

**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!