

MARKETING BUDGET - PRICE LIST

*Prices do not include shipping, taxes or applicable postage fees for printed items		
LOGOS	QUANTITY	COST
DESIGN/CREATION	5 concepts	\$500
FLYERS/BROCHURES		
	QUANTITY	COST *
DESIGN/CREATION		
Standard Flyers		\$0
Custom Flyers/Brochures	1 to 2 pages	\$1,000
	4 pages	\$1,500
PRINTING		
Professional Printing:		
2-sided	1000	\$1850*
2-sided	2000	\$1950*
2-sided	3000	\$2100*
2-sided	5000	\$2200*
4 page	1000	\$2450*
4 page	2000	\$2700*
4 page	3000	\$3100*
4 page	5000	\$3700*
Digital Printing:		
1-sided	500	\$450
1-sided	1000	\$650
1-sided	2000	\$900
1-sided	2500	\$1,100
2-sided	500	\$600
2-sided	1000	\$800
2-sided	2000	\$1,300
2-sided	2500	\$1,600
Lamination	600	\$600 (approx- cost varies w/ flyer quantity)
PROPERTY WEBSITE AND WEB HOSTING		
	QUANTITY	COST
Property website	1	\$1,500

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CUSTOM SPACE ADVERTISEMENTS		QUANTITY	COST
DESIGN/CREATION			\$500-750
			* For placement costs, see Advertising Rates section
ADVERTISING RATES: CONTACT MARKETING DEPT. FOR ADDT'L PUBLICATIONS			
NEW YORK TIMES - 2009		B/W	COLOR
3.75" w (2col) x 7" h (Tombstone)		\$5,768.00	N/A
4 1/4" (2col) w x 10.5" h		\$8,652.00	N/A
4 1/4" (2col) w x 14" h		\$11,536.00	N/A
5.7" (3col) w x 10.5" h 1/4 Page Vertical		\$12,978.00	\$22,416.00
5.7" (3col) w x 21" h 1/2 Page Vertical		\$25,956.00	\$40,540.00
11.55" w (6col) x 10.5" h 1/2 Page Horizontal		\$25,956.00	\$40,540.00
11.55" (6col) w x 21" h Full Page		\$51,912.00	\$57,352.00
CRAIN'S NY - 2009		B/W	COLOR
4" w (2col) x 7" h (Tombstone)		\$4,788.00	\$6,913.00
6" w (3col) x 6" h or (2col) X 9" 1/4 Page		\$6,156.00	\$8,281.00
6" w (3col) x 8" h 1/3 Page		\$8,208.00	\$11,833.00
6" w (3col) x 10" h		\$10,260.00	\$13,885.00
10 1/4" w (5col) x 7" h 1/2 Page		\$11,970.00	\$15,595.00
8 1/8" w (4col) x 10" h Junior Page		\$13,440.00	\$17,065.00
10 1/4" w (5col) x 14" h Full Page		\$20,860.00	\$24,485.00
REAL ESTATE WEEKLY - 2009		B/W	COLOR
1"-10" per inch		\$37/in	N/A
1"-10" per inch		\$37/in	N/A
5" w (3col) x 3.5" h 1/8 page		\$357.00	\$1,937.00
3.25" w (2col) x 5.25" h 1/8 page		\$357.00	\$1,937.00
5" w (3col) x 7" h 1/4 page (Tombstone)		\$630.00	\$2,210.00
6.75" w (4col) x 5.25" h 1/4 page (Tombstone)		\$630.00	\$2,210.00
3.25" w (2col) x 10.5" h 1/4 page (Tombstone)		\$630.00	\$2,210.00
6.75" w (4col) x 7" h 1/3 page		\$700.00	\$2,280.00
3.25" w (2col) x 14" h 1/3 page		\$700.00	\$2,280.00
5" w (3col) x 14" h 1/2 page		\$966.00	\$2,546.00
10.25" w (6col) x 7" h 1/2 page		\$966.00	\$2,546.00
6.75" w (4col) x 10.5" h 1/2 page		\$966.00	\$2,546.00
10.25" w (6col) x 14" h Full page		\$1,596.00	\$3,176.00
NEW YORK POST - effective until 6/09		B/W	COLOR
1/4 page (4 13/16 x 6 7/16)		\$3,413.55	\$4,608.45
1/2 page (4 13/16" x 12 1/2")		\$6,827.10	\$8,875.65
1/2 page (9 3/4" x 6 1/8")		\$6,827.10	\$8,875.65
Full page (9 3/4" x 12 1/2")		\$13,655.25	\$17,068.80
<u>New York Markets only: Property Market section</u>			
WALL STREET JOURNAL - 2009		B/W	COLOR
Tombstone: 10 x 2 column (National)		\$10,962.28	N/A
Tombstone: 5 x 2 column (National)		\$5,481.14	N/A
1/8 page: (4 13/16 x 6 7/16)		\$4,123.35	N/A
1/4 page		\$7,916.83	N/A
1/2 page		\$14,184.32	N/A
Full page		\$25,630.74	N/A

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Postcards / Static Eblasts / Invitations		QUANTITY	COST *
DESIGN/CREATION			\$625
PRINTING - 2-sided: 4 color/1 color			
6" X 9"	500		\$500*
6" X 9"	1000		\$800*
6" X 9"	1500		\$1000*
6" X 9"	2000		\$1200*
6" X 9"	3000		\$1450*
5" X 7"	500		\$450*
5" X 7"	1000		\$650*
5" X 7"	1500		\$750*
5" X 7"	2000		\$850*
5" X 7"	3000		\$1000*
Animated Eblast / Evite		QUANTITY	COST *
DESIGN/CREATION			\$750
SIGNAGE		QUANTITY	COST *
DESIGN/CREATION			\$0-\$400 (custom)
PRINTING			
3' x 4' paper sign	1		\$90
3' x 5' paper sign	1		\$120
5' x 6' paper sign	1		\$250
3' x 4' paper sign with encapsulation and grommets	1		\$190
3' x 5' paper sign with encapsulation and grommets	1		\$225
3' x 5' vinyl outdoor sign with grommets	1		\$185
3' x 12' vinyl outdoor sign with grommets	1		\$340
8' x 8' vinyl outdoor sign with grommets	1		\$500
3' x 2' sintra outdoor sign	1		\$200
4' x 3' sintra outdoor sign	1		\$325
INSTALLATION			varies per project
INVESTMENT MEMOS		QUANTITY	COST *
DESIGN/CREATION	1		\$2,500
Printing fees vary. Please contact the graphics dept for a price quote			

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PROFESSIONAL PHOTOGRAPHY		QUANTITY	COST
Exterior photography (per location)		1	\$400
Interior photography (per location)		1	\$500
1/2 day photography		1	\$1,000
Full day photography		1	\$1,600
Prints		1	\$30
VIDEOGRAPHY SERVICES		QUANTITY	COST
DESIGN/CREATION		1	* TBD per project
PROFESSIONAL SCANNING		QUANTITY	COST
Drum scans for photography		1	\$150
Large Format Scanning: 11 x 17		1	\$130
Large Format Scanning: 14 x 19		1	\$175
TOMBSTONE ADS		QUANTITY	COST
If the commission is \$250,000-\$499,999, one ad in either in the NYT or WSJ can come off the top of the deal.			
If the commission is \$500,000 or over, one ad in either NYT or WSJ will be corporate paid.			
Commission workflow number must be provided.			
DESIGN/CREATION			\$0
* For placement costs, see Advertising Rates section			
LUCITES		QUANTITY	COST *
If the commission is \$250,000-\$499,999, up to 5 lucites may be taken off the top of the deal.			
If the commission is \$500,000 or over, up to the cost of five lucites will be corporate paid.			
Any additional lucites must be paid for by the brokers.			
DESIGN/CREATION			\$0
Embedded Lucite: 4x7			
	Setup Fee: B/W	Flat rate	\$150
	Setup Fee: Color		\$75 + \$18 each addtl
	B/W or Color	5"x6.5"	\$55
		5"x8"	\$60
MAPS		QUANTITY	COST
CREATION			\$0
Individual marketing budgets can be created on a project by project basis.			
Please note: All prices are based on estimated amounts.			
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