

ROBSON L I V I N G

	<u>NATIONAL</u> Total Circulation: 80,000	<u>ARIZONA</u> AZ Circulation: 66,520	<u>PHX ONLY</u> PHX Circulation: 40,490	<u>TUCSON ONLY</u> TUC Circulation: 26,030	<u>TEXAS</u> TX Circulation: 13,135
Page Size	4/C	4/C	4/C	4/C	4/C
Full Page	\$5,000	\$4,260	\$2,650	\$1,750	\$895
2/3 Page	\$4,100	\$3,500	\$2,200	\$1,450	\$750
1/2 Page	\$3,300	\$2,800	\$1,750	\$1,150	\$600
1/3 Page	\$2,400	\$2,000	\$1,275	\$850	\$430
Inside Front Cover	\$5,500	\$4,500	\$2,950	\$1,920	\$990
Inside Back Cover	\$5,250	\$4,250	\$2,800	\$1,850	\$940
Back Cover	\$6,000	\$5,000	\$3,200	\$2,100	\$1,080

See ad specifications on back

CIRCULATION

Approx.: 80,000

Quarterly publication distributed free of charge to the following markets:

- 32,000 Prospective Robson Communities Homebuyers
- 6,000 Dallas/Ft. Worth Metroplex Supermarkets and other outlets locations
- 9,600 Metro Tucson Supermarkets and other outlets locations
- 12,500 Metro Phoenix Supermarkets and other outlets locations
- 19,000 Robson Homeowners - AZ
- 600 Robson Homeowners - TX

DEADLINES

<u>Issue</u>	<u>Space/Material</u>
Winter 2006 (Jan-March)	12/1/05
Spring 2006 (April-June)	3/1/06
Summer 2006 (July-Sept)	6/1/06
Fall 2005 (Oct-Dec)	9/2/06



AD SPECIFICATIONS

ROBSON L I V I N G

AD SIZES	LIVE AREA	BLEED
Full Page	7.875 x 10.125	8.625 x 11.25
2/3 Page	5 x 10.125	5.25 x 11.25
1/2 Page	7.875 x 4.875	8.625 x 5.625
1/3 Page	5 x 4.875 / 2.25 x 10.125	NA

Living Magazine Finish Size: 8.375 X 10.875”

MATERIAL SPECIFICATIONS

- a. Accepted Media: Zip, CD Rom
- b. Software file formats supported:
Layout: InDesign CS
Photoshop CS, Adobe Illustrator CS, Quark 4.0 (with all fonts and images included), PDF files accepted with all fonts embedded. Please included copy of ad.
Microsoft applications are not supported.
- c. Include all fonts, both screen and printer, used in the ad. Do not use true type fonts.
- d. Include graphics and original art. Images must be 300 dpi. Save images as CMYK or Grayscale. RGB files will be converted to CMYK (not responsible for color change). Use only EPS or Tif files. **JPEG files are not supported.**
- e. Files may be uploaded to the FTP site:
ftp://robson.com or **ftp://12.9.0.169:21**
User Name: **RCIFTP** Password: **robson**

Shipping Requirements

Send all contracts, insertion orders and related correspondence to:

Robson Communities
Attn: Robson Publishing
9532 East Riggs Road
Sun Lakes, AZ 85248

For all ad production questions call:

Toll Free: 800.223.7317

Local: 480.895.4216

Fax: 480.895.4391

ROBSON L I V I N G

National Market - 79,655 Total

32,000 Prospective RCI Homebuyers
6,000 Dallas/Ft. Worth Supermarkets/other locations
9,600 Metro Tucson Supermarkets/other locations
12,500 Metro Phoenix Supermarkets/other locations
19,000 Robson Homeowners - AZ
555* Robson Homeowners - TX

Arizona Market - 66,520 Total

25,420 Prospective RCI Homebuyers
9,600 Metro Tucson Supermarkets/other locations
12,500 Metro Phoenix Supermarkets/other locations
19,000 Robson Homeowners - AZ

Metro Phoenix Market - 40,490 Total

14,490 Prospective RCI Homebuyers
12,500 Metro Phoenix Supermarkets/other locations
13,500 Metro Phoenix Robson Homeowners

Metro Tucson Market - 26,030 Total

10,930 Prospective RCI Homebuyers
9,600 Metro Phoenix Supermarkets/other locations
5,500 Metro Phoenix Robson Homeowners

Texas Market - 13,135 Total

6,580 Prospective RCI Homebuyers
6,000 Dallas/Ft. Worth Supermarkets/other locations
555 Robson Homeowners - TX