

2006

# ratecard

CLASSIFIED ADVERTISING

**The Fresno Bee**  
Central California's Leading Newspaper

Number 69 Effective December 26, 2005

**CLASSIFIED RATE CARD**

**The Fresno Bee Classified Rate Card**

Effective December 26, 2005

The Fresno Bee is published seven mornings each week at 1626 E Street, Fresno, California 93786-0001.

Classified Call Center	(559) 442-4442
Classified Department	(559) 441-6126
Classifieds En Español	(559) 233-7777
Classified Faxes	
Automotive and Real Estate	(559) 441-6472
Contract Advertisers	(559) 441-6635
Obits and Legals	(559) 495-6825
Private Party	(559) 441-6045
Recruitment	(559) 441-6291
Toll Free	(800) 877-9886
E-Mail Address	classads@fresnobee.com

Member of the Audit Bureau of Circulations, Advertising Checking Bureau, Newspaper Association of America, NAA Classified Federation, WCAA and CCAE.

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS). Some item numbers not applicable to our rates have been eliminated.

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**Personnel**

Ray Steele, Jr.	Publisher/President
John Coakley	Vice President, Sales/Marketing
Della Hemphill	Classified Director
Jeanne Beebe, Call Center Manager	(559) 441-6124
Bill Cummings, Real Estate Manager	(559) 441-6112
Sherry Fitzpatrick, Recruitment Manager	(559) 441-6140
Christina Hall, Operations Manager	(559) 441-6105
Jackie Hunt, Automotive Manager	(559) 441-6216

**Representative**

Nationally represented by Newspapers First.

**Commission Rate**

Local Classified rates are non-commissionable. General Classified rates are commissionable at 15 percent to recognized advertising agencies. No cash discount is given.

**Local Open Rates (Non-Employment)**

For non-contract advertisers.

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$7.34	\$7.75	\$8.74
3-6 consecutive days	6.06	6.39	7.17
7-13 consecutive days	4.92	5.19	5.83
14+ consecutive days	4.31	4.56	5.20

**Yearly Contract Rates (Non-Employment)**

(Daily insertion required.)

**Mon-Wed**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$4.41	\$3.95	\$3.39
14 lines	4.20	3.73	3.21
28 lines	3.96	3.56	3.02
56 lines	3.71	3.35	2.87
112 lines	3.62	3.21	2.73
168 lines	3.45	3.01	2.57

**Thurs-Sat**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$4.65	\$4.19	\$3.59
14 lines	4.42	3.94	3.37
28 lines	4.18	3.76	3.22
56 lines	3.99	3.56	3.02
112 lines	3.83	3.37	2.90
168 lines	3.64	3.18	2.73

**Sunday**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$5.22	\$4.68	\$4.06
14 lines	4.94	4.49	3.86
28 lines	4.70	4.27	3.73
56 lines	4.54	4.04	3.53
112 lines	4.32	3.86	3.34
168 lines	4.14	3.71	3.25

**Three-month (Seasonal) Contract Rates**

Add 35 cents per line to above schedule.

**For Your Information (FYI) Rates**

Published in expanded typeface on wider SAU (6-column) format; three-line minimum.

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$10.07	\$10.63	\$11.98
3-9 consecutive days	9.27	9.83	11.04
10 consecutive days	8.53	9.01	10.14
30 consecutive days	7.72	8.17	9.25
3-month contract	6.93	7.33	8.29
1 year contract	6.22	6.58	7.48

**Monthly Bulk-Contract Rates\* (Non-Employment)**

**Mon-Wed**

	Consecutive Insertions		
	1-2	3-6	7 or more
420 lines or more	\$5.18	\$4.69	\$4.14
700 lines or more	4.70	4.22	3.70
1,400 lines or more	4.26	3.80	3.33
2,800 lines or more	4.05	3.66	3.23
5,600 lines or more	3.95	3.57	3.09
10,000 lines or more	3.73	3.41	2.94

**Thurs-Sat**

	Consecutive Insertions		
	1-2	3-6	7 or more
420 lines or more	\$5.48	\$4.95	\$4.36
700 lines or more	4.96	4.46	3.93
1,400 lines or more	4.51	4.01	3.53
2,800 lines or more	4.29	3.87	3.38
5,600 lines or more	4.17	3.77	3.28
10,000 lines or more	3.94	3.61	3.09

**Sunday**

	Consecutive Insertions		
	1-2	3-6	7 or more
420 lines or more	\$6.20	\$5.58	\$4.88
700 lines or more	5.58	4.98	4.45
1,400 lines or more	5.09	4.59	4.04
2,800 lines or more	4.88	4.35	3.83
5,600 lines or more	4.69	4.25	3.71
10,000 lines or more	4.43	4.01	3.55

\*Published within 30 days. (Larger contracts available upon request.)

**Entertainment Rates**

**Yearly Entertainment Contract Rates**

(Daily insertion required.)

**Mon-Wed**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$5.90	\$5.28	\$4.54
7 lines	5.77	5.15	4.39
14 lines	5.61	4.98	4.28
28 lines	5.30	4.77	4.04
56 lines	4.95	4.48	3.85

**Thurs-Sat**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$6.23	\$5.60	\$4.81
7 lines	6.07	5.43	4.64
14 lines	5.91	5.26	4.51
28 lines	5.56	5.03	4.29
56 lines	5.34	4.77	4.04

**Sunday**

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
3 lines	\$6.97	\$6.27	\$5.46
7 lines	6.80	6.15	5.30
14 lines	6.62	6.01	5.17
28 lines	6.29	5.72	4.98
56 lines	6.08	5.41	4.73

(Larger contracts available upon request.)

**Local Entertainment Open Rates**

For non-contract entertainment advertisers

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$12.82	\$13.46	\$15.01
3-6 consecutive days	10.59	11.11	12.30
7-13 consecutive days	8.59	9.02	10.01
14+ consecutive days	7.53	7.93	8.93

## Employment Rates

### Local Employment Open Rates

For non-contract employment advertisers.

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$10.88	\$11.41	\$12.71
3-6 consecutive days	8.65	9.07	10.05
7-9 consecutive days	7.00	7.31	8.15
10-13 consecutive days	6.25	6.53	7.23
14+ consecutive days	6.00	6.31	7.13

### Yearly Employment Contract Rates

(Daily insertion required.)

#### Mon-Wed

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
5 lines	\$4.82	\$4.31	\$3.70
7 lines	4.71	4.20	3.59
14 lines	4.58	4.06	3.49
28 lines	4.33	3.90	3.30
56 lines	4.04	3.66	3.14
112 lines	3.95	3.49	2.98
168 lines	3.75	3.29	2.82

#### Thurs-Sat

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
5 lines	\$5.08	\$4.57	\$3.93
7 lines	4.96	4.44	3.79
14 lines	4.83	4.30	3.68
28 lines	4.54	4.11	3.50
56 lines	4.36	3.90	3.30
112 lines	4.19	3.68	3.16
168 lines	3.98	3.47	2.98

#### Sunday

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
5 lines	\$5.69	\$5.11	\$4.46
7 lines	5.55	5.02	4.33
14 lines	5.40	4.90	4.22
28 lines	5.14	4.67	4.06
56 lines	4.97	4.41	3.86
112 lines	4.72	4.22	3.66
168 lines	4.50	4.04	3.56

### Three-month (Seasonal) Contract Rates

Add 35 cents per line to above schedule.

### Monthly Employment Bulk-Contract Rates\*

#### Mon-Wed

	Consecutive Insertions		
	1-2	3-6	7 or more
280 lines or more	\$6.31	\$5.72	\$5.01
420 lines or more	5.65	5.12	4.49
700 lines or more	5.14	4.62	4.02
1,400 lines or more	4.66	4.14	3.64
2,800 lines or more	4.41	3.99	3.52
5,600 lines or more	4.31	3.91	3.39
10,000 lines or more	4.06	3.73	3.21

### Monthly Employment Bulk-Contract Rates, cont.

#### Thurs-Sat

	Consecutive Insertions		
	1-2	3-6	7 or more
280 lines or more	\$6.69	\$6.06	\$5.32
420 lines or more	5.97	5.41	4.74
700 lines or more	5.42	4.87	4.27
1,400 lines or more	4.92	4.38	3.86
2,800 lines or more	4.68	4.22	3.69
5,600 lines or more	4.52	4.12	3.58
10,000 lines or more	4.30	3.94	3.39

#### Sunday

	Consecutive Insertions		
	1-2	3-6	7 or more
280 lines or more	\$7.68	\$6.93	\$6.05
420 lines or more	6.76	6.09	5.33
700 lines or more	6.10	5.44	4.86
1,400 lines or more	5.56	4.99	4.40
2,800 lines or more	5.33	4.72	4.19
5,600 lines or more	5.12	4.65	4.04
10,000 lines or more	4.84	4.38	3.88

\*Published within 30 days. (Larger contracts available upon request.)

### General & Commissionable Rates

For advertisers located outside of the six-county market and all recognized advertising agencies. Fully commissionable to recognized advertising agencies.

### Employment

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$13.25	\$13.84	\$15.48
3-6 consecutive days	10.52	10.98	12.20
7-9 consecutive days	8.53	8.91	9.87
10-13 consecutive days	7.58	7.93	8.87
14+ consecutive days	7.32	7.65	8.67

### Career Expo Job Fairs

Make the most of your time in your busy schedule by using this opportunity to meet many job candidates during a 4-hour timeframe. Attend all five this year:

- January 25 at Pardini's
- April 26 at Fresno Fairgrounds
- June 14th at TorNino's
- August 16th at Pardini's
- October 18th at University Piccadilly Inn (Medical/General)

### 50% Off Program

Run your ad two consecutive Sundays and receive the 2nd Sunday at 50% off. Pick up your Sunday ad into Wednesday Jobs and receive Wednesday's ad at 50% off. Both ads must be ordered at the same time and must be identical ads.

### Large Ad Program

Bring extra attention to your employment opportunity by running a large employment ad. We've created these special rates for larger ad sizes.

	Local	Commissionable
Full page ad	\$6,186	\$7,279
Half page ad	3,515	4,136
Quarter page ad	1,968	2,316

**6-Column Real Estate Rates**

Advertising appearing in the Saturday Today's Home or Sunday Real Estate section is based on SAU (6-column) format. Rates listed are per line, per day.

	Sat Only	Sun Only	Sat/Sun Combo per insertion
Open Rate	\$12.87	\$14.38	\$9.13

**Yearly Contract Rates**

(Daily Classified insertion required.)

	Sat Only	Sun Only	Sat/Sun Combo per insertion
3 lines	\$7.75	\$8.83	\$5.51
14 lines	7.41	8.36	5.25
28 lines	6.98	7.98	4.99
56 lines	6.66	7.65	4.75
112 lines	6.38	7.30	4.54
168 lines	6.08	6.97	4.32

**Three-month (Seasonal) Contract Rates**

Add 35 cents per line to above schedule.

**Monthly Bulk-Contract Rates\***

	Sat Only	Sun Only	Sat/Sun Combo per insertion
420 lines or more	\$9.20	\$10.41	\$6.40
700 lines or more	8.27	9.42	5.77
1,400 lines or more	7.45	8.53	5.23
2,800 lines or more	7.16	8.18	5.01
5,600 lines or more	6.96	7.94	4.85
10,000 lines or more	6.58	7.52	4.58

\*Published within 30 days. (Larger contracts available upon request.)

**Open House Directory**

	Sat Only	Sun Only	Sat/Sun Combo per insertion
Open Rate	\$6.77	\$8.11	\$5.42

**Real Estate Annual Spending Plans**

The Fresno Bee's Real Estate Section, our online product FresnoBee.com, our expanded South Valley New Homes section, map pages, Featured Home of the Week, New Home magazine, custom publishing, direct mail and research departments, all combine to deliver the best advertising value available in the Central California marketplace. As your full-service media partner, we are pleased to offer media analysis, geographic targeting, psychographic and geographic data. With our annual spending plans, all of the business between The Fresno Bee, Vida en el Valle, The Clovis Independent, FresnoBee.com, Real Estate Showcase, custom publishing & direct mail, all count towards your spending plan.

**The Fresno Bee Real Estate Sections**

The Saturday/Sunday combination buy in The Fresno Bee delivers our Saturday Today's Home and Sunday Real Estate. Your public relations stories and photographs can be published as presented in our Saturday section. Working in alliance with the local BIA (Building Industry Association), this section is the most popular among local and national builders alike. Your advertising, in any position, delivers your message to more people most likely to purchase a home in our market. With your weekly buy, you'll penetrate the entire region, delivering a 53% reach each week.

**Annual Spending Plans**

Full Run Fresno Bee - Open Rate	B&W	Full Color
Quarter Page, Saturday & Sunday	\$4,722	\$8,699
Quarter Page, Monday - Saturday	3,258	6,003
Quarter Page, Sunday	3,910	7,203
Half Page, Saturday & Sunday	9,007	12,984
Half Page, Monday - Saturday	6,215	8,959
Half Page, Sunday	7,458	10,751
Full Page, Saturday & Sunday	15,251	19,860
Full Page, Monday - Saturday	10,281	12,559
Full Page, Sunday	12,337	14,797

Full Run Fresno Bee - \$100,000 Level	B&W	Full Color
Quarter Page, Saturday & Sunday	\$4,293	\$5,563
Quarter Page, Monday - Saturday	2,962	3,838
Quarter Page, Sunday	3,555	4,606
Half Page, Saturday & Sunday	8,189	9,459
Half Page, Monday - Saturday	5,650	6,527
Half Page, Sunday	6,780	7,832
Full Page, Saturday & Sunday	13,865	15,135
Full Page, Monday - Saturday	9,347	10,407
Full Page, Sunday	11,216	12,276

Full Run Fresno Bee - \$250,000 Level	B&W	Full Color
Quarter Page, Saturday & Sunday	\$3,485	\$4,755
Quarter Page, Monday - Saturday	2,405	3,281
Quarter Page, Sunday	2,886	3,937
Half Page, Saturday & Sunday	4,600	5,870
Half Page, Monday - Saturday	3,174	4,050
Half Page, Sunday	3,809	4,860
Full Page, Saturday & Sunday	8,370	9,640
Full Page, Monday - Saturday	5,400	6,460
Full Page, Sunday	6,480	7,540

Spending plans also available at \$150,000; \$175,000; \$200,000; \$275,000; \$300,000; \$350,000; and higher. Ask your real estate sales representative for details.

**Agent Image Programs**

**Weekly Home Sales (Saturday and Sunday)**

2x2 ad (6-column format) \$175 per weekend

**Get to Know Your Realtor (every Sunday)**

2x2 ad (10-column format) square, sold in 2x2 increments

Open Rate	\$92.75
6-Week Commitment	87.25
12-Week Commitment	81.75
24-Week Commitment	76.25

**Featured Home of the Week**

Enhance your sales with our Featured Home of the Week. Published in our Real Estate section, this full color feature appears with your logo, featured model or floorplan, and a short write-up. Agencies supply this camera-ready from our template.

<b>Full Run Fresno Bee – Open Rate</b>	<b>Full Color</b>
Saturday, Full Color (4 x 6) Format	\$1,655
Sunday, Full Color (4 x 6) Format	2,236

<b>Full Run Fresno Bee – Annual Spending Plan Levels</b>	<b>Full Color</b>
Saturday, Full Color (4 x 6) Format	\$872
Sunday, Full Color (4 x 6) Format	1,046

**Fresno Bee Map Page (Print & Online)**

Our builder's map page combines the power of print and the reach of the Internet to drive traffic to your website and visitors to your models. Interactive online with driving directions, pop-ups with floor plans and links to your website. A "must buy" for each weekend.

<b>Full Run Fresno Bee</b>	
<b>Open Rate</b>	<b>Saturday/Sunday</b>
13 Times Fresno Bee - Sat & Sun (2x3.5)	\$940
26 Times Fresno Bee - Sat & Sun (2x3.5)	854
52 Times Fresno Bee - Sat & Sun (2x3.5)	712

<b>Full Run Fresno Bee</b>	
<b>Annual Spending Plan Levels</b>	<b>Saturday/Sunday</b>
First Ad Fresno Bee - Sat & Sun (2x3.5)	\$365
Second Ad Fresno Bee - Sat & Sun (2x3.5)	345
Third Ad Fresno Bee - Sat & Sun (2 x 3.5)	325
Fourth Ad Fresno Bee - Sat & Sun (2 x 3.5)	305
Fifth Ad Fresno Bee - Sat & Sun (2 x 3.5)	285

**New Home Magazine**

**New Home** is the largest circulation new home magazine for Central California, delivering to over 120,000 households and over 6,300 newsstands. It is your opportunity to tell your story to the buying public. Includes mapped position, online exposure and additional model center copies. Publishes in February, June & September.

**Select Editions – Subscribers & Stands**

	1 Edition	Per Edition 2 Editions	3 Editions
<b>First Spread</b> (2 full pages, full color)	\$3,600	\$3,400	\$3,200
<b>Second Spread</b> (2 full pages, full color)	3,400	3,200	3,000
<b>Inside Covers</b> (Front or Back, 2 full pages, full color)	3,800	3,600	3,400
<b>Back Cover</b>	4,200	4,000	3,800

**Real Estate**

Homes, General .....	2010
Open House .....	2030
Homes, N.W. ....	2050
Homes, N.E. ....	2070
Homes, S.W. ....	2090
Homes, S.E. ....	2110
Homes, Coalinga .....	2125
Homes, Clovis .....	2130
Homes, Hanford/Lemoore .....	2140
Homes, Kerman	
San Joaquin/Tranquillity .....	2145
Homes, Madera/Chowchilla .....	2155
Homes, Mendota/Firebaugh .....	2158
Homes, Reedley/Dinuba .....	2160
Homes, Riverdale/Caruthers .....	2165
Homes, Sanger .....	2170
Homes, Selma/Kingsburg .....	2173
Homes, South Valley .....	2175
Homes, Visalia/Tulare .....	2180
Home Builders .....	2190
Condos .....	2210
Manufactured Housing .....	2230
Suburban Real Estate .....	2250
Lots, Subdivision Property .....	2270
Ranches, Land .....	2290
Foothill Property .....	2310
Mountain & Lake Property .....	2330
Coast Property .....	2350
Out-of-Town Property .....	2370
Commercial, Industrial	
Property .....	2390
Income, Investment	
Property .....	2410
Buildings to be Moved .....	2430
Real Estate Exchange .....	2450
Real Estate Services .....	2470
Real Estate Wanted .....	2490
Real Estate Loans, Insurance .....	2510

**Open House Directory**

Northwest .....	2900
Southwest .....	2910
Northeast .....	2920
Clovis .....	2930
Coalinga/Avenal .....	2933
Hanford/Lemoore .....	2937
Southeast .....	2940
Kerman/San Joaquin/Tranquillity .....	2945
Madera/Chowchilla .....	2950
Mendota/Firebaugh .....	2953
Reedley/Dinuba .....	2955
Riverdale/Caruthers .....	2957
Sanger .....	2959
Selma/Kingsburg .....	2960
Commutes .....	2970
Visalia/Tulare .....	2980
Foothills .....	2990
Mountains .....	2995

**Open House Directory deadline is Thursday at noon for the following weekend.**

**Rental Rates**

**Open Rates**

(For non-contract advertisers)

	Consecutive Insertions			
	1-2	3-6	7-13	14+
<b>Mon-Sat</b>				
Per line, per day	\$6.99	5.96	4.76	4.22
<b>Sunday</b>				
Per line, per day	\$8.06	6.87	5.54	4.87

**Rental Yearly Contract Rates**

(Daily insertion required.)

Minimum lines per day	Consecutive Insertions		
	1-2	3-6	7 or more
<b>Mon-Sat</b>			
3 lines	\$4.24	\$3.81	\$3.30
14 lines	4.03	3.59	3.10
28 lines	3.80	3.43	2.94
56 lines	3.56	3.25	2.78
112 lines	3.48	3.09	2.66
168 lines	3.31	2.91	2.51
<b>Sunday</b>			
3 lines	\$5.01	\$4.51	\$3.98
14 lines	4.75	4.34	3.75
28 lines	4.52	4.13	3.61
56 lines	4.39	3.90	3.42
112 lines	4.18	3.74	3.26
168 lines	3.98	3.58	3.15

**Three-month (Seasonal) Contract Rates**

Add 35 cents per line to above schedule.

**Monthly Rental Bulk-Contract Rates\***

	Consecutive Insertions		
	1-2	3-6	7 or more
<b>Mon-Sat</b>			
420 lines or more	\$5.07	\$4.61	\$4.08
700 lines or more	4.59	4.16	3.66
1,400 lines or more	4.17	3.73	3.30
2,800 lines or more	3.97	3.61	3.18
5,600 lines or more	3.86	3.50	3.07
10,000 lines or more	3.65	3.37	2.90
<b>Sunday</b>			
420 lines or more	\$6.07	\$5.49	\$4.81
700 lines or more	5.47	4.90	4.41
1,400 lines or more	4.99	4.51	4.00
2,800 lines or more	4.77	4.27	3.78
5,600 lines or more	4.59	4.18	3.67
10,000 lines or more	4.34	3.94	3.49

\*Published within 30 days. (Larger contracts available upon request.)

**Obituary Notice Rates**

For complete information contact your Fresno Bee representative or call (559) 441-6228.

**Legal Notice Rates**

The Fresno Bee has been adjudicated a newspaper of general circulation by the Superior Court of the County of Fresno, State of California. For complete legal notice rates, contact your Fresno Bee representative or phone (559) 441-6115.

**Celebrations Rates**

For complete information contact your Fresno Bee representative or call (559) 441-6268.

**Special Section Rates**

Rates are per line, per day.

	6 col.	10 col.
Mon - Wed	\$5.42	\$3.26
Thurs - Sat	6.14	3.69
Sunday	7.10	4.26

**General & Commissionable Rates (Non-Employment)**

For advertisers located outside of the six-county market and all recognized advertising agencies. Fully commissionable to recognized advertising agencies.

**Open Rates**

	Mon - Wed per line, per day	Thurs - Sat per line, per day	Sunday per line, per day
1-2 consecutive days	\$9.71	\$10.28	\$11.61
3-6 consecutive days	8.09	8.54	9.59
7-13 consecutive days	6.57	6.90	7.83
14+ consecutive days	5.82	6.14	7.02
420 lines within 30 days	7.10	7.48	8.44
700 lines within 30 days	6.44	6.79	7.59
1,400 lines within 30 days	5.83	6.14	6.93
2,800 lines within 30 days	5.52	5.83	6.64
5,600 lines within 30 days	5.36	5.69	6.40

**Vida en el Valle Rates**

Vida en el Valle pick-up rate \$1.65 per line

In-column and display advertising is picked up and inserted into approximately 73,450 copies of Vida en el Valle, which is delivered during the week following and are placed in free stands.

A Vida en el Valle-only insertion bills at 50 percent of the applicable rate for full-run Fresno Bee Classified advertising.

Linage in Vida en el Valle does not count toward fulfillment of any contract agreement.

**Preprint Rates**

Contact your Fresno Bee representative or phone (559) 441-6126.

**The Fresno Bee 2006 Fiscal Calendar**

Period 1	December 26, 2005 – January 29, 2006
Period 2	January 30, 2006 – February 26, 2006
Period 3	February 27, 2006 – March 26, 2006
Period 4	March 27, 2006 – April 30, 2006
Period 5	May 1, 2006 – May 28, 2006
Period 6	May 29, 2006 – June 25, 2006
Period 7	June 26, 2006 – July 30, 2006
Period 8	July 31, 2006 – August 27, 2006
Period 9	August 28, 2006 – September 24, 2006
Period 10	September 25, 2006 – October 29, 2006
Period 11	October 30, 2006 – November 26, 2006
Period 12	November 27, 2006 – December 31, 2006

### Color Rates

All color rates are per ad or page, and are in addition to space purchased. Double-truck counts as two pages.

#### Up to 75"

	Mon-Wed	Thurs-Sat	Sunday
Black Plus			
1 Color	\$719	\$939	\$1024
Full Color	1738	2055	2189

#### 75" to 210"

	Mon-Wed	Thurs-Sat	Sunday
Black Plus			
1 Color	\$1080	\$1267	\$1370
Full Color	2010	2364	2553

Custom spot colors are available at an additional charge.

No additional charges for color negatives. Additional charges for full-color separations if required. Repeat-ad discounts also apply to color rates. All color requests are subject to press capacity and color position availability. All color should be ordered at least 10 days in advance.

### Color Frequency Discounts

Multiple-color ads on same page count as one ad. Double-truck counts as two ads.

# Color Ads Per Year	Discount	# Color Ads Per Year	Discount
6	5%	48	20%
12	10%	96	25%
24	15%	97+	30%

### Special Services

Creative Services Dept. layout and art assistance:

Layout and design services are available to Advertiser, at no additional charge, for ads that will publish in The Fresno Bee. Art and illustrations from syndicated clip services will be furnished to Advertiser at no additional charge.

Original art services for Advertiser's art include: Outlining photos, retouching, hand-lettering, illustration, logo design and necessary art for overlays or screening. When art services are required, allow 72 hours earlier than ad copy deadline. Art services are charged at \$55/hour with a minimum charge of \$15.

The Advertising Research Department of The Fresno Bee can provide the latest and most detailed information available on the Fresno market area. The Bee can provide you with valuable insight on local consumer shopping and media habits through an annual syndicated market study conducted by Scarborough Research Corporation of New York. Call (559) 441-6229 to request information.

### Box (Number) Charges

Advertisers requesting Bee Box numbers will be charged \$85 each advertising order for 30 days' service. Replies to a Bee Box number may be picked up or we will mail replies on request. Please allow three lines for box number address in your advertisement.

Box numbers are assigned to each advertisement on a 30-day basis only, regardless of length of order, so that there is ample time to receive all replies.

If the same advertisement is ordered for more than 30 consecutive days, the box will be charged every 30 days.

### The Fresno Bee Digital Ad Delivery

Phone (559) 441-6433 Fax (559) 441-6203

The Fresno Bee is currently receiving ads in the following methods:

#### As a digital file on CD or ZIP disk.

Macintosh applications which includes all fonts and links. Applications that we support are: Adobe® InDesign CS, Adobe® PhotoShop CS, Adobe® Illustrator CS, Quark® Xpress 4.11 and Adobe® Acrobat PDF files.

#### Electronic File Upload to Fresno Bee AdDesk:

[addesk.fresnobee.com](http://addesk.fresnobee.com)

or E-mail: [beeads@fresnobee.com](mailto:beeads@fresnobee.com)

Preferred in PDF format. Will accept compressed files which include fonts and links. File compression software we support are Stuffit 5.0 and MacZip.

#### Fresno Bee FTP site

Need FTP software to address site.

hostname: [ftp.fresnobee.com](ftp://ftp.fresnobee.com)

username: beeads password: beeads

Sender needs to notify us that ad is on site via e-mail:

[beeads@fresnobee.com](mailto:beeads@fresnobee.com)

#### AP ADSEND

Fresno Bee Site Code is CAFRE

[www.ad-express.com](http://www.ad-express.com)

[adtransit.com](http://adtransit.com)

[fastchannel.com](http://fastchannel.com)

#### FTP Site Retrieval

## Special Products

### Auto Buys –

#### Friday, Saturday & Sunday Automotive

A colorful standard-size weekly section combining 10-column display and liner ads with automotive features and news. Auto Buys is the market's dominant automotive marketing medium.

#### Saturday Today's Home and Sunday Real Estate

Standard-size sections in an easy-to-read 6-column news format packed with timely real estate news and filled with advertisements of the market's choice real estate offerings.

#### Hot Off The Press

A special grouping of first-day ads published every day in ROP.

#### In-column Logos

Advertising logos and other art are available to in-column advertisers. Minimum size for an ad including Advertiser's logo is 21 lines. Contact your Fresno Bee representative for details.

#### In-column Photos

Photos of items for sale or rent can be published with in-column advertisements. Cost is the applicable rate for space occupied by photo in addition to cost of copy space.

#### Recruitment Classified Online Listing

Request your recruitment print ad to run online for 7 days on Central Valley JobQuest. There are over 600,000 average page views per month on Central Valley JobQuest. Make sure your recruitment ad is on these highly viewed web pages!

#### Top Jobs

Reach thousands of passive job seekers by posting your employment ad throughout the pages of FresnoBee.com. Top Jobs displays recruitment messages on the right hand side of news and story pages, giving them exposure to an audience that may not be actively searching for a job. By combining your Classified ad with the power of Top Jobs you'll reach both the active and passive job seeker.

#### Contract and Copy Regulations

1. All printing material should accompany copy. Advertiser to furnish the basic element of the ad in a form usable by Publisher. Must be camera-ready art, ready for paste-up. Camera-ready art is any clean, sharp, black-and-white proof, photo (screened velox) or line art of the exact size that will be used in the ad. Copy machine and facsimile copies are not acceptable art.
2. Photos, drawings, clips or art that require reversing, outlining, screening, enlargement or reduction are not considered camera-ready art.
3. Special color inks must be ordered at least 10 days before the run date. An ink formula must accompany the layout of all color advertisements.
4. Advertiser is solely responsible for the accuracy and clarity of copy and layout submitted. Publisher, in turn, accepts responsibility for reproducing copy as submitted.

5. Corrections should be clearly marked on proofs and returned to The Bee by the following deadlines. For messenger pick-up, Advertiser should phone (559) 441-6200 by noon for same-day pick-up.

6. Publisher will not accept responsibility for errors in advertisements published if they have not been clearly indicated on proof returned by the deadline day and hour.

#### Deadlines

A deadline is the day and hour when COMPLETE copy and printing materials are to be at The Fresno Bee. Observance of deadlines will ensure best service.

#### Classified Display Deadlines

Publication Day	Space Reservations and Copy Requiring Proofs*	Camera-ready Velox** or Proof Corrections Due
Monday	Thursday 5 pm	Friday 2 pm
Tuesday	Thursday 5 pm	Monday 10 am
Wednesday	Friday 5 pm	Tuesday 10 am
Thursday	Monday 5 pm	Wednesday 10 am
Friday	Tuesday 5 pm	Thursday 10 am
Saturday	Wednesday 5 pm	Friday 10 am
Sunday	Wednesday 5 pm	Friday 10 am

Double-truck or heavy composition	24 hours advance
Creative (layout only)	24 hours advance
Creative (original art services)	72 hours advance
Holidays	24 hours advance

\*Publisher to produce Advertiser's ad. All ad copy, photographs, art and logo to be submitted by Advertiser to The Bee.

\*\*Completed camera-ready ad velox built to the mechanical size specifications of Publisher and submitted by Advertiser.

#### In-column Classified Copy Deadlines

Tuesday through Saturday publication - 3 pm the day prior to publication.  
Sunday publication - 5 pm Friday.  
Monday publication - 6 pm Friday.

#### For Your Information (FYI) Deadlines

Tuesday through Saturday publication - 4:30 pm the day prior to publication.  
Sunday publication - 4:30 pm Thursday.  
Monday publication - 6 pm Friday.

#### In-Column Photos Deadlines

Same as Classified Display deadlines above.

#### Color Deadlines

1 color	24 hours advance
2 colors	48 hours advance
3 colors	72 hours advance

#### Cancellations

Advertising set and cancelled before deadline will be charged \$10 per inch for typesetting. Advertising cancelled after deadline will be charged for 50 percent of reserved space.

## Mechanical Specifications

Flexographic Press. 85-line screen, 10 percent high-light/85 percent shadow tone.

### Four-color Separation - Dot % Table

Process Color	Highlight	Midtone	Shadow
	Dot %	Dot %	Dot %
Cyan	3%	22%	65%
Magenta	1%	17%	55%
Yellow	0%	11%	51%
Black	0%	0%	36%

Classified ads are measured on the basis of 14 agate lines to the column inch. (Ads are billed by count lines.) Minimum Classified display ad size is four column inches (56 lines).

Ads must be as many inches in depth as number of columns in width, except banner ads which must run full-page width and five inches or more in depth. Banner ads will be placed at the bottom of the page only.

Reverses are permitted in Classified display ads, but a minimum type size/font may be no less than 10-point.

Upside down and sideways advertisements and vertical copy are not acceptable in the Classified section.

The full-run Classified section and the Vida en el Valle Classified section are produced in Classified 10-column format.

Saturday Today's Home, Sunday Real Estate, For Your Information (FYI), Obituary Notices, Celebrations and other special sections containing news and/or feature material are produced in the wider SAU 6-column format.

### Make-up Width for Classified Page Format

Columns	Inches	Double-truck Columns	Inches
1	1-1/8"	11	13-5/16"
2	2-7/32"	12	14-15/32"
3	3-3/8"	13	15-5/8"
4	4-17/32"	14	16-13/16"
5	5-11/16"	15	17-61/64"
6	6-27/32"	16	19-3/32"
7	8-1/32"	17	20-1/4"
8	9-5/32"	18	21-13/32"
9	10-5/16"	19	22-19/32"
10	11-1/2"	20	23-3/4"

### Make-up Width for SAU Page Format

Columns	Inches	Double-truck Columns	Inches
1	1-13/16"	7	14-1/8"
2	3-3/4"	8	16"
3	5-11/16"	9	17-15/16"
4	7-5/8"	10	19-7/8"
5	9-9/16"	11	21-13/16"
6	11-1/2"	12	23-3/4"

Double-truck sizes allow for 3/4" gutter.

### Make-up Depth for Standard Pages

Full-column depth is 294 lines. Full-page depth is 21 inches. Ad depth exceeding 18 inches will be billed at full depth.

### Make-up Width for Tabloid Pages

Columns	Inches	Double-truck Columns	Inches
1	1-13/16"	6	13-1/5"
2	3-3/4"	7	15-1/8"
3	5-11/16"	8	17-1/16"
4	7-5/8"	9	19"
5	9-9/16"	10	21"

Seven- through nine-column double trucks must run flush right or flush left. Sizes allow for 1-13/16 inch gutter.

### Make-up Depth for Tabloid Pages

Full-column depth is 11.5 inches. Ad depth exceeding 9.5 inches will be billed at full depth.

### Billing Measurements

Minimum depth is one inch on standard and tabloid pages. Ad depth exceeding 18 inches on a standard page must run full depth of 21 inches. Ad depth exceeding 9.5 inches on a tabloid page must run full depth of 11.5 inches.

The gutter (one-half column) will be charged for any double-truck, regardless of width, that is less than full page in depth. The gutter will not be charged for double-trucks full page in depth that are 10 or more columns in width. Minimum size double-truck is eight columns by 18 inches.

### Classified Advertising Type Sizes\*

Type Size and Equivalent Lines	1 Column	Approximate Space Per Line
<b>Agate Lower Case = 1 line</b>	bee classified results bee	24
<b>Agate Upper Case = 1 line</b>	BEE CLASSIFIED RESUL	18
<b>10 Point Lower Case = 2 lines</b>	bee classified results bee clas	29
<b>10 Point Upper Case = 2 lines</b>	BEE CLASSIFIED RESULTS	20
<b>14 Point Lower Case = 3 lines</b>	bee classified results bee	24
<b>14 Point Upper Case = 3 lines</b>	BEE CLASSIFIED RESUL	18
<b>18 Point Lower Case = 4 lines</b>	bee classified results be	23
<b>18 Point Upper Case = 4 lines</b>	BEE CLASSIFIED RES	16
<b>24 Point Lower Case = 5 lines</b>	bee classified res	16
<b>24 Point Upper Case = 5 lines</b>	BEE CLASSIFIED	12
<b>30 Point Lower Case = 6 lines</b>	bee classified	12
<b>30 Point Upper Case = 6 lines</b>	BEE CLASSIF	9
<b>36 Point Lower Case = 7 lines</b>	bee classifie	11
<b>36 Point Upper Case = 7 lines</b>	BEE CLASSI	8

\*Larger point sizes available.

## Terms & Conditions

**Advertising Errors** Advertising should be checked for errors by the Advertiser on the first day of publication. Credit for Publisher's errors in advertisements will be allowed for the first insertion only. No typographical mistakes will be considered for adjustment if any part of Advertisement was received after deadline as specified in the Rate Card. No credit is made for errors that do not materially affect the value of the advertisement. Publisher will not be responsible for errors due to incorrect material supplied to it. When an ad is properly classified, no credit will be given because of position. For print display advertisements, no guarantee can be made that advertisements will appear under requested classification. Publisher shall make commercially reasonable efforts to position print advertisements as close to the requested classification as possible. On written request, the Publisher will reschedule and run the omitted print advertisement, at Advertiser's cost, for a period of time equal to the time that the print advertisement was omitted.

All claims for adjustment must be made no later than 90 days from date upon which said error occurred. In no case shall publisher be liable for any general or consequential damages.

**Errors in Other Products and Services** Publisher shall not be liable for any error in product production or services aside from corrections marked by the Advertiser on a requested proof. Should ordered product quality become an issue, the Publisher will make commercially reasonable efforts with Advertiser and/or the third party product provider to resolve said issue satisfactorily, but no guarantee is expressed or implied.

**Publisher's Right to Reject/Cancel** Publisher reserves the right to edit, classify, reject or cancel any portion or all Advertising as determined in Publisher's sole discretion. Any advertising language that does not comply with Federal, State or local laws, including, without limitation, those regarding the prohibition of discrimination in employment, housing and public accommodation will be rejected.

**Internet/Online Advertising** The Fresno Bee will accept advertisements containing Internet addresses, assuming the primary content of the ad directly promotes the advertiser's goods or services, with no more than 10% of display ads or 20% of line ads devoted to the Internet address or site. Furthermore, the address must be for the advertiser's own site. Neither the ad nor the website published may promote a multi-client (aggregated) site. These ads may be billed at the advertiser's regular rate, and they may be ordered to run ROP and/or under specific classified headings. All Classified recruitment ads that include an Internet address must also include a phone number and/or an address as the second point of contact.

Ads promoting a World Wide Web site (URL address) as the primary or stand-alone ad message will be accepted at the general or e-commerce rate. If the advertised website is an aggregated site, or links to an aggregated site(s), the e-commerce rate is applied. These ads may be ordered to run ROP, in Internet directories or feature pages. They may not run in Classified sections, including the Automotive, Real Estate and Recruitment sections. Volume discounts are not available.

**Shared Mail Services** All shared mail services, Bee Values are weight-based rates and subject to postal rate increases.

**Media** The parties hereby agree that Publisher may publish, preserve, record and distribute Advertiser's advertising in The Fresno Bee newspaper, in any format or media now existing or hereafter invented in which the newspaper is published, preserved, recorded or distributed.

**Artwork** Publisher shall not be liable for lost or damaged artwork or other materials submitted to it.

**Assignment** Advertiser shall not assign any of its rights, duties or obligations under the Contract without the express written permission of Publisher. Advertiser shall not resell any advertising purchased under this Contract. If any online advertising includes space for an Advertising link, such link shall only connect to the Advertiser's website and shall not be sold, given or transferred in whole or part to any other person, firm or corporation without advance, written permission from Publisher.

**Cancellation Charges (Non-Advertising)** If Advertiser cancels any products or services (other than advertising) after any of the production, printing or shipping has occurred, Advertiser hereby agrees to pay any and all expenses incurred by Publisher prior to date of cancellation.

**Confidentiality** Both parties agree not to disclose the terms of the Contract, including but not limited to the rates offered hereunder, to any third party without the prior written consent of the other party, such consent to be granted in each party's sole reasonable discretion.

**Payment Delinquency and Collection** To receive the rates stated in the Rate Card referenced on the front page of the Contract, Advertiser's expenditures with Publisher must meet or exceed the Annual Investment Level, based upon the rates set forth in the applicable Rate Card. If any undisputed payment due Publisher is delinquent by more than thirty (30) days or in the event of any material breach of any of the terms and conditions herein, Publisher in addition to its other rights hereunder, may terminate the contract for cause. Delinquent accounts, in addition to Publisher's other remedies, may be subject to withholding of any other advertising or products or services until Advertiser's accounts are paid in full. In the event it becomes necessary for Publisher or its assignee to threaten or institute proceedings against Advertiser for collection of amounts unpaid under the terms of the Contract, Advertiser agrees to pay all costs of collection, including reasonable attorney's, collection agency and/or court costs and fees.

**Failure to Make Progress** If in Publisher's sole reasonable discretion, Advertiser's Net Billings do not equal or exceed the quarterly prorated amount of the Annual Investment Level, Publisher may request Advertiser provide written assurances of fulfillment of its Annual Investment Level. Advertiser shall provide such detailed, written assurances to Publisher within 15 calendar days of receipt of the request. If in Publisher's sole reasonable discretion, Advertiser fails to provide adequate and reasonable assurances, Publisher may terminate the Contract for cause.

**Taxes** In the event any tax is imposed on the products or services provided by Publisher, the Advertiser specifically agrees that such tax or taxes shall be added to the rates set forth on the then current Rate Cards or proposal.

**Pass Through Expenditures** Pass Through Expenditures are those expenses billed to the customer for which The Fresno Bee does not intend to generate a profit, including without limitation, taxes, postage and agency commissions.

**Termination** Either party may terminate the Contract without cause in writing upon thirty (30) days advance written notice to the other party. Either party may terminate the Contract for cause if a party breaches any of its material obligations under the Contract and such default is not remedied within thirty (30) days from receipt of written notice from the non-defaulting party. If Advertiser terminates the contract without cause, or Publisher terminates the Contract for cause, and Advertiser's Net Billings do not equal or exceed the Annual Investment Level and/or Advertiser has not met the Contract Program requirements, Advertiser agrees to additionally pay Publisher the Rebilled Amount. This obligation shall survive the termination of the Contract.

## **Terms & Conditions Continued**

**Advertiser Representations and Warranties** All material submitted by Advertiser to Publisher shall remain the intellectual property of the Advertiser or its Licensor, and the Advertiser represents and warrants that it has full ownership rights or necessary licenses to the material submitted to Publisher and that publishing of that material shall not be in violation of any trademark, copyright, proprietary or other right of any person, firm or corporation. Advertiser further represents and warrants that there is currently no pending or, to the best of Advertiser's knowledge, threatened claim or action by or against Advertiser regarding the above-referenced rights, and that, to the best of Advertiser's knowledge, there is not currently any use thereof by others which would or might tend to be adverse to the rights of Advertiser. These warranties shall survive termination of the Contract. The Advertiser acknowledges and agrees that it is solely responsible for any actions to protect its ownership rights in the Advertisements submitted to Publisher.

**Indemnity** Advertiser hereby agrees to indemnify, defend and hold the Publisher harmless against any claims, demands, causes of action, judgments, costs or expenses (including attorneys' fees) arising out of or related to (1) a breach by the Advertiser of any representation, warranty or covenant under the contract, (2) any suit, claim or proceeding for libel, unfair trade practices, unfair competition and all violations of the right of privacy resulting from the publication by the Publisher of the Advertiser's material, or (3) any suit, claim or proceeding by any third party alleging that the Advertiser or Advertising supplied by the Advertiser infringes a trademark, copyright or other intellectual property right of any third party; provided that the Publisher give the Advertiser prompt written notice of any such claim or proceeding and, provided further, that the Advertiser shall have the opportunity to defend any such claim. This indemnification obligation shall survive termination of the Contract.

**Limitation of Liability** Advertiser agrees that Publisher, its licensors, employees or agents do not warrant either the results to be obtained from publication of the advertising in any of Publishers' publications or websites or that Publisher's performance will be uninterrupted or error-free. PUBLISHER'S GOODS AND SERVICES ARE PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED. NEITHER PUBLISHER NOR ANYONE ELSE INVOLVED IN CREATING, PRODUCING OR DELIVERING GOODS OR SERVICES UNDER THE CONTRACT SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTRACT.

**Force Majeure** In the event of war, flood, fire, strike, act of terrorism or other emergency beyond the control of the parties which prevents performance of the Contract by either party, performance shall be suspended during the period(s) either party is unable to perform, and the terms of the Contract shall be extended for a like period of time. No obligation shall arise between the parties by reason of such emergency suspension except for the extension obligation set forth above.

**Bankruptcy of Advertiser** Upon any voluntary or involuntary bankruptcy or insolvency of Advertiser, Publisher may terminate the Contract for cause, effective as of the date of bankruptcy. Any additional advertising will be subject to the terms of a new contract, at the appropriate rate set forth in the then-current applicable Rate Card. At Publisher's discretion, payment may be required in advance.

**Order of Precedence** In the event of any conflict or inconsistency between the contract, the terms and conditions, the Addenda and the Rate Card, the contract and terms and conditions as amended by the Addenda shall control over the Rate Card.

**Unsolicited Advertising** Advertiser specifically grants Publisher the right to send unsolicited advertisements to Advertiser by any method now existing or hereafter invented, including, without limitation, by facsimile or Internet or e-mail.

**Governing Law** The Contract will be governed by and interpreted in accordance with the laws of the State of California without giving effect to any conflicts of law principles. Advertiser agrees that venue for such will be Fresno County, California. The rights and remedies of Publisher are cumulative.

**Attorney's Fees** If any action at law or in equity shall be necessary to enforce or interpret the terms of the contract, the prevailing party shall be entitled to reasonable attorney's fees, costs and disbursements, in addition to any other relief to which it may be entitled.

**Waiver** The failure of either party, in any one or more instances, to insist on performance of any of the provisions of the contract shall in no way be construed to be a waiver of such provisions in the future.

**Miscellaneous** Neither the course of conduct between the parties nor trade practice shall act to modify the provision of the Contract. The invalidity of any provision of the Contract shall not affect the validity or enforceability of any of the remaining provisions hereof.

**Retail Rates** Retail Advertising Rates are non-commissionable and are available only to advertisers who own or operate their businesses within the local six county trade area (Fresno, Kings, Tulare, Madera, Merced and Mariposa) and sell directly to the general public.

**Rate Changes** Publisher reserves the right upon 30-days' notice to change the rates herein listed. Advertiser reserves the right to accept such changes, or in the event of an increase of rate, to cancel contract without earned rate adjustment, providing the cancellation is delivered in writing to publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of the contract. Contracts renew automatically upon fulfillment of the agreement.

**News Style Advertising** Advertising simulating news can be set but must carry the word "Paid Advertisement" at the top of the advertisement and copy must be set in minimum 8 pt. typeface.

**Position Orders/Requests** Advertising orders directing insertion of advertising in a specific section or on a designated page "or omit" will not be accepted. Position of an advertisement is not guaranteed. Publisher will attempt to place advertisements in line with customer's preferences but will make no adjustments, reruns or refunds because of the position in which the advertisement has been published.

**Credit Policy** All advertising shall be prepaid unless a credit application has been submitted and approved by the Credit Department of The Fresno Bee. When credit is extended to an Advertiser, payment in full is due within 15 days following date of invoice. Delinquent accounts will be subject to suspension of credit and withholding of scheduled advertising until account is paid in full. Should legal proceedings be instituted to collect any amount due, Publisher shall be entitled to its reasonable attorneys' fees and costs. In the event of non-payment due to legal collection action or bankruptcy, contracts for lower rates are void for future advertising.

**Brokered Advertising** Advertising space in The Bee may only be sold by its authorized representatives or agents and in no case may space be purchased and resold without the written permission of the publisher. Contracts are not assignable by the advertiser. All local rates are quoted for single advertiser use only. Only The Fresno Bee and its representatives can sell space into our newspaper. Agencies and other third parties may act as a conduit and place space, but the ultimate responsibility to sell comes from us. And, in most cases the client is responsible for the bill.

**Classifications**

**Notices & Announcements**

Lost .....1010  
 Pet Memoriams ..... 1020  
 Found .....1030  
 Public Notices..... 1050  
 Special Announcements .....1070  
 Health Services & Supplies ..... 1090  
 Fitness & Beauty ..... 1110  
 Attorneys ..... 1130  
 Paralegal Services ..... 1150  
 Professional Services .....1170  
 Personals ..... 1190  
 Singles Activities & Services..... 1210  
 Instructions ..... 1230  
 Transportation ..... 1250  
 Moving & Storage .....1270  
 Travel Agencies.....1290  
 Entertainment Services.....1310  
 Phone Talk ..... 1330

\*These classifications appear after Automobiles For Sale

**Real Estate**

Homes, General .....2010  
 Open House ..... 2030  
 Homes, N.W. ....2050  
 Homes, N.E. ....2070  
 Homes, S.W. ....2090  
 Homes, S.E. ....2110  
 Homes, Coalinga .....2125  
 Homes, Clovis .....2130  
 Homes, Hanford/Lemoore ..... 2140  
 Homes, Kerman  
 San Joaquin/Tranquillity ..... 2145  
 Homes, Madera/Chowchilla ..... 2155  
 Homes, Mendota/Firebaugh ..... 2158  
 Homes, Reedley/Dinuba ..... 2160  
 Homes, Riverdale/Caruthers ..... 2165  
 Homes, Sanger ..... 2170  
 Homes, Selma/Kingsburg ..... 2173  
 Homes, South Valley .....2175  
 Homes, Visalia/Tulare .....2180  
 Home Builders ..... 2190  
 Condos .....2210  
 Manufactured Housing ..... 2230  
 Suburban Real Estate ..... 2250  
 Lots, Subdivision Property .....2270  
 Ranches, Land ..... 2290  
 Foothill Property .....2310  
 Mountain & Lake Property .....2330  
 Coast Property .....2350  
 Out-of-Town Property .....2370  
 Commercial, Industrial  
 Property ..... 2390  
 Income, Investment  
 Property .....2410  
 Buildings to be Moved .....2430  
 Real Estate Exchange ..... 2450  
 Real Estate Services .....2470  
 Real Estate Wanted ..... 2490  
 Real Estate Loans, Insurance .....2510

**Lease/Rentals**

Houses Furnished..... 3005  
 Houses Unfurnished, General ..... 3010  
 Houses Unfurnished, N.W. .... 3050  
 Houses Unfurnished, N.E. ....3070  
 Houses Unfurnished, S.W. .... 3090  
 Houses Unfurnished, S.E. ....3110  
 Houses Unfurnished, Clovis ..... 3130  
 Houses Unfurnished, Madera..... 3155  
 Houses Unfurnished,  
 South Valley .....3175  
 Apartments, Condos, Furnished... 3205  
 Apartments, Condos,  
 Unfurnished, General.....3210  
 Apartments, Condos,  
 Unfurnished, N.W. .... 3250  
 Apartments, Condos,  
 Unfurnished, N.E. ....3270

Apartments, Condos,  
 Unfurnished, S.W. .... 3290  
 Apartments, Condos,  
 Unfurnished, S.E. .... 3310  
 Apartments, Condos,  
 Unfurnished, Clovis ..... 3330  
 Apartments, Condos,  
 Unfurnished, Madera ..... 3355  
 Apartments, Condos,  
 Unfurnished, South Valley .....3375  
 Hotels, Motels ..... 3390  
 Rooms, Rooms with Board,  
 Share Rentals .....3410  
 Commercial, Industrial  
 Property ..... 3430  
 Offices, Stores, Businesses ..... 3450  
 Ranches, Land .....3470  
 Out-of-Town Rentals ..... 3490  
 Mountain & Lake Rentals .....3510  
 Suburban & Foothill Rentals ..... 3530  
 Coast Rentals ..... 3550  
 Property Management .....3570  
 Miscellaneous ..... 3590  
 Houses, Apartments, Etc.,  
 Wanted to Rent.....3610

**Mobile Homes**

Mobile Home Parks &  
 Space for Rent ..... 3630  
 Mobile Home Supplies,  
 Movers, Repairs, Storage ..... 3650

**Financial**

Businesses for Sale ..... 4010  
 Business Opportunities ..... 4030  
 Business Services, Professional  
 Services ..... 4050  
 Money to Borrow/Loan, Trust  
 Deeds to Buy/Sell.....4070

**Employment**

Trade, Technical Schools ..... 4090  
 Employment Resumes & Services 4110  
 Employment Agencies ..... 4130  
 Employment Publications .....4150  
 Help Wanted .....4170  
 Help Wanted, Part-Time/Seasonal 4180  
 Help Wanted, Medical/Dental .... 4190  
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