



AGENT DIRECT NEWS[®]

REAL SMART REAL ESTATE IN REAL TIME

TAMPA



Print Newspaper

12 Monthly Editions
1 Home Delivery/month
10,000 Agents Reached
2 County Coverage



Virtual Page-Flip Newspaper

12 Annual Editions
1 eDelivery/month
11,000 Agents Reached
3 County coverage



AgentDirectNews.com

Online Display Ads
Premium Content
eBlasts

PRINT NEWSPAPER

10,000
Direct Mailed
To Realtors[®],
Brokers &
Sales Agents

Hillsborough
Pasco

VIRTUAL NEWSPAPER

10,000
eDelivered
To Realtors[®],
Brokers &
Sales Agents

Hillsborough
Pasco

PRINT DISPLAY AD RATES*

Months:	1x	3x	6x	12x
Full	1,950	1,850	1,700	1,550
1/2	1,400	1,275	1,150	1,050
Back Page	2,550	2,300	2,100	1,800
Page Two	2,300	2,000	1,850	1,700
Page Three	2,750	2,500	2,250	2,000

VIRTUAL DISPLAY AD RATES*

For Non-Print Clients

Months:	3x	6x	12x
Full	600	500	400
1/2	500	400	300

EBLAST RATES

Blasts:	1x	3x or More
	350	300

• Other Markets Available.

DEADLINE SCHEDULE

Print & Virtual ads due the **15th** of each month.

All eBlast materials due by 5pm two business days prior to the scheduled send date.

eCOMBO PACKAGES

FOR PRINT CLIENTS

ADD A VIRTUAL DISPLAY AD[†]:

Months:	3x	6x	12x
Full	500	400	300
1/2	400	300	200

FOR PRINT OR VIRTUAL CLIENTS[‡]

Add an eBlast and Online Banner Ad Combo to any Print or Virtual Ad for one low price.

One (1) eBlast
- AND -

One (1) Online Display Ad

FOR JUST \$450, SAVE UP TO \$350!

Compare with individual pricing.

ONLINE DISPLAY RATES (MONTHLY)

Ad Type	Size	Max Size	Rate
Leaderboard	728x90	30K Max Size	400
Skyscraper	120x600	14K Max Size	350
Banner	468x60	12K Max Size	250
Button	120x120	12K Max Size	75

PRINT & VIRTUAL AD SIZES

Ad Sizes	Width x Height (Inches)
Full Page, color	10" x 15.88"
1/2 Page, color	10" x 7.80"

• Guaranteed Position, add 20%.

* To receive a frequency discount, ads must run consecutively.

† To receive discounted virtual rates for print clients, virtual ad size must be the same as print ad size.

‡ Add-On Package must run the same duration as print or virtual ad buy.