

## 2012 Rates/Marketing Platforms

Homes & Land Wine Country *Serving Sonoma, Napa, Solano, Marin, Mendocino & Lake Counties*



**Print ad**



**Website Hosting & Promotion**



**EZ Tours**



**Reprints for Farming**



**Online Listing Syndication**

### Print & Online Package

Ad Format	1 Issue (rate/issue)	6 Issue (rate/issue)	13 Issue (rate/issue)
2 full page spread	\$1,795	\$1,695	\$1,595
Full page	\$995	\$895	\$845
1/2 page	\$545	\$495	\$455
1/4 page	\$325	\$295	\$265
1/6 page	\$265	\$235	\$195
1/12 page	\$140	\$125	\$112
Back cover	\$1,595	\$1,495	\$1,375
Inside covers	\$1,295	\$1,195	\$1,075
Front Cover	\$1,395	\$1,350*	\$1,250*

\* Multiple issue rate for multiple covers not available. This rate requires a contract for a full page ad at above specified number of issues.

### Reprint Services

Ad Format	100 - 999 Copies	1,000 Copies	2,000 copies
Style A - 1-sided 8.5" x 11"	\$0.45 each	\$195	\$255
Style B - 2-sided mailer	\$0.75 each	\$265*	\$325*

\*\$65 for 1-time set up fee of custom backside. Postage & mailing extra.

### Online Extras

#### Luxury Online Partners

- DuPontREGISTRY.com
- NYtimes.com & IHT.com (International Herald Tribune)
- WSJ.com (Wall Street Journal)
- Top Featured Listing Placement on WSJ.com
- Top Featured Listing Placement on **HomesAndLand.com**
- Banner ad on **HomesAndLand.com**
- EZ Tours

#### Partner Value

- \$1,495 annually
- \$712 per month
- \$250 per listing / month
- \$150 per listing / month
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#### Cost

- included for listings \$700k+
- included for listings \$500k+
- included for listings \$500k+
- \$25 per listing / month
- \$25 per listing / month
- \$250 - \$400 / month
- Free



*Homes & Land is committed to helping you succeed by providing the best marketing solution for your dollar.*

**HomesAndLand.com/Benefits**

PRINT | ONLINE | MOBILE | DIRECT MAIL

707.578.3300 • **HLWC.BIZ** • [rick@synergymedia.biz](mailto:rick@synergymedia.biz)

Effective November 1, 2011



### Volume 27 Issue 12

Ad Copy & Photos Due: Nov 10, 2011  
Distribution: Dec 1 – Dec 28, 2011

### Volume 27 Issue 13

Ad Copy & Photos Due: Dec 8, 2011  
Distribution: Dec 28 – Jan 24, 2012

### Volume 28 Issue 1

Ad Copy & Photos Due: Jan 5, 2012  
Distribution: Jan 25 – Feb 21

### Volume 28 Issue 2

Ad Copy & Photos Due: Feb 2, 2012  
Distribution: Feb 22 – March 20

### Volume 28 Issue 3

Ad Copy & Photos Due: March 1, 2012  
Distribution: March 21 – April 17

### Volume 28 Issue 4

Ad Copy & Photos Due: March 29, 2012  
Distribution: April 18 – May 15

### Volume 28 Issue 5

Ad Copy & Photos Due: April 26, 2012  
Distribution: May 16 – June 12

### Volume 28 Issue 6

Ad Copy & Photos Due: May 24, 2012  
Distribution: June 13 – July 10

### Volume 28 Issue 7

Ad Copy & Photos Due: June 21, 2012  
Distribution: July 11 – August 7

### Volume 28 Issue 8

Ad Copy & Photos Due: July 19, 2012  
Distribution: August 8 – Sept 4

### Volume 28 Issue 9

Ad Copy & Photos Due: August 16, 2012  
Distribution: Sept 5 – Oct 2

### Volume 28 Issue 10

Ad Copy & Photos Due: Sept 13, 2012  
Distribution: Oct 30 – Nov 1

### Volume 28 Issue 11

Ad Copy & Photos Due: Oct 11, 2012  
Distribution: Oct 31 – Nov 27

### Volume 28 Issue 12

Ad Copy & Photos Due: Nov 8, 2012  
Distribution: Nov 28 – Dec 25

### Volume 28 Issue 13

Ad Copy & Photos Due: Dec 6, 2012  
Distribution: Dec 26 – Jan 22, 2013

### Homes & Land Wine Country

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**SYNERGYMEDIA.BIZ**

### November 2011

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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### December 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Volume 27, Issue 13

### January 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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### February 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Volume 27, Issue 2

### March 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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Volume 28, Issue 4

### April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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### May 2012

S	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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### June 2012

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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### July 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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### August 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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### September 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Volume 28, Issue 10

### October 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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### November 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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### December 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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