

Pocono Property Showcase

www.ThePoconos.com/Homes

Pocono Property Showcase is a full color monthly Real Estate publication. PPS is inserted into the Pocono Record on the **THIRD SATURDAY OF EACH MONTH** (subject to change during months with five Saturdays)

DISTRIBUTION

PPS is distributed to various locations in Pennsylvania & New Jersey. Total distribution is over 25,000 copies.

2011 DEADLINES

PUBLICATION	DEADLINE
January 22	January 7
February 19	February 4
March 19	March 4
April 16	April 1
May 21	May 6
June 18	June 3
July 16	July 1
August 20	August 5
September 17	September 2
October 22	October 7
November 19	November 4
December 17	December 2

ADVERTISING RATES

FULL PAGE

1-4 Times Per Year	\$330
5-8 Times Per Year	\$295
9-12 Times Per Year	\$230

MULTIPLE FULL PAGES

1-4 Times Per Year	\$325
5-8 Times Per Year	\$265
9-12 Times Per Year	\$200

HALF PAGE

1-4 Times Per Year	\$210
5-8 Times Per Year	\$185
9-12 Times Per Year	\$155

QUARTER PAGE

1-4 Times Per Year	\$165
5-8 Times Per Year	\$130
9-12 Times Per Year	\$105

FRONT PAGE

(4) 2x3 Blocks	\$135
(based on availability)	

INSIDE COVERS

1-4 Times Per Year	\$410
5-8 Times Per Year	\$350
9-12 Times Per Year	\$310

BACK COVER

1-4 Times Per Year	\$625
5-8 Times Per Year	\$535
9-12 Times Per Year	\$450

Out of all consumers who shopped for a home or an apartment in the last 12 months, more trusted the Pocono Record than any other source.

32% higher than all local broker sites combined and 38% higher than realtor.com.

BASIC POWER PACKAGE

(2) 2x5 B&W classified ads
(your choice of dates)

(1) Full Color 2x5 in PPS

\$175

SUPER POWER PACKAGE

Same as Basic Power Package PLUS . . .

2 weeks

PREMIUM* Listing

\$225

*Premium listing includes the property spotlighted at the top of the page of **thepoconos.com/homes** when it meets any of the home buyers' criteria, also appears within pages of **poconorecord.com**, rotates with other listings along the side of the search page of **thepoconos.com/homes** and when the property is clicked on can showcase up to 16 photos of the property, plus includes an agent profile.

THIS IS A \$120 VALUE!