

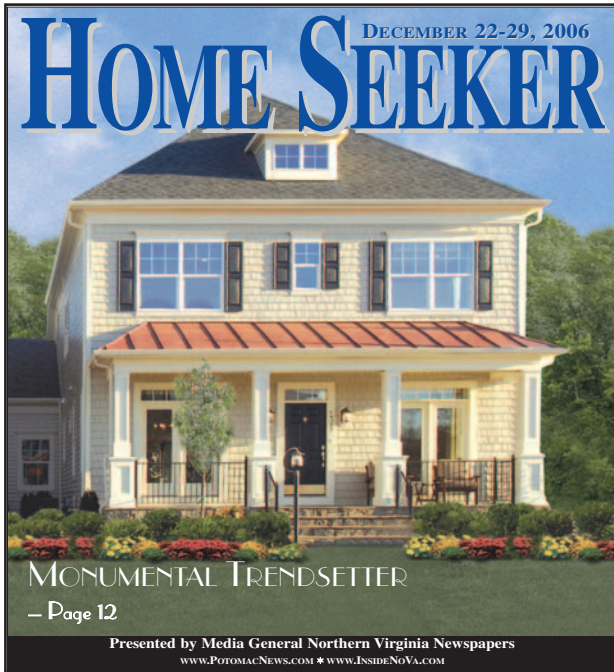
HOME SEEKER

The Region's Best Source for
Real Estate & Home Improvement Information



HOME SEEKER

See Home Seeker online at
www.potomacnews.com



- Tabloid Format (5 col. x 11.5")
- Over 30,000 Copies Distributed Weekly
- Feature Articles (*Home Improvement, Lawn & Garden, Trends, Home Decor.*)
- Community Profiles
- Mortgage Charts
- Local Real Estate Transactions
- Real Estate Classifieds

Home Seeker is distributed at selected Giant, and Real Estate Offices in: Fredericksburg, Manassas, Manassas Park, Prince William, Stafford, Fauquier, and Loudoun.



Discount applies to Potomac News, Manassas Journal Messenger, Culpeper Star Exponent, Stafford County Sun, Culpeper News, PW Pulse & Belvoir Eagle.

MULTI-PAPER PACKAGES

Two/Three Paper Discount . . . 10%	Five 25%
Four 15%	Six 35%
	Seven 50%

Applies to "open" or annual volume rate agreements only. Same ad must publish within six days to qualify for discount. Discount applies to space and color rates. "Combos" count as 'one' paper

Published Fridays in the
Potomac News/Manassas Journal Messenger
Home Seeker Rates (effective October 1, 2007):

Retail & Display Open Rate: \$22.06	Classified Display Open Rate: \$14.77
Retail Frequency Rates	Classified Display Frequency Rates
13 weeks \$18.59	13 weeks \$12.45
26 weeks \$17.72	26 weeks \$11.87
52 weeks \$15.82	52 weeks \$10.60
Retail Annual Volume Contract Rates	Classified Annual Volume Contract Rates
OPEN \$22.06	OPEN \$14.77
\$3,000 \$20.65	\$3,000 \$13.83
\$6,000 \$18.59	\$6,000 \$12.45
\$9,000 \$16.52	\$9,000 \$11.07
\$12,000 \$14.46	\$12,000 \$9.69
\$15,000 \$12.54	\$15,000 \$8.40
\$20,000 \$12.17	\$20,000 \$8.16
\$30,000 \$11.06	\$30,000 \$7.42
\$50,000 \$10.55	\$50,000 \$7.07
\$75,000 \$10.41	\$75,000 \$6.97
\$100,000 \$10.14	\$100,000 \$6.79
\$150,000 \$9.86	\$150,000 \$6.60
\$200,000 \$9.30	\$200,000 \$6.23
\$250,000 \$8.73	\$250,000 \$5.85
\$300,000 \$8.45	\$300,000 \$5.65
\$400,000 \$8.21	\$400,000 \$5.52
Back Page - 25% Premium	
Color Rates:	Color-By-The-Inch: Available for display ads between 6 to 30 column inches (based on availability)
Black + 1 ... \$211	1 color \$6.80
Black + 2 ... \$275	2 color \$11.33
Black + 3 ... \$345	3 color \$13.60
Front Page Feature	
Full Color Front Page Feature Photo	
\$500	with a Yearly Agreement
\$750	Open Rate
• Featured Home on Cover in Full Color	
• Acknowledgement on page 2/advertorial	
Bottom 5x1½ Front Page Full Color Ad \$250	
*Front cover and back page positions are available on a rotation basis.	

Potomac News • Manassas Journal Messenger

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