























PPC Publications

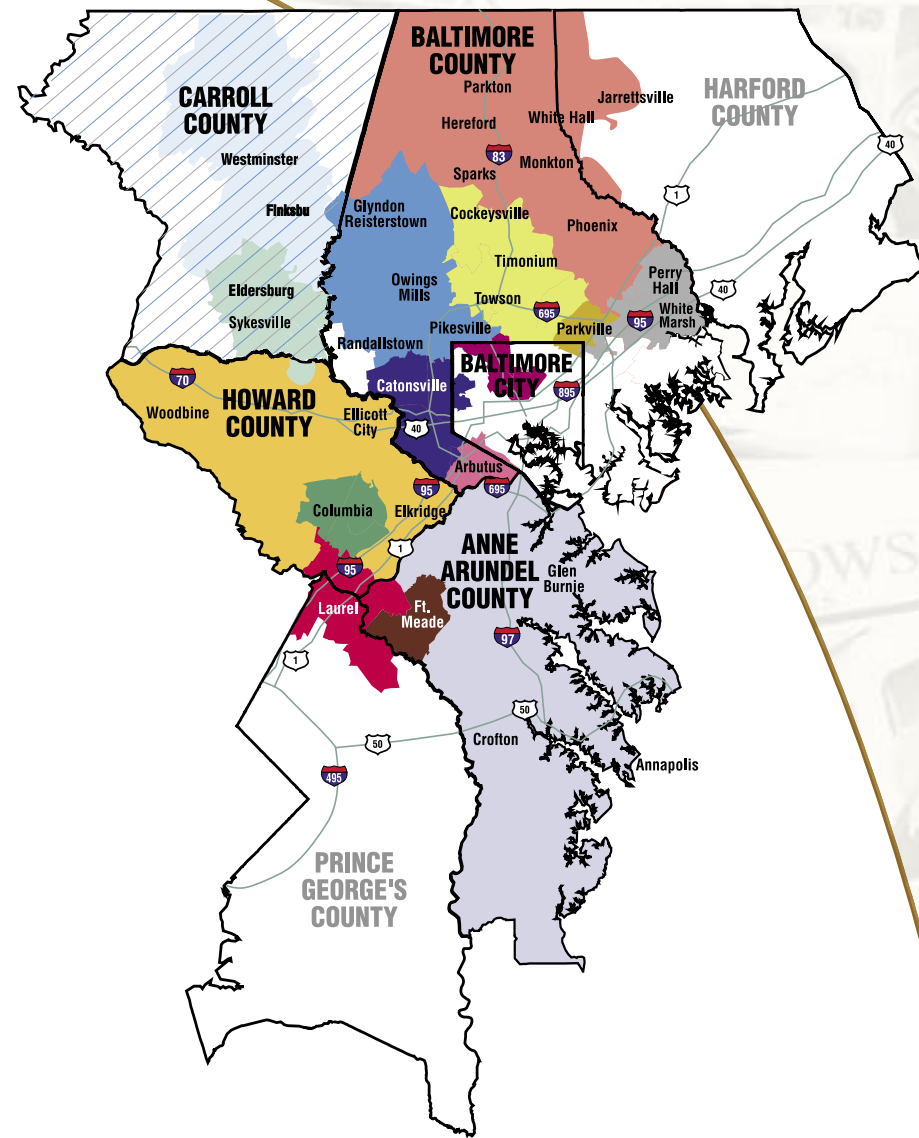
-  ANNE ARUNDEL COUNTY WKND¹
Saturday - circulation 4,300
-  ARBUTUS TIMES
Wednesday - circulation 4,730
-  BALTIMORE MESSENGER
Thursday - circulation 4,760
-  CARROLL COUNTY WKND¹
Saturday - circulation 4,550
-  CATONSVILLE TIMES
Wednesday - circulation 8,413
-  COLUMBIA FLIER
Thursday - circulation 39,469
-  THE ELDERSBURG EAGLE
Wednesday - circulation 15,092
-  HOWARD COUNTY TIMES²
Thursday - circulation 20,253
-  LAUREL LEADER
Thursday - circulation 30,902
-  NORTH COUNTY NEWS
Thursday - circulation 18,192
-  NORTHEAST BOOSTER
Thursday - circulation 21,726
-  NORTHEAST REPORTER
Thursday - circulation 17,090
-  OWINGS MILLS TIMES
Thursday - circulation 34,489
-  SOUNDOFF!
Thursday - circulation 11,269
-  TOWSON TIMES
Wednesday - circulation 39,643
-  THE WESTMINSTER EAGLE
Wednesday - circulation 25,430
-  THE SUNDAY CARROLL EAGLE
Delivered with The Baltimore Sunday Sun
Sunday - circulation 15,794
(Carroll County-wide distribution)
-  BALTIMORE COUNTY WKND¹
Saturday - circulation 5,050
-  THE JEFFERSONIAN³
Tuesday - circulation 3,382
Thursday - circulation 3,403
-  HOWARD COUNTY WKND¹
Saturday - circulation 4,370

View Publications

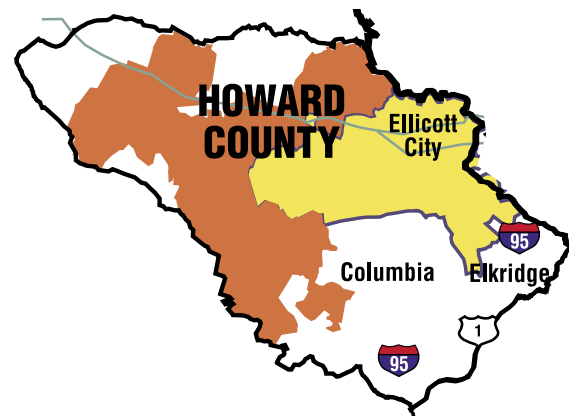
-  THE VIEW - ELLICOTT CITY
Friday - circulation 21,943
-  THE VIEW - WESTERN HOWARD COUNTY
Friday - circulation 11,857

PPC NEWSPAPER CIRCULATION
350,313

¹ Weekend County Classified products have distribution points county wide
² Has paid subscribers throughout Howard County
³ A Baltimore County-wide business newspaper with paid subscribers



View Newspapers Market Area



Source: CAC Publisher's Statement, Subject to Audit, by CAC 6 month period ending March 31, 2007;
 View-newspaper: PPC Circulation Department, October 19, 2007; Anne Arundel County Weekend,
 Baltimore County Weekend and Carroll County Weekend: PPC Circulation Department 2007



2008 Rate Card
Auto Marketplace

REVISED MAY 2008

Patuxent Publishing Company is the proud publisher of 18 award-winning community newspapers, plus five glossy magazines and more than 100 specialty publications a year. With over 40 years of experience, Patuxent Publishing owns a special niche in the market, providing the news and information that is most relevant to the communities and lives of those we serve.



Auto Marketplace Ad Rates			
	quarter page	half page	full page
Arbutus Times/Catonsville Times			
Open Rate	\$490	\$964	\$1,800
Baltimore Messenger			
Open Rate	\$469	\$867	\$1,611
Carroll County (The Eldersburg Eagle/The Westminster Eagle/Carroll County Weekend)			
Open Rate	\$437	\$722	\$1,313
Columbia Flier			
Open Rate	\$610	\$1,135	\$2,102
Howard County Times			
Open Rate	\$491	\$966	\$1,796
Laurel Leader			
Open Rate	\$497	\$922	\$1,706
North County News			
Open Rate	\$245	\$510	\$950
Northeast Booster/Northeast Reporter			
Open Rate	\$476	\$936	\$1,738
Owings Mills Times			
Open Rate	\$448	\$890	\$1,653
Soundoff!			
Open Rate	\$424	\$843	\$1,566
Towson Times			
Open Rate	\$699	\$1,297	\$2,404
The View Newspapers			
Open Rate	\$425	\$770	\$1,400

Ask your PPC sales representative for exciting new online marketing opportunities.

Extend your reach with our combination packages

When you buy one newspaper from our Combination Package Newspapers (see chart below) and buy any additional newspaper, you'll receive a Weekend Classified Product, too. Choose between five different quantity package options. Ask your account executive for details.

Combination Package Newspapers:	Weekend Classified Products:
<ul style="list-style-type: none"> • Arbutus Times/Catonsville Times • Howard County Times • Northeast Booster/Reporter • North County News • Owings Mills Times • Soundoff! 	<ul style="list-style-type: none"> • Anne Arundel County Weekend • Baltimore County Weekend • Carroll County Weekend • Howard County Weekend

Advertising Deadlines

Eagle publications	Monday at 12 noon
Towson Times	Monday at 2 pm
Columbia Flier, Laurel Leader	Tuesday at 2 pm
Howard County Times, The View	Tuesday at 4 pm
All other tabloid publications	Monday at 4 pm

TABLOID NEWSPAPER SIZES

ad size	actual dimensions inches
Full Page	10.25 x 9.549
Half Page -H	10.25 x 4.691
Half Page -V	5 x 9.549
Quarter Page	5 x 4.691

CONTRACT DISCOUNT

number of weeks	discount off open
6 weeks	5%
13 weeks	10%
26 weeks	15%
52 weeks	20%

COMBINATION DISCOUNTS*

number of newspapers	discount off open
2 newspapers	10%
3 newspapers	15%
4 newspapers	20%
5 newspapers	25%
6 newspapers	30%
Full Run	40%

*Arbutus Times/Catonsville Times = 1 paper buy; Northeast Booster/Northeast Reporter = 1 paper buy; Carroll County Weekend/Westminster Eagle/Eldersburg Eagle = 1 paper buy

Newspaper Credit & Terms of Payment

- 5% cash discount on all prepaid advertising for all current accounts. Does not include Classified or Political. All first time advertisers must prepay their ads until credit approval is received from the Credit & Collections Department.
- All bills are due and payable upon receipt of an invoice. A service charge of 1½% per month on the unpaid balance will be added to all bills still unpaid 60 days from the date the bill is due. This represents a finance charge at the annual percentage rate of 18% per year. Bills are mailed out monthly.
- A \$25 charge will be added to any advertiser's account when a check is returned from the bank.
- In order to cancel your retail ad space, you must notify your account executive by Monday at 4 pm for Wednesday publications (except *The Eldersburg Eagle* and *The Westminster Eagle* publications Monday at 12 noon) and Tuesday at 4 pm for Thursday publications. Deadline for classified cancellation is Monday at 5 pm. Deadline for all Auto cancellation is Monday at 4 pm. The Towson Times is 2 pm.
- Contract rates available. Non-fulfilled contracts are subject to short-rate.
- To receive credit on any error, complaint must be filed with your account executive or the Credit & Collections Department within 7 days of publication date. Patuxent Publishing Company will only be responsible for one incorrect insertion.

Newspaper Contract & Copy Regulations

- Frequency discount rates are available only to those advertisers with signed contracts. Discounts are applicable from date of signed and approved contract.
- We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
- Liability for errors in advertisements shall not exceed the cost for space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser in return proofs.
- All advertising accepted is subject to the approval of Patuxent Publishing. We shall have the right to revise or reject in whole or in part any advertisement.
- We reserve the right to revise any and all rates on 30 days written notice to the advertiser.
- All materials that relate to the buying, renting, or selling of real estate, retirement communities, and mortgage lending must include Equal Housing/Lending logos, slogans, and/or appropriate statements.

Newspaper Special Rates & Commissions

- Agency Commission:** 15% on camera-ready art from recognized agencies. Inserts not applicable.
- Special Placement Charge:** 10% additional. Special placement cannot always be accommodated for color ads.
- Double Truck Ad Rates:** Equals two times the full page rate.

Digital Ad Delivery Requirements

If an incorrectly prepared ad is received at or after deadline, we reserve the right to substitute fonts or use hard copy to meet press deadlines and to ensure publication of ad. Client will be notified if this is necessary.

Software Supported: (current versions)

Current versions of Adobe InDesign (Ads), QuarkXpress (Ads), Adobe Illustrator (EPS) and Adobe Photoshop (EPS, Tiff)

Electronic Delivery:

- E-mail - ads@patuxent.com (subject line: client name, run date) *notify rep when ad is sent*
- AdSend - subscribers only
- FTP (internet) - ftp.patuxent.com user: ppeftp, Password: bx12x3 (notify rep if sending ftp)
- Compact Disk Mac formatted

Media should be delivered with proof (exact size not required) of ad. The ad, artwork, printer and screen fonts must be in a folder on the media. If a data compression program (i.e. Zip, Stuffit) is used, it must be a self-extracting program and identified on the ad layout.

Graphic Formats Supported:

- PDF
- Tiff - 1 bit (line art) - 600 dpi suggested minimum
- Tiff - 8 bit (grayscale) - 200 dpi minimum
- EPS
- EPS - DCS

Halftone Screen:

100-line

Electronic Text Delivery:

Microsoft Word (text file only)

Fonts:

- Ads - screen & printer fonts must be included
- EPS - screen & printer fonts must be included or all text converted to outlines

Other Advertising Opportunities

Ask your sales representative about display, classified and online advertising opportunities.

