



America's Original Commercial/Industrial Directory

Since 1893

MacRAE'S BLUE BOOK Rate Card

Program Level	Product Headings	# Banner Ads	Company Profile Ad	Video Link	Marketing Database	Investment
Level I	15	0	No	No	No	\$1088 Annually
Level II	25	1	No	No	No	\$1288 Annually
Level III	35	3	Yes	Yes	No	\$1988 Annually
Level III	65	6	Yes	No	No	\$2388 Annually
Level IV	125	18	Yes	Yes	Yes	\$3588 Annually
Level V	200	36	Yes	Yes	Yes	\$4788 Annually

All programs include deep linking of listings, custom keyword utilization and detailed monthly activity reports. Real-time activity reports can be accessed at any time by advertisers with their user name and password. All may be billed monthly

with a credit or debit card. Company rankings on the search results screens are determined by total program investment with the start date of the program being the tie-breaker.