

Standard Size Rates

Classified & Retail

Sizes	B & W	Color
Full Page:	\$3,030.00	\$3,380.00
Retail: 6 col. x 20"		
Class: 9 col. x 20"		
Half Page:	\$1,515.00	\$1,865.00
Retail: 6 col. x 10"; 3 col. x 20"		
Class: 9 col. x 10"; 5 col. x 20"		
Quarter Page:	\$757.50	\$952.50
Retail: 3 col. x 10"		
Class: 5 col. x 10"		

Retail Only

Sizes	B & W	Color
Additional Sizes:		
4 col. x 10"	\$1,010.00	\$1,270.00
2 col. x 10"	\$505.00	\$635.00
2 col. x 5"	\$252.50	\$317.50
1 col. x 10"	\$252.50	\$317.50
1 col. x 5"	\$126.25	\$158.75
2 col. x 2.5"	\$126.25	\$158.75
1 col. x 2.5"	\$63.12	\$79.38

Classified Display Rates

(Real Estate & Automotive)

Open Inch Rate \$16.84

Annual Contract Rates

Yearly Inches	Yearly Inches
120"	2,000"
200"	2,500"
300"	3,000"
400"	3,500"
500"	3,750"
700"	4,000"
1,000"	4,500"
1,250"	5,000"
1,500"	Multi-insertion discount 10%

Classified Guaranteed Position Premium

Applicable rate + \$4.00 per column inch when available

Classified Color Rates

\$3.50 additional per column inch up to a maximum charge of \$350.00 per insertion

Classified Display Help Wanted Rates

Open Inch Rate \$17.32 Multi-insertion discount 5%
10% Surcharge added for Sunday insertion

Classified Line Ad Rates

Private Party Line Ads:	Public Sale Ads:	Help Wanted Line Ads:
\$2.26 per line 1-3 days	\$13.72 per column inch	\$2.74 per line 1-3 days
\$1.99 per line 4-7 days		\$2.38 per line 4-7 days
\$1.67 per line 8-29 days		\$2.00 per line 8-29 days
		10% Surcharge added for Sunday insertion
Commercial Line Ads:	Sale Register Ads:	Order of NISI Ads:
\$2.60 per line 1-3 days	\$7.00 per insertion	\$150 (for 3 insertions regardless of size)
\$2.28 per line 4-7 days		
\$1.90 per line 8-29 days		
		Obituaries:
		\$43.88 first 5 inches
		\$10.80 each additional inch

All line ads running in *The Frederick News-Post* will appear online

To place a classified ad online: classifieds@fredericknewspost.com

Job Fetch, 30 days Online

Line Ads:

\$60.00 Job Fetch 3-13 lines (optional)
\$125.00 Job Fetch 14-27 lines
\$175.00 Job Fetch 28 + lines

Add Top Jobs

30 days Online:

\$50.00
Multi-column Ads:
\$225.00 (includes Top Jobs)

Retail Rates

Open Inch Rate \$25.50

Annual Contract Rates

Yearly Inches	Yearly Inches
120"	2,000"
200"	2,500"
300"	3,000"
400"	3,500"
500"	3,750"
700"	4,000"
1,000"	4,500"
1,250"	5,000"
1,500"	Multi-insertion discount 10% (within 6 days)

Retail Guaranteed Position Premium

Applicable rate + \$5.00 per column inch when available

Retail Color Rates

\$6.50 additional per column inch up to a maximum charge of \$350.00 per insertion

Public Service Rate

\$21.70 retail.
Applies to all churches and charitable organizations, including qualified non-profit organizations

Anniversary Discount

A 25% discount on space and color will be offered to local businesses celebrating an anniversary, limited to seven consecutive insertions. "Anniversary" must appear in the headline of the ad.

TMC Product - The Next 72 Hours

Classified

Any classified line ad running in Thursday's *Frederick News-Post* will also run Thursday in *The Next 72 Hours*, reaching an additional 39,000 homes: for 3-5 lines, add \$2.50; for 6-10 lines, add \$3.50; for 11-30 lines, add \$5.00; for 31+ lines, add \$6.50

Retail

All retail ads placed in *The Next 72 Hours*, reaching an additional 39,000 homes, will be charged an additional \$5.00 per column inch.

Promo Pack Multimedia Packages

\$940 Package Includes:

- 3 col. x 5" black and white ad to be placed in *The Frederick News-Post*
- 3 col. x 5" black and white ad to be placed in our TMC product - 83,000 circulation
- Two week banner ad (300 x 250) rotation on fredericknewspost.com homepage*

*Includes static or animated ad production. Flash ad production not included.

\$1140 Package Includes:

- Same as the \$940 package except includes color print ads instead of black and white

Commissions: Advertising rates as shown are non-commissionable. No cash discounts are allowed. Recognized advertising agencies may request to be billed at commissionable rates, which equal the rates shown + 17.65%. No brokered space is allowed.

Ad Deadlines

Retail & Classified Display Ad Deadlines

<u>Publishes</u>	<u>Copy & Space Deadlines:</u>
Monday	Thursday, 12 Noon
Tuesday	Friday, 12 Noon
Wednesday	Monday, 12 Noon
Thursday	Tuesday, 12 Noon
Thursday (72 Hours)	Monday, 10 a.m.
Friday	Wednesday, 12 Noon
Saturday (Automotive and Real Estate)	Wednesday, 5:00 p.m.
Saturday	Thursday, 12 Noon
Sunday (Horizon and Travel & Outdoors)	Monday, 5:00 p.m.
Sunday	Thursday, 12 Noon

Classified Line Ad Deadline For The Next Day Publication

<u>Publishes</u>	<u>Copy Deadline:</u>
Monday	Friday, 4:30 p.m.
Tuesday	Monday, 12 Noon
Wednesday	Tuesday, 12 Noon
Thursday	Wednesday, 12 Noon
Thursday (72 Hours)	Monday, 5:00 p.m.
Friday	Thursday, 12 Noon
Saturday	Friday, 10:00 a.m.
Saturday (Automotive)	Thursday, 4:00 p.m.
Sunday	Friday, 12 Noon

All ads appearing on Monday in *The Frederick News-Post* in categories, 620, 630, 140, 150, 160, 340, 600, and 780 will also appear in Tuesday Business Classifieds and will be charged an additional \$2.50 for 3-5 lines; \$3.50 for 6-10 lines; \$5.00 for 11-30 lines; \$6.50 for 31+ lines.

Ad Sizes

Standard Sizes (Modular)

Full Page:

ROP: 6 col. x 20"
Class: 9 col. x 20"

Half Page:

ROP: 6 col. x 10"
3 col. x 20"

Class: 9 col. x 10"
5 col. x 20"

Quarter Page:

ROP: 3 col. x 10"
Class: 5 col. x 10"

ROP Sizes

<u>1 Column:</u>	1.742"
<u>2 Column:</u>	3.593"
<u>3 Column:</u>	5.445"
<u>4 Column:</u>	7.297"
<u>5 Column:</u>	9.148"
<u>6 Column:</u>	11"
<u>Double Truck:</u>	23" wide
<u>Max. Depth:</u>	20"

Classified Sizes

<u>1 Column:</u>	1.124"
<u>2 Column:</u>	2.359"
<u>3 Column:</u>	3.593"
<u>4 Column:</u>	4.828"
<u>5 Column:</u>	6.062"
<u>6 Column:</u>	7.297"
<u>7 Column:</u>	8.531"
<u>8 Column:</u>	9.766"
<u>9 Column:</u>	11"
<u>Max. Depth:</u>	20"

Tab Sizes

<u>1 Column:</u>	1.742"
<u>2 Column:</u>	3.593"
<u>3 Column:</u>	5.445"
<u>4 Column:</u>	7.297"
<u>5 Column:</u>	9.148"
<u>Max. Depth:</u>	11"