

# The Real Estate Pointer

*Serving Virginia's Northern Neck & Middle Peninsula*

***Offering the BEST combination of the things most important to you:  
Quality, Space, & Price.***

We know you have several options...so why are we so sure you'll want to advertise in *The Real Estate Pointer*?

First, home buyers are shopping for their dream home. That's why each page of *The Real Estate Pointer* is guaranteed to be completely legible and visually attractive in glossy, four-color print. Secondly, large format pages provide a lot more space to showcase all of the fine features of each listing, meaning you get more inches per dollar. It's true in real estate and it's true in advertising: the better the presentation, the better the response. *The Real Estate Pointer* delivers quality where it is most important, resulting in more inquiries from informed consumers.

Another benefit? Timing. *The Real Estate Pointer* is published often enough to keep your listings fresh, while also increasing the value of your ad. In addition to the many distribution points throughout the Middle Peninsula, Northern Neck, Essex County, the 360 Corridor and Mechanicsville, each advertisement will be posted on the relocation website [www.RealEstatePointer.com](http://www.RealEstatePointer.com), where people from across the country will be directly connected to you and your services.

Finally, relevant articles add to reader interest by addressing the issues on your customers' minds, and keep the pages turned longer—increasing your ad's exposure. You can design your own ad, or utilize our design and production department to customize your ad to meet your needs and highlight your business or your many listings. Either way, *The Real Estate Pointer* will show you at your best.

## Advertising Rates

Size	Cost (3x)	Cost (6x)	Cost (12x)
Full Page	\$550	\$520	\$480
Half Page	\$380	\$330	\$295

*Listed cost is PER ISSUE, billed at time of publication. Payment is upon receipt.*

**Published Monthly—Ad and Materials are due on the 20th of each month.**

The Real Estate Pointer is a publication of JLB Publishing, Inc.  
P. O. Box 2564, Tappahanock, VA 22560 • fax: 1-888-869-1483 • James L. Blanks 804-929-1797