

Classified Display Rates

(Real Estate & Automotive)

Open Inch Rate\$16.68

Annual Contract Rates

<u>Yearly Inches</u>	<u>Yearly Inches</u>
125"\$15.84	2,000"\$13.68
200"\$15.52	2,500"\$13.52
300"\$15.16	3,000"\$13.16
400"\$14.96	3,500"\$13.00
500"\$14.84	3,750"\$12.84
700"\$14.52	4,000"\$12.68
1,000"\$14.16	4,500"\$12.52
1,250"\$14.00	5,000"\$12.36
1,500"\$13.84	

Multi-insertion discount 10%

Classified Guaranteed Position Premium

Applicable rate + \$4.00 per column inch when available.

Classified Display Help Wanted Rates

Open Inch Rate\$17.32

Classified 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.

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.

Commercial Line Ads:

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

Sunday Help Wanted Line Ads:

- 10% Surcharge added for Sunday insertion.

Top Jobs: \$50.00 / 30 days online.

Job Fetch: \$60.00 / 3-13 lines; \$125.00 / 14-27 lines; \$175.00 / 28 + lines

Multi-Column: Job Fetch & Top Jobs \$225.00

TMC Product, The Next 72 Hours

Any line ad running in Thursday's *Frederick News-Post* will also run Thursday in *The Next 72 Hours*, reaching an additional 32,000 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. Tuesday Business and Saturday Auto Section use the same price structure.

Public Sale Ads:

\$13.72 per column inch.

Box Replies - Mailed Only:

\$25.00

Sale Register Ads:

\$7.00 per insertion.

Obituaries:

\$43.88 first 5 inches.
\$10.80 each additional inch.

Order of NISI Ads:

\$150 (for 3 insertions regardless of size).

Pre-print Rates

NUMBER OF PAGES

	Single Sheet	8F	16F	24F	32F	40F	48F	56F	64F	72F	80F	88F	96F
(F) Flexie (up to 7"x 11")													
(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

Value Added ROP Rates for Contract Pre-print Advertisers

6-12 Times\$23.76 (125" annual contract)
13-26 Times\$21.28 (300" annual contract)
27-51 Times\$19.76 (500" annual contract)
52-99 Times\$18.76 (1000" annual contract)
100+ Times\$18.00 (2000" annual contract)

Depending on the number of pre-printed inserts run within a 52-week period, advertisers may take advantage of the above rates for ROP advertising within the same time period.

Retail Rates

Open Inch Rate\$25.00

Annual Contract Rates

<u>Yearly Inches</u>	<u>Yearly Inches</u>
125"\$23.76	2,000"\$18.00
200"\$22.52	2,500"\$17.76
300"\$21.28	3,000"\$17.28
400"\$20.52	3,500"\$17.00
500"\$19.76	3,750"\$16.76
700"\$19.24	4,000"\$16.52
1,000"\$18.76	4,500"\$16.28
1,250"\$18.52	5,000"\$15.76
1,500"\$18.28	

Multi-insertion discount 10%

Special Classification Rates

Retail Guaranteed Position Premium

Applicable rate + \$5.00 per column inch when available.

Public Service Rates

\$21.28 retail. Applies to all churches and charitable organizations, including qualified non-profit organizations.

TMC Product, The Next 72 Hours

All ads placed in *The Next 72 Hours* will be charged an additional \$5.00 per column inch.

TVWeek

Retail rates apply.

Color Rates*

Sunday early run sections (Horizon & Travel), Monday & Tuesday:

Black plus 1 color\$125
Black plus 2 colors\$200
Black plus 3 colors (full color)\$275

Wednesday – Sunday:

Black plus 1 color\$180
Black plus 2 colors\$250
Black plus 3 colors (full color)\$350

*Space for color ads is limited and is available on a first come, first serve basis.

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

Billing quantity is 42,500.

The Next 72 Hours, TMC, inserts are billed at \$38.00 per thousand single sheets. \$41.00 per thousand any other size.