dpi and **converted to CMYK**
- Save images in .eps or .tif format where possible
- Convert type to outlines in Illustrator
- All colors used in your Quark document should be CMYK. Do not use spot colors
- Do not apply Quark Xpress font attributes, use the proper font (bold, italic, condensed).

Artwork for Scanning

- Artists Renderings
- Positive Transparencies
- Photographs
- Artwork for scanning may not be larger than 8" x 10"

Please include the following with your ad:

- All support files
- Fonts: Use only postscript fonts and include both the screen and printer versions
- Quark document
- A color proof of the ad MUST accompany the file

If you have questions regarding ad preparation or production, call the art director at (702) 224-5510 or send an e-mail to materials@snhomes.com

Please send all materials to:

Mail

Southern Nevada New Homes Guide
C/O Las Vegas Review-Journal
Attn: Art Department
PO Box 70
Las Vegas, NV 89125

E-Mail

materials@snhomes.com

Delivery

Southern Nevada New Homes Guide
C/O Nifty Nickel
909 W. Bonanza Rd.
Las Vegas, NV 89106

Note: Any ads produced by Southern Nevada New Homes Guide are the property of the publication, but may be purchased. Call for pricing.



For advertising information call 702-387-5220

DISTRIBUTION

- 30,000 printed monthly
- Distributed at all supermarkets and select Sav-On Drug stores throughout the Las Vegas Valley
- Weekly out-of-market book store and newsstand distribution in the Sunday Las Vegas Review-Journal (See your account executive for a complete listing of locations)
- Included in all Las Vegas Chamber of Commerce relocation packages

HOW WE PROMOTE OURSELVES

- New Homes Guide ads in the Las Vegas Review-Journal
- The Home Show with Lark Williams - daily
- Exclusive Nevada Member - Housing Guides of America

Radio Promotions on:

- KKLZ 96.7 Classic Rock
- Star 102.7
- KJUL 104.3

Internet promotions on:

- www.snhomes.com
- www.reviewjournal.com
- www.luxurylasvegas.com
- www.southernnevadahomeandgarden.com
- www.housingguides.com

“51.5% of Las Vegas Valley new home buyers used Southern Nevada New Homes Guide in their new home search.”

Marketing Solutions Survey - 3rd quarter 2004 - 10/20/04



Southern Nevada New Homes Guide – bringing buyers home.



YOUR COMPLETE RATE CARD FOR THE SOUTHERN NEVADA NEW HOMES GUIDE
www.SNHOMES.com

OVERVIEW

Southern Nevada New Homes Guide is a glossy, full-color magazine tailored specifically to the new home buyer. It is organized the way people shop for a new home - first by area then by price range. Available free of charge at all Las Vegas Valley area grocery stores, the guide is also online at www.snhomes.com. The magazine was named Housing Guide of the Year by Housing Guides of America in 2002.

EDITORIAL CONTENT

Southern Nevada New Homes Guide highlights the offerings of local home builders each month via special feature articles. The topics range from master suites and living rooms to customer service and builder spotlights. At the minimum, a full-page ad is required to participate in the features (*unless otherwise noted - any ad size will qualify for these features). All submissions should be sent to materials@snhomes.com.

2005 Features

- January* Design Centers
- February Master Suites
- March Family Rooms
- April* Building Samaritans
- May Outside Living
- June Exteriors
- July* Builder Spotlight
- August Options
- September* Customer Service
- October Entertainment Areas
- November Kitchens
- December Dining Rooms