

Rate Card #30 Effective January 1, 2012 - December 31, 2012

The Frederick News-Post serves Frederick and the surrounding communities. The News-Post has an ABC audited circulation of 34,398 on weekdays, reaching 76,000 readers daily ; and an audited Sunday circulation of 35,028 reaching more than 77,000 readers on Sundays, Our website, fredericknewspost.com, is the area's leading source of online news and information with over 4 million page views a month - and growing!

"What's Inside 4U?" , our total market coverage product (TMC), is delivered to over 41,000 non-subscriber households assuring your complete coverage. In addition, we offer a variety of specialty publications to reach your specific audience.

Call your Account Executive today to make our readers your customer!

Retail Rates

Open Inch Rate\$25.50

Color Rates

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

Guaranteed 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.

Political Advertising

Open rates apply and all advertising must be prepaid.

The Next 72 Hours (Entertainment)

\$5.50 per column inch based on modular sizing.

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.

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

Deadlines

Retail Ad

Publishes:

Monday

Tuesday

Wednesday

Thursday

Thursday (72 Hours: Entertainment)

Friday

Saturday (Auto and Real Estate)

Saturday

Sunday

Deadline:

Friday, 12 Noon

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

Ads On Display; Print ads, 7 Days Online

\$50.00 Ads on Display text link for print ads up to 1/2 page

\$100.00 Ads on Display 468 x 60 static banner ad for print ads

1/2 page or larger. Web-only Ads on Display \$100.00 for each

7 days.

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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

Rate Card #30 Effective January 1, 2012 - December 31, 2012

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

Order of NISI Ads:

\$150 (for 3 insertions regardless of size)

Obituaries:

\$17.00 per column inch
\$30.00 color photo

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:

Mon. Fri., 12 Noon
Tue. Fri., 12 Noon
Wed. Mon., 12 Noon
Thur. Tue., 12 Noon
Thur.(TMC) Mon., 5:00 p.m.
Fri. Wed., 12 Noon
Sat. Wed., 5:00 p.m.
(Auto and Real Estate)
Sat. Thur., 12 Noon
Sun. Thur., 12 Noon

Deadline:

Classified Line Ad Next Day Publication

Publishes:

Mon. (Web Only) Fri., 4:00 p.m.
Tue. Mon., 12 Noon
Tue. (Business) Fri., 4:00 p.m.
Wed. Tue., 12 Noon
Thur. Wed., 12 Noon
Thur. (72 Hours) Tue., 1:00 p.m.
Fri. Thur., 12 Noon
Sat. Fri., 10:00 a.m.
Sat. Thur., 4:00 p.m.
(Auto and Real Estate)
Sun. Fri., 12 Noon

Deadline:

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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

With an average of more than **25,000** visitors each day, and about **4 million page views** a month, your company can be a part of this web experience, helping get your message out to thousands of potential customers. We can help produce your ad, so you can take advantage of these exciting and targeted opportunities.

Advertising Options:

■ Expandable Ad (one per week) (959 x 300 & 959 x 31 pixels)

- Placed at top of homepage
- \$1,500/week

■ Medium Rectangle Banner (300 x 250 pixels)

- \$660/month
- \$635/month with 6 month contract
- \$605/month with 12 month contract

■ Full Banner (468 x 60 pixels)

Top Banner

- \$555/month
- \$525/month with 6 month contract
- \$495/month with 12 month contract

Lower Banner

- \$495/month
- \$465/month with 6 month contract
- \$440/month with 12 month contract

■ Square Story Ad (250 x 250 pixels)

- \$605/month
- \$575/month with 6 month contract
- \$550/month with 12 month contract

■ Section Sponsor (120 x 240 pixels)

- \$605/month
- \$575/month with 6 month contract
- \$550/month with 12 month contract

■ Vertical Banner (120 x 240 pixels)

- \$550/month
- \$495/month with 6 month contract
- \$440/month with 12 month contract

■ Button (120 x 90 pixels)

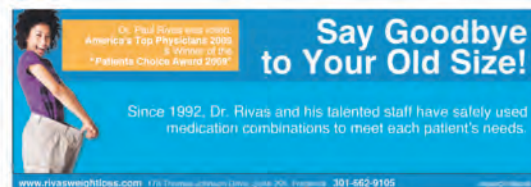
- \$495/month
- \$440/month with 6 month contract
- \$385/month with 12 month contract

■ Multi-Player Media Ad (728 x 90 pixels)

- \$550/one spot and one advertiser

■ Feature Sponsorship

Client's images and message will wrap the page. Client will have exclusivity on this page.
\$770/month



Expandable Ad



Full Banner



Square Story Ad

Vertical Banner



Button



Medium Rectangle Banner

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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

rev 1/1/12

*Banner Ad Production: Prices above includes static or animated ad production. Flash ads extra.

STICKY NOTES, PRE-PRINTS & QUICK PRINTS

Sticky Note Rates

Sticky Notes grab the reader's attention, providing high visibility and immediate impact like no other type of print advertising. They are saved by consumers as handy reminders on their computers, dashboards, notebooks, refrigerator doors, phones, bulletin boards and more.

Conditions for Publication:

- Selected run dates are guaranteed for full-run advertisers on a first-come, first-served basis.
- In the event of major breaking news, Sticky-Notes may be inserted on another day. The publisher of *The Frederick News-Post* reserves the right to revise or reject in whole or in part any advertisement in its newspaper.
- Artwork guidelines and templates are available. Ask your sales representative.
- All orders considered firm and cannot be cancelled except on written authorization from *The Frederick News-Post*. A cancellation fee of \$500 plus any accrued charges (artwork, proofs, materials, etc.) will be charged to the customer.
- When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.
- This order is governed by all terms and conditions outlined in *The Frederick News-Post* current Advertising policies.



\$1,450 Full Run

Deadlines: Space Reservation: 14 days prior. Camera-Ready materials: 10 days prior

Quantity: 38,000

Placement: Front page **Paper Size:** 2.875" x 2.87"

Full Color • Die-Cuts Available*

*Ask your representative for details

**Only one Sticky Note available for each day. Availability first come first served.

Pre-print Rates

| (F) Flexie (up to 7"x 11") | NUMBER OF PAGES | | | | | | | | | | | | |
|------------------------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Single Sheet | 8F | 16F | 24F | 32F | 40F | 48F | 56F | 64F | 72F | 80F | 88F | 96F |
| (T) Tab (up to 12"x 13") | | 4T | 8T | 12T | 16T | 20T | 24T | 28T | 32T | 36T | 40T | 44T | 48T |
| (S) Standard (over 12"x 13") | | 2S | 4S | 6S | 8S | 10S | 12S | 14S | 16S | 18S | 20S | 22S | 24S |
| Full Run (Cost Per Thousand) | \$38 | \$46 | \$54 | \$55 | \$57 | \$59 | \$61 | \$63 | \$66 | \$69 | \$73 | \$77 | \$80 |
| Part Run (Cost Per Thousand) | \$38 | \$52 | \$60 | \$61 | \$63 | \$65 | \$67 | \$69 | \$72 | \$75 | \$79 | \$83 | \$86 |

(For larger sizes, add \$2.00 for each additional tab page or equivalent.)

Full Run Billing quantity is 38,000 Sunday, 35,000 weekday.

TMC, inserts are billed at \$38.00 per thousand single sheets. \$41.00 per thousand any other size. (Delivered to an additional 40,000 plus homes)

Delivery address for pre-prints is our warehouse located at:

351 Ballenger Center Drive, Frederick, Maryland 21703

Receiving hours are: 8 a.m. to 5 p.m. Monday through Friday

Pre-print Policies

- Deadline for scheduling or canceling pre-prints is 10 days prior to date of publication.
- Deadline for delivery of pre-prints is 8 days prior to insertion date.
- Pre-prints should arrive no sooner than 2 weeks prior to insertion.
- Partial run (zoned) pre-prints available.
- Special size pre-prints must be approved prior to run.
- All preprints must be stacked on a protected base, returnable plastic pallets preferred.
- Pre-print insertion not available on Monday and Saturday



Quick Print Rates

Our Quick Print program includes design, composition, printing and delivery of your single sheet advertising insert. Each single sheet is inserted into *The Frederick News-Post* and/or our TMC to every household directly around your place of business.

The power of *The Frederick News-Post* and your choice of zones - reach from 5,000 to 76,000 households—effectively impacting 11,000 to 167,000 new customers. By using this affordable program you can reach your customers at a fraction of direct mail prices.

SAMPLE PRICING PER THOUSAND

Includes Design, Printing & Distribution of your Insert.

| | One Side Full Color | Two Side Full Color |
|----------------|---------------------|---------------------|
| 10,000+ | \$71 | \$89 |
| 20,000+ | \$69 | \$79 |
| 35,000+ | \$67 | \$77 |
| 50,000+ | \$62 | \$71 |
| 75,000+ | \$61 | \$69 |

Prices quoted for 8 1/2 x 11 70lb. white paper glossy or matte. Not available Monday or Saturday. For orders under 10,000 please add a \$100 set up fee.

SPECIAL SECTIONS AND MAGAZINES

Special Sections

January:

- Green

February:

- Senior Living

March:

- Elegant Living/Bridal
- Healthy Frederick
- Home Show
- Home Lawn & Garden
(*Broadsheet*)

April:

- Green
- Senior Living

May:

- Design an Ad
- Spring Auto - Wheels
(*Broadsheet*)

June:

- Elegant Living
- Healthy Frederick
- Senior Living

July:

- Green
- Hello Frederick

August:

- Senior Living
- Wedding Planner

September:

- Elegant Living
- Healthy Frederick
- Fall Football
- Senior Living
(*Elder Expo Edition*)

October:

- Green
- Home Style (*Broadsheet*)
- Fall Auto - Drive (*Broadsheet*)

November:

- Holiday
- Elegant Living

December:

- Healthy Frederick
- Senior Living



Weekly Features

Business/Sports

Monday

Automotive

Tuesday through Sunday
Saturday – Stand-alone

Business/Finance

Tuesday through Sunday

Comics

Tuesday through Sunday

Editorial/Opinion

Tuesday through Sunday

Employment

Tuesday through Sunday

Farm & Garden

Sunday in Monday Advance
Section

Food

Wednesday

Health & Fitness

Tuesday

Home & Family

Thursday

Horizon

Sunday

Lifestyle

Friday

Local

Tuesday through Sunday

Real Estate

Tuesday through Sunday
Saturday – Stand-alone

Religion & Ethics

Saturday

TV Schedule

Daily in the paper,
TVWeek Magazine
Sunday

Sports

Tuesday through Sunday

Travel & Outdoors

Sunday

USA Weekend

Sunday

Weather Map

Tuesday through Sunday

The Next 72 Hours (Thursday)

Our 72 Hours weekend guide offers the latest on performances, movies, art shows, community activities, dining and entertainment. A detailed calendar of events highlights markets, festivals, museums and galleries around the region, while each week's center spread features the absolute "best" of the weekend ahead. Publishing every Thursday, 72 Hours reaches beyond the newspaper's readership, with additional dropped destinations in high traffic locations.



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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

rev 1/1/12

DEMOGRAPHIC PROFILE OF FREDERICK COUNTY

Demographic Profile of Frederick County*

Population233,385
Male49.2%
Female50.8%
Median Age36.5

Race/Ethnicity

White81.5%
Black8.6%
Hispanic7.3%
Asian or Pacific Islander ... 3.8%

Households90,136
Ownership Rate77.1%

Median Home Value\$355,600

Median Household Income ..\$82,598

*Sources: U.S. Bureau of the Census (American Factfinder-Quickfacts) www.census.gov



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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

rev 1/1/12

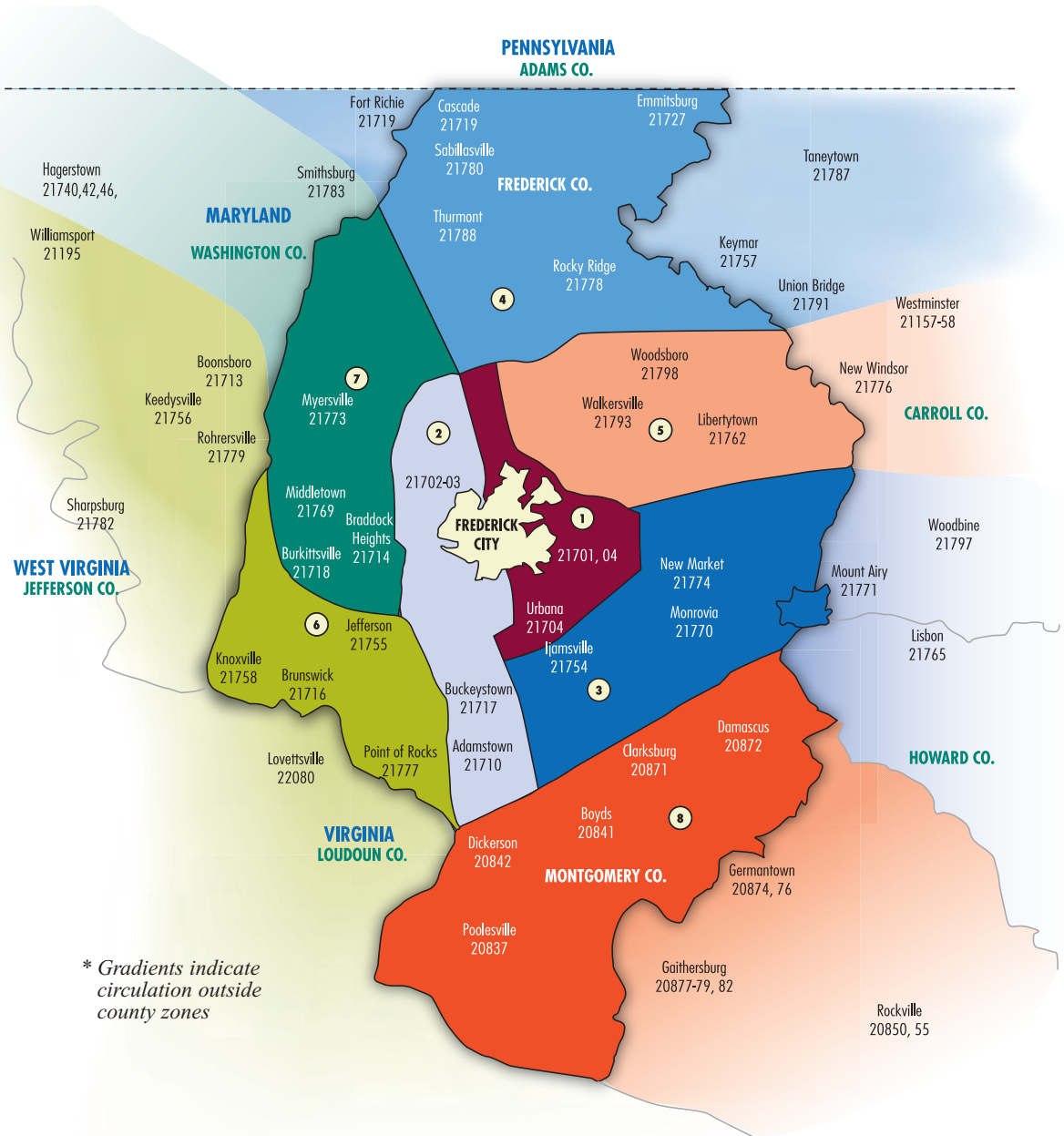
CIRCULATION MAP

ZONE | ZIP CODE | TOWN

- 1** 21701 Frederick
21704 Frederick
21704 Urbana
- 2** 21702 Frederick
21703 Frederick
21710 Adamstown
21717 Buckeystown
- 3** 21754 Ijamsville
21765 Lisbon
21770 Monrovia
21771 Mount Airy
21774 New Market
21797 Woodbine
- 4** 21719 Cascade/Fort Richie
21727 Emmitsburg
21757 Keymar
21778 Rocky Ridge
21780 Sabillasville
21787 Taneytown
21788 Thurmont
21791 Union Bridge
- 5** 21157 Westminster
21158 Westminster
21762 Libertytown
21776 New Windsor
21793 Walkersville
21798 Woodsboro
- 6** 20180 Lovettsville
21195 Williamsport
21713 Boonsboro
21716 Brunswick
21755 Jefferson
21756 Keedysville
21758 Knoxville
21777 Point of Rocks
21779 Rohrsersville
21782 Sharpsburg
- 7** 21714 Braddock Heights
21718 Burkittsville
21740 Hagerstown
21741 Hagerstown
21742 Hagerstown
21746 Hagerstown
21769 Middletown
21773 Myersville
21783 Smithsburg
- 8** 20837 Poolesville
20841 Boyds
20842 Dickerson
20850 Rockville
20855 Rockville
20871 Clarksburg
20872 Damascus
20874 Germantown
20876 Germantown
20877 Gaithersburg
20878 Gaithersburg
20879 Gaithersburg
20882 Gaithersburg
- 9** Single Copy for Zones 1 & 2:
21701- 21704

The Frederick News-Post is the paper of record in Frederick County. We reach all of Frederick County as well as parts of Montgomery and Washington Counties. Our "Circulation by Zone Program" (zip code clusters), allows our preprint customers absolute flexibility in targeting households. When added our total market product, What's Inside 4U? we can deliver to virtually every address in Frederick County.

Our circulation numbers are changing rapidly and are verified by the Audit Bureau of Circulation for accuracy. Contact your account executive at of *The Frederick News-Post* for our most current circulation numbers. Individualized plans can be structured to best suit your unique distribution needs.



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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

POLICIES AND PROCEDURES

Policies and Procedures

1. *The Frederick News-Post* reserves the right to edit, alter, or omit any advertisement. Position cannot be guaranteed. We will attempt to accommodate paid position advertisers.
2. *The Frederick News-Post* assumes no financial responsibility for typographical errors or for omission of copy. *The Frederick News-Post* shall assume liability for typographical errors only for the first insertion of an advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser. Error adjustments shall be given in the form of either **(A)** additional advertising space or **(B)** cancellation of the charge or refund of any payment for the advertising space involved. Claims for adjustments must be made within seven (7) days of publication. In the event of an error or omission, we will, if requested, furnish a letter of explanation which can be used by the advertiser. *The Frederick News-Post* shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.
3. The advertiser and/or advertising agency assumes all liability for advertisements published (*including illustrations, texts, claims, etc.*) and agrees to assume any, and all, responsibility for claims occurring against *The Frederick News-Post*.
4. Advertising will be considered approved if corrections are not specified by 3 p.m. on the day prior to publication. Sunday corrections are due no later than 3 p.m. on Friday. Corrections to advertisements in Wednesday Food and Thursday Home and Family both display and classified are due by 2 p.m. on day prior to publication. All Saturday Automotive corrections are due by Noon on Thursday. Saturday Real Estate corrections are due by Noon on Fridays. The Next 72 Hours corrections are due by Noon on Tuesday. For all advertisements, the first two rounds of corrections are FREE. Any additional corrections will be charged to the client at a rate of \$10 per each additional correction or \$75 per hour.
5. Display page size is 6 columns by 20 inches.
Tab page size is 5 columns by 10 inches.
Classified page size is 9 columns by 20 inches.
6. Minimum space is 1 column inch. Advertisements over 18 inches deep will be billed at full column depth.
7. Space cannot be sublet to others.
8. All bills are due and payable upon receipt of statement. A service charge of 1.5 % per month on the unpaid balance will be added on all bills after the first day of the month following billing. This is a finance charge at the annual percentage rate of 18% per year. Any billing discrepancies must be reported within 30 days.
9. *The Frederick News-Post* reserves the right to revise advertising rates upon 30 days' notice, and all contracts are subject to this revision.
10. Ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in 8 point type above the rule. *The Frederick News-Post* (Utopia and Clarion) type cannot be used in advertising copy.
11. *The Frederick News-Post* will not be held responsible for printing material left over 30 days.
12. All advertising material is subject to final approval by *The Frederick News-Post* Advertising Acceptance Committee, the Publisher or the Advertising Manager.
13. Credit applications are required for new accounts. Credit cannot be extended to accounts over 30 days in arrears.
14. Prepayment is required from all advertisers not on account.
15. Price comparison advertising is accepted when comparisons have been made of like products within a one month period, and a copy of the survey and actual register tape are on file at advertiser's location.
16. *The Frederick News-Post* reserves the right for any advertisement that appears in the newspaper to also appear on digital or electronic media.

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

351 Ballenger Center Drive, Frederick, MD 21703 • fredericknewspost.com

rev 1/1/12