

AGENT ADVANTAGE PROGRAM

2007



BECOME A MEMBER AND GET THE BEST VALUES AVAILABLE.

Agent ADvantage is a flexible and effective way to develop a marketing plan that's just right for you.

HERE'S HOW IT WORKS:

- Select the club level and rate reduction that matches the number of picture classifieds you plan to advertise in a year
 - The bigger the commitment, the larger the savings
 - And your benefits also extend to many other products, including *Homes Magazine*, Direct Marketing, Interactive Media and more

**Sources: 2005 Belden Consumer Behavior Study, Mpls/St. Paul MSA; 2006 (R1) Scarborough Research Corp., Mpls/St. Paul CBSA; The Media Audit Apr-May 2006.*

87% OF
HOMEBUYERS IN THE
PAST 3 YEARS TOOK
ACTION AFTER USING
STAR TRIBUNE
PRODUCTS.*

SUPERIOR REACH*

- The Sunday Star Tribune newspaper reaches over 1.2 million readers each week
 - 66% of metro adults rank newspaper as the most useful source when seeking a home to buy
- StarTribune.com is the most used local media website in the Twin Cities reaching over 845,600 metro adults per month
 - An excellent complement to newspaper advertising, StarTribune.com offers an entire channel of features and advertising solutions dedicated to homes
- *Homes Magazine* provides the largest ad page size, the greatest distribution and more distribution locations than any other local real estate magazine
- Star Tribune Direct Marketing is a great way to target renters or other segments of consumers through turn-key programs that are designed to be simple and easy-to-execute

NEWSPAPER - INTERACTIVE - PRINT PRODUCTS - DIRECT MARKETING - SERVICES

StarTribune
MINNEAPOLIS • ST. PAUL

AGENT ADVANTAGE PROGRAM

2007 (CONTINUED)

AGENT ADVANTAGE PROGRAM

PRODUCT	Club 28	Club 60	Club 108	Club 168	Club 216	Club 300
	Purchase at least 28 Picture Classified Units*	Purchase at least 60 Picture Classified Units*	Purchase at least 108 Picture Classified Units*	Purchase at least 168 Picture Classified Units*	Purchase at least 216 Picture Classified Units*	Purchase at least 300 Picture Classified Units*
THURSDAY AND/OR SAT. PICTURE CLASSIFIEDS	\$2 OFF per unit	\$3 OFF per unit	\$4 OFF per unit	\$5 OFF per unit	\$6 OFF per unit	\$7 OFF per unit
	50% OFF second zone on Thursday when one Thursday zone is purchased (discount applies to the lowest price zones and does not apply to color) 40% OFF Picture Classified Agent Image ads					
HOMES MAGAZINE	5% OFF display advertising. \$5 off Picture Classified single unit re-run from Thursday or Saturday					
DIRECT MARKETING	5% OFF single sheet advertising (includes printing and distribution)					
INTERACTIVE MEDIA	5% OFF StarTribune.com programs, banner ad campaigns, featured homes and many more					
SPECIAL PROMOTIONS	Many other non-advertised special promotions will be available throughout the year for Agent ADvantage members					

*All Picture Classified units must be run within a 12-month period. These programs will become effective as current programs expire.

AGENT ADVANTAGE PROGRAM POLICIES

- One individual per membership, per account
- To continue to qualify for membership discounts, accounts must be paid within 25 days or you risk cancellation from the discount plan
- Compliance will be tracked monthly. The Star Tribune reserves the right to adjust your discount level to match your usage. All single units on Thursday, Saturday or in *Homes Magazine* will count towards compliance
- All accounts begin on the 1st of the month following receipt of membership and continue for 1 year
- Your agent billing phone number and agent code, assigned when your membership is processed, must appear on all orders to qualify for the discounts and compliance
- Member name must appear in ad copy

TO INCLUDE AGENT ADVANTAGE IN YOUR MARKETING MIX,
CALL YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-7357.