

**12 - CLASSIFIED RATES**

Separate card available upon request.

**13 - COMICS**

Information available from your sales representative.

**14 - DISPLAY ADVERTISING DEADLINES**

THE CAPITAL			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Mon.	Wed-4pm	Fri.-Noon	Thurs.-4pm
Tues.	Thurs.-4pm	Mon.-Noon	Fri.-4pm
Wed.	Fri.-4pm	Tues.-Noon	Mon.-4pm
Thurs.	Mon.-4pm	Wed.-Noon	Tues.-4pm
Fri.	Tues.-4pm	Thurs.-Noon	Wed.-4pm
Sat.	Tues.-4pm	Fri.-Noon	Wed.-4pm
Sun.	Tues.-4pm	Fri.-Noon	Wed.-4pm
<b>Sun. Lifestyle</b>	<b>Mon.-4pm</b>	<b>Thurs.-Noon</b>	<b>Tues.-4pm</b>

MARYLAND GAZETTE			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Wed.	Wed.-Noon	Mon.-Noon	Fri. 3pm
Sat.	Fri.-4pm	Thurs.-Noon	Wed.-3pm

BOWIE BLADE-NEWS/CROFTON NEWS-CRIER			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Thurs.	Thurs.-10am	Mon.-Noon	Mon.-Noon

WEST COUNTY GAZETTE			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Thurs.	Thurs.-10am	Mon.-Noon	Mon.-Noon

SOUTH COUNTY GAZETTE			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Thurs.	Thurs.-10am	Mon.-10am	Mon.-10am

CAPITAL ENTERTAINMENT & COMMUNITY PAGES			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Fri. Cap. Ent.	Mon.-10am	Wed. Noon 10am	Tues.-10am

CAPITAL & GAZETTE TV WEEK			
Day of Publication	Deadline if Advertiser is to Receive Proof	Proof Correction Deadline	Camera Ready Deadline/No Proof Deadline
Sat. Gaz. Sun Cap.	Mon.-4pm (12 Days Prior)	Wed.-4pm (10 Days Prior)	Tues.-4pm (11 Days Prior)

**15 - MECHANICAL REQUIREMENTS**

All printing is by the offset process using original art, photographs or reproduction proofs. Column width 11 picas. Page size 6 columns. Page measures 69.9 picas by 21 inches. The line screen for black & white is 90 and for color is 100.

**6 Column Format**

1 column	11 pi 0	1.83 in.
2 column	22 pi 9	3.79 in.
3 column	34 pi 6	5.75 in.
4 column	46 pi 3	7.70 in.
5 column	58 pi 0	9.66 in.
6 column	69 pi 9	11.62 in.

**Broadsheet Page Depth**

21 in. deep

**Double Truck**

13 columns wide, (144 picas 9 or 24.12 inches) by 21 inches deep.

**Double Truck Tabloid**

11 columns wide, (123 picas 9 or 20.62 inches) by 11.5 inches deep.

**16 - 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 1 hour of processing will be billed at \$25 per hour net. Send electronic files to: [capad@capitalgazette.com](mailto:capad@capitalgazette.com). Contact sales representative to clarify requirements.

**17 - SPECIAL CLASSIFICATION RATES**

**Public Service Rate** - To apply to all churches and charitable organizations, and to the advertising of qualified 501(c)(03) public charities, the benefits from which are used for charitable or educational purposes. The rate will be the equivalent of the 500 inch 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.

**Position Charges**

Based on availability. 50% premium. Minimum size 3 x 10.

**Dealer Association/Manufacturer Rate**

Information available from your sales representative.

**Multi-Agent Insurance Rate**

Information available from your sales representative.

**18 - T.V. WEEK**

The Capital sells a TV Week magazine which is included in the Sunday edition. Maryland Gazette sells a TV Week magazine which is included in the Saturday edition.

**19 - ONLINE ADVERTISING**

For detailed advertising information, call 410-280-5967.

**20 - WEBSITE**

[www.HometownAnnapolis.com](http://www.HometownAnnapolis.com)

Retail Column Measurements

6 Col.  
69pi9  
11.625 in.

5 Col.  
58pi0  
9.667 in.

4 Col.  
46pi3  
7.708 in.

3 Col.  
34pi6  
5.750 in.

2 Col.  
22pi9  
3.792 in.

1 Col.  
11pi0  
1.8333 in.



**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 Retail  
Advertising Rates 2008  
Rate Card #77  
February 1, 2008**

