

Underscore with Underlines

- 5% surcharge over regular space charge
- Up to 50% of the ad may be underlined

Sno-Mill Creek New! \$429,950
3bdrm/2.5ba/2132asf. Loft & den.
555-555-5555

Emphasize with Italics

- 5% surcharge over regular space charge
- Up to 50% of the ad may contain italics

2006 XB - Certified!
#18992A..... Only \$13,690
Dark blue, 22" Alloy Wheels.
Lots of extras on this baby!
Toyota Dealer 888-888-8888

Dramatize with Bold

- Bold keyword is included at no additional charge
- 5% surcharge over regular space charge for bold text other than the keyword
- Up to 50% of the ad may contain bold text
- Excludes keyword

BOTHELL:
6bd 3ba split, 2 car gar..... \$2100
(206)555-5555/(206)555-5555

Accentuate with Frames

- Frames available in sizes between 1.5 and 4.0 points
- Ads with logos can only utilize the 1.5 point frame
- Frames may be used on ads 3 lines or longer
- No additional charge over regular space charge

2001 Forester - \$5417 \$5995
Great deal on this used wagon.
Black on black, CD, AWD.
Sandberg Volvo 555-555-5555

Spotlight with Screens

- Maximum screen available is 20%
- Screens available on all ads with at least a 1.5 point frame
- Screens cannot be used on ads that include logos
- Screens may be used on ads 3 lines or longer
- Additional charge of \$55.00 (noncommissionable) over regular space charge

Greenwood: Open 1-4
9008 Palatine Ave. N \$400,000
Hip, urban single family dwelling
with a detached work/live
studio and architectural landscape. Sarah 555-555-5555

Highlight with Fonts

- Choose from Gazette, **Gothic 13** and Helvetica.
- The type size must be at least 10 point
 - Up to 50% of the ad can be an enhancement font
 - Gothic 13 will carry the 5% bold surcharge
 - There is no surcharge for Gazette or Helvetica

ACCOUNT EXECUTIVE
Washington
NOW HIRING
Growing company seeking new
AE. Call 555/555-5555

Enhance with In-Column Photos or Logos

- Photo height is 10 lines
 - Only one photo or logo per ad
- Contact your account executive for more information. Photo not shown at actual size.

Customer Bail Out!
Lease a NEW '09 Legacy Sedan



JUST \$99/mo & \$2500 DOWN!
Call 888-888-8888
for this Manager's Special!