

## 5 - OTHER RATES & CHARGES

**A. REAL ESTATE RATES:** REAL ESTATE FIRMS may use The Capital newspaper any day, including the days the "COMBINATION" is running, at these classified Display rates:

DAILY OPEN RATE ..... 3.30  
SUNDAY OPEN RATE ..... 3.56

ANNUAL CONTRACTUAL LINE COMMITMENT	DAILY	SUNDAY
600	2.49	2.71
1,200	2.30	2.54
3,600	2.22	2.44
6,000	2.17	2.39
12,000	2.11	2.32
24,000	2.08	2.28
30,000	2.04	2.22
50,000	1.99	2.19
60,000	1.96	2.15
96,000	1.90	2.09
120,000	1.87	2.07
180,000	1.76	1.93
240,000	1.68	1.90
300,000	1.66	1.87

**B. COLOR RATES** - In a 7 day time period, spot color \$230.00 for first newspaper. \$205.00 for each additional newspaper, or additional color. Double truck or Scotch doubles will be billed a total of \$325.00 for one color in each newspaper.

Color is sold on position basis only. 3 spot colors or more billed at process color rate of \$555.00.

In a 7 day time period, process color charge \$555.00 for first newspaper, \$445.00 for each additional newspaper.

**Process Color Contract Discounts**  
Process Frequency - 40 or more **30%**,  
20 up to 39 **20%**, 10 to 19 **15%** off the total color charge.

## 7 - SPECIAL NUMBERS

### BOX NUMBERS

**PICK-UP RESPONSES - \$40.00**

**MAIL RESPONSES - \$47.00**

**E-MAIL RESPONSES - \$58.00**

**ART & LAYOUT** - Available. Mail Responses.

**PROOFS** - Advertising proofs are shown for the purpose of detecting typographical errors; they are not intended to be utilized for extensive copy or layout revision.

**RECOMPOSITION CHARGES** - Changes, other than typographical errors, requiring more than 15 minutes reposition will be subject to a charge of \$25 per hour or portion thereof.

**CO-OP** - Co-op services available.

## 8 - SPECIAL DAYS

**TUES. & SUN.** - Commercial & Business Real Estate appears in Capital Business Section.

**THURS.** - Home and Real Estate Section appears in Bowie Blade-News, Crofton News-Crier, and West County News.

**THURS.** - Automotive section appears in Bowie Blade-News, Crofton News-Crier, and West County News.

**SAT.** - Home and Real Estate section appears in The Capital and Maryland Gazette.

**SUN.** - Boating Marketplace appears in Capital sports section.

**FRI. & SUN.** - Automotive section appears in Capital.

**SAT.** - Automotive section appears in Maryland Gazette.

## 9 - ELECTRONIC FILES

Mechanical considerations and requirements are the responsibility of the electronic media author. Deadline for electronic files same as "copy deadline for proof." Electronic media requiring more than 2 hours processing will be billed at \$25 per hour net. Contact sales rep. to clarify requirements. For shipping electronic files, send to capad@capitalgazette.com.

## 10 - CLASSIFIED AD DEADLINES

THE CAPITAL Day of Publication	Line Ads and 1 Col. Display	2 Col. or Larger Display Ads
Monday	Friday 5 pm	Friday 4 pm
Tuesday	Monday 5 pm	Monday 4 pm
Wednesday*	Tuesday 4 pm	Tuesday 3 pm
Thursday	Wednesday 5 pm	Wednesday 4 pm
Friday	Thursday 5 pm	Thursday 4 pm
Saturday**	Friday 2 pm	Thursday 4 pm***
Sunday+	Friday 5 pm	Friday 3 pm

Commercial Real Estate	Monday 5 pm <i>In Tuesday Business Section</i>	Friday 2 pm
------------------------	---	-------------

Commercial Real Estate	Friday 5 pm <i>In Sunday Business Section</i>	Thursday 2 pm
------------------------	--	---------------

Wed. MD Gazette	Tuesday 4 pm	Tuesday Noon
-----------------	--------------	--------------

Sat. MD Gazette	Friday Noon	Thursday 4***
-----------------	-------------	---------------

Thursday <i>Bowie Blade-News/Crofton News-Crier, and West County News</i>	Tuesday 4 pm	Tuesday Noon**
--	--------------	----------------

\*Once each week we offer our advertisers our "COMBINATION" of 5 newspapers, including the Wednesday Maryland Gazette, the Wednesday Capital, the Thursday Bowie Blade-News, Crofton News-Crier, and West County News.

\*\*Space reservation or cancellation for New Homes sections: Thursday Bowie/Crofton/West County 2:00 pm Monday Saturday Gazette 2:00 pm Wednesday Saturday Capital 11:00 am Thursday

\*\*\*Sat. Capital and Sat. Gazette real estate deadline is 12 noon on Thursday.

## 11 - MECHANICAL REQUIREMENTS

All printing is by the offset process using original art, photographs or reproduction proofs. 168 lines (21 inches) per column, 8 lines per inch. Column width is 7 picas, 4 point. Page size is 9 columns (1512 lines). Page measures 69 picas 9 points x 21 inches. The line screen for black & white is 90, and for color is 100.

**Double Truck** - 19 columns wide by 21 inches deep. (144 picas 9 points or 24.125 inches).

NO 8 COLUMN ADS WILL BE ACCEPTED.

AD LAYOUT MEASURES - 9 COLUMN FORMAT

1 column	7 picas	4 points	1.22"
2 columns	15 picas	2 points	2.52"
3 columns	22 picas	9 points	3.79"
4 columns	30 picas	10 points	5.13"
5 columns	38 picas	8 points	6.44"
6 columns	46 picas	3 points	7.70"
7 columns	54 picas	4 points	9.05"
8 columns	62 picas	2 points	10.36"
9 columns	69 picas	9 points	11.62"

## 12 - CLASSIFIED DEPTH REQUIREMENTS

Display Advertising must be as many inches deep as columns wide. (2 columns wide x 2" deep). Any advertisement over 18" deep will be charged at a full 21" deep. Entertainment & all special tabloid ads over 10" deep will be charged at a full 11.50" depth.

## 13 - SPECIAL CLASSIFICATION RATES

**Public Service Rate** - To apply to all churches and charitable organizations and to the advertising of qualified non-profit organizations 501(c)(03), the benefits from which are used for charitable or educational purposes. The rate will be the equivalent of the 6,000 line contract rate in lieu of the open rate.

**Political/Issue Advertising** - All political ads will be run at the open rate with cash in advance. Pick-up rates apply.

**Transient Advertising** - All traveling shows and carnivals will be run only if cash or certified check accompanies order. Open rates apply.

LEGAL ADVERTISING RATES-See separate rate card.

HAPPY AD RATES-\$1.35 per line

DEATH NOTICE RATE-\$1.40 per line

IN MEMORIAM RATE-\$1.35 per line

CARD OF THANKS-\$1.35 per line

GARAGE SALE RATE-\$2.00 per line (Non-Commercial Only)

## 14 - RETAIL RATES

Separate Rate Card available upon request.

## 15 - ONLINE ADVERTISING

Contact your sales representative for online opportunities.

Our Web page, HometownAnnapolis.com, receives over a million hits per month. Updated daily, the site features news, classified ads, archives, sports and a residents' guide which includes updated events calendars and comprehensive listings of local schools, government, restaurants, hotels, boating, fishing, businesses, and the U.S. Naval Academy.



# Capital-Gazette NEWSPAPERS

## The Capital

2000 Capital Drive  
Annapolis, MD 21401

(410) 268-5000

(410) 268-7000

Fax: (410) 280-5974

Fax: (410) 268-4643

## Maryland Gazette

306 Crain Highway, SW  
Glen Burnie, MD 21061

(410) 766-3700

(410) 760-1200

Fax: (410) 768-5189

## The Bowie Blade-News Crofton News-Crier

6000 Laurel-Bowie Road, Suite 101  
Rt. 450 & Rt. 197, Bowie, MD 20715

(301) 262-3700

(301) 261-1558

Fax: (301) 262-7314

## WEST COUNTY GAZETTE South County Gazette

2000 Capital Drive  
Annapolis, MD 21401

(410) 268-5000

Fax: (410) 280-5974

Fax: (410) 268-4643

Capital Classified  
Advertising Rates 2008  
Rate Card #77  
February 1, 2008

