

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 Paid 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
Commercial Line Ads:	Sale Register Ads:	10% Surcharge added for Sunday insertion
\$2.60 per line 1-3 days	\$7.00 per insertion	
\$2.28 per line 4-7 days	Order of NISI Ads:	Obituaries:
\$1.90 per line 8-29 days	\$150 (for 3 insertions regardless of size)	\$80.00 first 5 inches
		\$15.00 each additional inch
		\$30.00 color photo

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)

Hot Topics, 7 days online

\$50.00 Hot Topic text link for print ads up to 1/2 page
\$100.00 Hot Topic 468 x 60 static banner ad for print ads 1/2 page or larger
Web-only Hot Topic \$100.00 for each 7 days

Retail Paid 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 Friday's Frederick News-Post will also run Friday 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 \$5.50 per column inch and must conform to set modular sizing.

**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>
Tuesday	Friday, 12 Noon
Wednesday	Monday, 12 Noon
Thursday	Tuesday, 12 Noon
Friday (72 Hours)	Tuesday, 5:00 p.m.
Friday	Wednesday, 12 Noon
Saturday (Automotive and Real Estate)	Wednesday, 5:00 p.m.
Saturday	Thursday, 12 Noon
Sunday	Thursday, 12 Noon
Sunday (Monday Advance)	Thursday, 12 Noon

Classified Line Ad Deadline For The Next Day Publication

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

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

1 Column: 1.742"

2 Column: 3.593"

3 Column: 5.445"

4 Column: 7.297"

5 Column: 9.148"

6 Column: 11"

Double Truck: 23" wide

Max. Depth: 20"

Classified Sizes

1 Column: 1.124"

2 Column: 2.359"

3 Column: 3.593"

4 Column: 4.828"

5 Column: 6.062"

6 Column: 7.297"

7 Column: 8.531"

8 Column: 9.766"

9 Column: 11"

Max. Depth: 20"

Tab Sizes

1 Column: 1.742"

2 Column: 3.593"

3 Column: 5.445"

4 Column: 7.297"

5 Column: 9.148"

Max. Depth: 11"