



Auction Showcase in USA TODAY

Launch Date

Friday, March 14, 2008

Place two or more ads by April 15th and get one ad FREE!

Over \$270 billion of goods and services sold at Auction in 2007.



USA TODAY and the National Auctioneers Association have partnered to bring you a new weekly advertising feature that delivers a powerful reach to your target audience on a **national** or **regional** scale.

The Auction Showcase will run on Fridays in the Destinations and Diversions section and Tuesdays in the Money section. It will provide a venue to allow Auctioneers to highlight their auctions and allows prospective buyers to preview upcoming real estate auctions.

USA TODAY delivers to an audience engaged in Real Estate

Male / Female	64% / 36%
Age 35-54	2,478,000
HHI \$100,000+	3,594,000
Top Management Title	981,000
Own a principle residence	4,367,000
Own a second/vacation home	1,296,000
Own RE in addition to primary residence	1,816,000
Total Real Estate Value \$500k+	2,034,000
Total asset value of \$1,000,000+	2,851,000
Plans to move or relocate in next 12 months	579,000
Plans to buy a new home in the next 12 months	491,000

To reserve your ad space or for questions, contact:
Kathy Armengol, Account Executive, Real Estate Auctions
karmengo@usatoday.com
703.854.5936

SOURCE: 2007 MMR, HHI \$85K+ and 9/07 ABC Publisher's Statement
2.25.08



SPECIAL OPPORTUNITIES

USA TODAY delivers to an exclusive real estate audience

USA TODAY is the leader in circulation among other national dailies with an average of 2.2 million copies daily, and maintains a reputation as the best value of any major print media.

With a powerful circulation and an engaged real estate audience USA TODAY will successfully deliver your message to readers nationwide or in your target region.



Section:

Tuesdays- Money
Fridays- Destinations & Diversions

Rates:

Regional Open Rates (Fridays Only)

2 Columns x 3 inches:
\$1,375 per region
3 Columns x 5 inches:
\$3,440 per region
4 Columns x 5 inches:
\$4,585 per region

National Open Rates (Tuesdays & Fridays)

**Minimum Ad Size:
1 column x 2.5"
Ad sizes increase by column and 1/2 inch increments*

Tuesday:

\$750 per column inch

Friday:

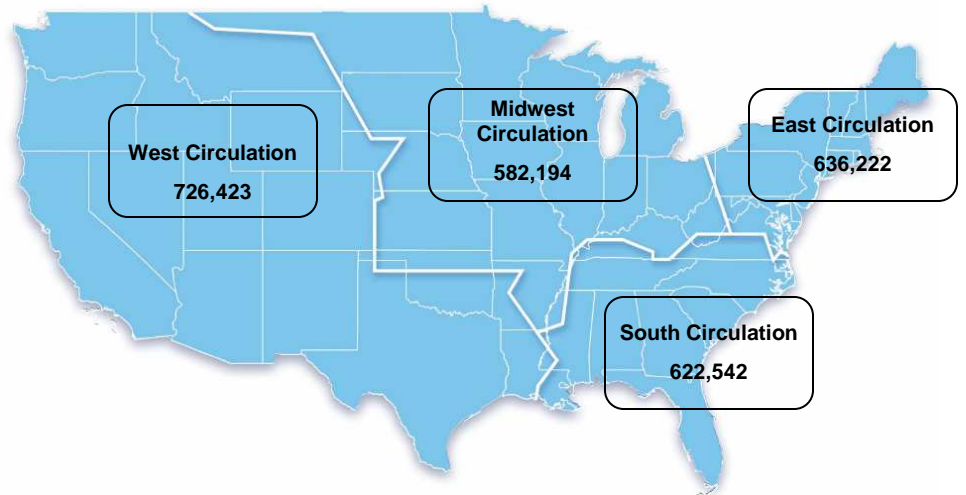
\$899 per column inch

National Auctioneers Association Discount

15% off of 1-3 scheduled insertions
25% off of 4 + scheduled insertions

Further Contract Discounts Available Upon Request

National Availability – Regional Flexibility



USA TODAY reaches affluent heads of households not found through other publications.

Percentage of USA TODAY readers who do not read:

- Wall Street Journal 92%
- New York Times Daily 93%