

Rate Card #29 Effective January 1, 2011 - December 31, 2011

Retail Rates

Open Inch Rate\$25.50

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.

Color Rates

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

Retail Paid Position & Non-Standard Size Premium:

Applicable rate + \$5.00 per column inch when available

Non-Profit Rate

15% discount off open rate. Applies to all churches and charitable organizations.

Anniversary Discount

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

TMC Product - The Next 72 Hours

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.

Ad Sizes

ROP:

1 Col: 1.575"

2 Col: 3.26"

3 Col: 4.945"

4 Col: 6.63"

5 Col: 8.315"

6 Col: 10"

Max. Depth: 20"

Double Truck: 21" w

Modular Tab:

Full Pg: 9.14"w x 10"h

1/2 Pg (H): 9.14"w x 4.945"h

1/2 Pg (V): 4.51"w x 10"h

1/4 Pg: 4.51"w x 4.945"h

1/8 Pg (H): 4.51"w x 2.417"h

1/8 Pg (V): 2.19"w x 4.945"h

1/16 Pg: 2.19"w x 2.417"h

Annual Contract Rates:

Inches	Rate	Inches	Rate
120"	\$24.24	2,000"	\$18.36
200"	\$22.98	2,500"	\$18.12
300"	\$21.70	3,000"	\$17.62
400"	\$20.94	3,500"	\$17.34
500"	\$20.16	3,750"	\$17.10
700"	\$19.62	4,000"	\$16.84
1000"	\$19.14	4,500"	\$16.60
1,250"	\$18.88	5,000"	\$16.08
1,500"	\$18.64	*Multi-insertion discount of 10% within six days	

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.

Deadlines

Retail Ad

Publishes:

Tuesday

Wednesday

Thursday

Thursday (72 Hours)

Friday

Saturday (Auto and Real Estate)

Saturday

Sunday

Sunday (Monday Advance)

Deadline:

Friday, 12 Noon

Monday, 12 Noon

Tuesday, 12 Noon

Monday, 5:00 p.m.

Wednesday, 12 Noon

Wednesday, 5:00 p.m.

Thursday, 12 Noon

Thursday, 12 Noon

Thursday, 12 Noon

Please contact your Account Executive at *The Frederick News-Post* to discuss the options for your company.

301.662.1163 • fredericknewspost.com

The Frederick News-Post

rev 01/06/11

Rate Card #29 Effective January 1, 2011 - December 31, 2011

Classified Display Rates

(Real Estate & Automotive)

Open Inch Rate\$16.84

Color Rates

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

Classified Paid Position & Non Standard Size Premium

Applicable rate + \$5.00 per column inch when available

Classified Display Help Wanted Rates

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

Help Wanted Line Ads

\$2.74 per line 1-3 days
\$2.38 per line 4-7 days
\$2.00 per line 8-29 days
10% Surcharge added for Sunday insertion

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

Top Jobs

30 days Online:

\$50.00

Multi-column Ads:

\$225.00 (includes Top Jobs)

Line Ad Rates

Private Party Line Ads:

\$2.26 per line 1-3 days
\$1.99 per line 4-7 days
\$1.67 per line 8-29 days

Commercial Line Ads:

\$2.60 per line 1-3 days
\$2.28 per line 4-7 days
\$1.90 per line 8-29 days

Public Sale Ads:

\$13.72 per column inch

Sale Register Ads:

\$7.00 per insertion

Order of NISI Ads:

\$150 (for 3 insertions regardless of size)

Obituaries:

\$80.00 first 5 inches
\$15.00 each additional inch
\$30.00 color photo

TMC Product - The Next 72 Hours

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:

3-5 lines, add \$2.50 6-10 lines, add \$3.50
11-30 lines, add \$5.00 31+ lines, add \$6.50

Annual Contract Rates:

Inches	Rate	Inches	Rate
120"	\$16.00	2,000"	\$13.82
200"	\$15.68	2,500"	\$13.66
300"	\$15.30	3,000"	\$13.30
400"	\$15.10	3,500"	\$13.14
500"	\$14.98	3,750"	\$12.96
700"	\$14.66	4,000"	\$12.80
1000"	\$14.30	4,500"	\$12.64
1,250"	\$14.14	5,000"	\$12.48
1,500"	\$13.98	*Multi-insertion discount of 10%	

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.

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

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

Deadlines

Classified Display Ad

Publishes:

Tue.
Wed.
Thur.
Thur. (72 Hours)
Fri.
Sat. (Auto and Real Estate)
Sat.
Sun.
Sun. (Monday Advance)

Deadline:

Fri., 12 Noon
Mon., 12 Noon
Tue., 12 Noon
Mon., 5:00 p.m.
Wed., 12 Noon
Wed., 5:00 p.m.
Thur., 12 Noon
Thur., 12 Noon
Thur., 12 Noon

Classified Line Ad Next Day Publication

Publishes:

Mon. (Web Only)
Tue.
Tue. (Business)
Wed.
Thur.
Thur. (72 Hours)
Fri.
Sat.
Sat. (Auto and Real Estate)
Sun.

Deadline:

Fri., 4:00 p.m.
Mon., 12 Noon
Fri., 4:00 p.m.
Tue., 12 Noon
Wed., 12 Noon
Tue., 1:00 p.m.
Thur., 12 Noon
Fri., 10:00 a.m.
Thur., 4:00 p.m.
Fri., 12 Noon

Ad Sizes

Classified:

1 Col: 1.04" 5 Col: 5.52" 8 Col: 8.88"
2 Col: 2.16" 6 Col: 6.64" 9 Col: 10"
3 Col: 3.28" 7 Col: 7.76" Max. Depth: 20"
4 Col: 4.4"

Please contact your Account Executive at *The Frederick News-Post* to discuss the options for your company.

301.662.1163 • fredericknewspost.com

The Frederick News-Post