



Lakes Area ADVERTISER RATES

Lakes Area
ADVERTISER



Lakes Area
TOTAL HOME
REAL ESTATE GUIDE

We **MAIL** Brainerd/Baxter
and Pequot Lakes to Walker!

**WE REACH
ALL OF THE
371 CORRIDOR
INCLUDING**

Backus
Baxter
Brainerd
Crosslake
Emily
Fifty Lakes
Hackensack
Jenkins
Longville
Nisswa
N Whitefish
Outing
Pequot Lakes
Pine River
Walker

Mailing Address
P.O. Box 136
Nisswa, MN 56468

24739 State Hwy 371
(across from Nisswa Dock)

phone: 218-961-3111
fax: 218-961-4111
email: laads@arvig.net
www.totalhomerealestate.com

Lakes Area Advertiser and Auto Action Weekly Rates

Ask about our
**SPECIAL
MULTIPLE
RATES!**

	Black & White Ad	Color Rates
Column	\$8.00 per inch	
1/4 page	\$165	\$250
1/2 page	\$290	\$455
Full Page	\$545	\$765
Front Full		\$895
Front 1/2		\$490
Front 1/4		\$290
Back Full		\$590
Back 1/2		\$355

* Full color pictures limited to 15 per page • \$8 for each additional picture

CLASSIFIEDS

\$1.00 per Line per Week

- All Bold or All Caps - \$.50 additional per line.
 - 1 line equals 1 column width,
 - 26 lower case letters and spaces.
- Special spacing requests or graphics in classifieds equal \$8 per inch.

INSERTS

Up to 4 numbered pages - \$65/per 1,000.
Each additional 4 numbered pages - additional \$25/per 1,000

*These are one time Rates (Single insertion)

**We Reach ALL of the North
Country and Lakes Area**

Why pay separately for smaller areas when we cover the same area as
14 other publications in one publication at one lower price.

Lakes Area **TOTAL HOME GUIDE** RATES AND AD DEADLINES



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MONTHLY RATES

COLOR ADS

1/4 page	\$250
With 6 month contract	\$200
1/2 page - Inside	\$350
With 6 month contract	\$300
1/2 page - Front	\$500
With 6 month contract	\$450
1/2 page - Back	\$400
With 6 month contract	\$350
Full page	\$550
With 6 month contract	\$480

*After six months contract, rate still applies if ad runs consecutively.

FRONT PAGE FEATURE ADS

FREE with 1/2 page or larger inside ad

(Also 1/4 page contracted if space allows)

2006 TOTAL HOME GUIDE SCHEDULE

Publication	Deadline For Ads	Total Home Distributed
February	Jan. 20	Jan. 27
March	Feb 17	Feb. 24
April	March 24	March 31
May	April 21	April 28
June	May 19	May 26
July	June 23	June 30
August	July 21	July 28
September	Aug. 25	Sept 1
October	Sept 22	Sept 29
November	Oct. 20	Oct. 27
December	Nov. 24	Dec 1
Jan. 2006	Dec 22	Dec 29

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TOTAL HOME GUIDE

GUIDELINES FOR AD SUBMISSION:

SUBJECT LINE - Indicate what company/advertiser you are with in the subject line of any email correspondence.

LISTINGS - Please identify each listing you would like included in your ad. Please number each individual listing and include any text and photos necessary (PLEASE – reference the MLS# when naming photos and with corresponding text.

EXAMPLE Photo #1 – MLS#41234
Heading Right On The River
Text 3 BR, 2 BA home....
Price \$199,900
MLS# MLS#41234

IMPORTANT: please be sure to submit all text you would like to appear in your ad via email. This allows us to speed up the process and return a proof sooner vs. retyping all text received via fax.

ACCEPTABLE FORMATS: PDFs, High resolution jpegs, eps and tiff

PROOFING PROCEDURES:

INITIAL PROOF - Initial proofs will be sent to advertisers who have submitted their COMPLETE AD MATERIALS (changes, photos plus descriptions, etc.) by the deadline.

If an ad has been submitted incomplete or past the deadline, the proof for this delayed ad will be sent out after the proofs for the advertisers that submitted their ads on time. This, in turn, will shorten the time to review your ad and/or make any changes to your proof.

Please fax or email ALL necessary corrections at one time prior to the cutoff time indicated on your proof.

FINAL PROOF (for your records only) The final proof is merely a copy for your records. No further changes are allowed at this time.

PROOF ACCEPTANCE: Proofs will be Faxed or Emailed to each customer prior to printing. It is the responsibility of the advertiser to return the proof before deadline. If the proof is not returned, it is our understanding that the ad will be considered to be approved and will run as is.

COMPARE THE FACTS

PROPERTY SOURCE

- Broad Circulation Area
- Fast Production Cycle for the Delivery of the Freshest Real Estate Listings
- Published in Print and on the Internet
- Reaching 22,000+ Serious Buyers & Sellers Monthly
- Economical
- No Hassle Advertising

Lakes Area

TOTAL HOME GUIDE

- Broad Circulation Area
- Fast Production Cycle for the Delivery of the Freshest Real Estate Listings
- Published in Print and on the Internet
- Reaching **25,000+** Serious Buyers & Sellers Monthly
- Economical
- No Hassle Advertising
- **DIRECTLY MAILED TO 15,000 HOMES**
- **PUBLICATION AVAILABLE FOR VIEWING ON THE INTERNET**
- **NOT JUST A REAL ESTATE GUIDE, IT'S A TOTAL HOME GUIDE**



We Cover the Hwy 371 Corridor

- Brainerd
- Pine River
- Fifty Lakes
- Backus
- Emily
- And More...
- Baxter
- Hackensack
- Nisswa
- Walker
- Crosslake
- Pequot Lakes
- Longville
- Jenkins
- Whitefish Chain
- Outing

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