

# Builder 2008 Rate Card

## Patuxent Publishing Company

### Newspaper Credit & Terms of Payment

1. 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.
2. 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.
3. A \$25 charge will be added to any advertiser's account when a check is returned from the bank.
4. Deadline for all real estate and builder cancellation is Monday at 4 pm. (except *The Eldersburg Eagle* and *The Westminster Eagle* publications Monday at 12 noon) and the Towson Times is Monday at 2pm.
5. Contract rates available. Non-fulfilled contracts are subject to short-rate.
6. 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

1. Frequency discount rates are available only to those advertisers with signed contracts. Discounts are applicable from date of signed and approved contract.
2. We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
3. 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.
4. 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.
5. We reserve the right to revise any and all rates on 30 days written notice to the advertiser.
6. 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 Composition Charges

1. No charge for composition except for: 10% composition charge for all ads ordered which do not run.

### Newspaper Special Rates & Commissions

1. Agency Commission: 15% on camera-ready art from recognized agencies. Inserts not applicable.
2. Special Placement Charge: 10% additional. Special placement cannot always be accommodated for color ads.
3. Color Rates: Spot color, \$170 per color; 4-color process, \$395. All non-commissionable color charges will be a separate charge on bill.
4. Double Truck Ad Rates: Equals two times the full page rate. Add 10% to the double truck rate for a center spread ad.

### 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 of Adobe InDesign (Ads), QuarkXpress (Ads), Adobe Illustrator (EPS) and Adobe Photoshop (EPS, Tiff).

#### Graphic Formats Supported:

- PDF
- Tiff - 1 bit (line art) - 600 dpi suggested minimum
- Tiff - 8 bit (grayscale) - 200 dpi minimum
- Tiff - 24 bit (CMYK Process, Pantone Color converted to CMYK Process) - 200 dpi
- EPS
- EPS - DCS

#### Color:

- 4-Color graphics must be in CMYK Process (do not leave in RGB)
- Spot color graphics must match color chart and separate for spot

#### Electronic Delivery:

- E-mail - ads@patuxent.com (subject line: client name, run date)
- AdSend - subscribers only
- FTP (internet) - ftp.patuxent.com user: ppcftp, 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.*

#### Electronic Text Delivery

Microsoft Word (text only file)

#### Fonts:

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

*If submitting an ad that contains halftones, include all original art and fonts (including any fonts used in eps files) or send ad as a Mac Color EPS file that has all the artwork.*


















#### Ad Size:

Ads are sold columns x inches (contact sales representative)

### Printing Specifications



Inside pages: 100-line screen, 1200 resolution  
Glossy cover: 150-line screen, 1200 resolution

## PPC Publications

-  ANNE ARUNDEL COUNTY WKND <sup>1</sup>  
Saturday - circulation 4,300
-  ARBUSUS TIMES  
Wednesday - circulation 4,730
-  BALTIMORE MESSENGER  
Thursday - circulation 4,760
-  CARROLL COUNTY WKND <sup>1</sup>  
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 TIMES <sup>2</sup>  
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 WKND <sup>1</sup>  
Saturday - circulation 5,050
- THE JEFFERSONIAN <sup>3</sup>  
Tuesday - circulation 3,382  
Thursday - circulation 3,403
- HOWARD COUNTY WKND <sup>1</sup>  
Saturday - circulation 4,370


## View Publications

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

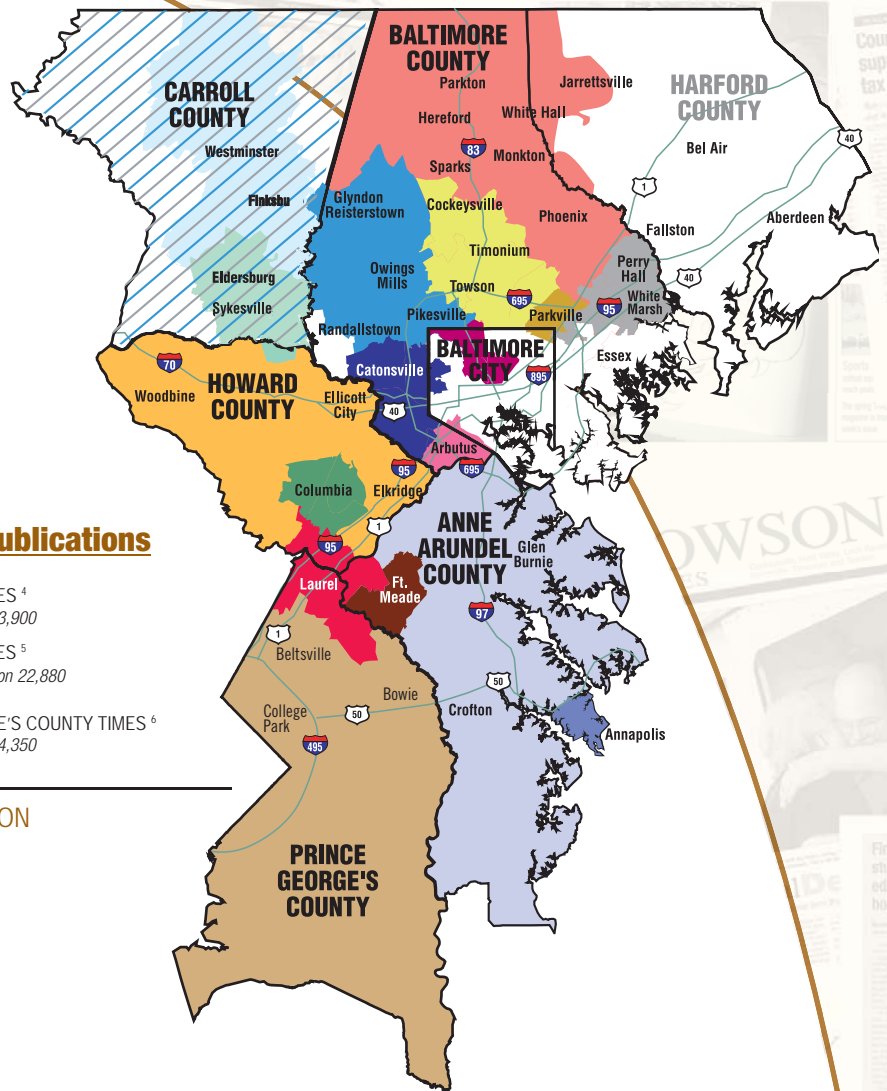
**PPC NEWSPAPER CIRCULATION**  
**350,313**

<sup>1</sup> Weekend County Classified products have distribution points county wide  
<sup>2</sup> Has paid subscribers throughout Howard County  
<sup>3</sup> A Baltimore County-wide business newspaper with paid subscribers  
<sup>4</sup> Has distribution points throughout Annapolis  
<sup>5</sup> Has distribution points throughout Baltimore City and County  
<sup>6</sup> Has distribution points throughout Prince George's County

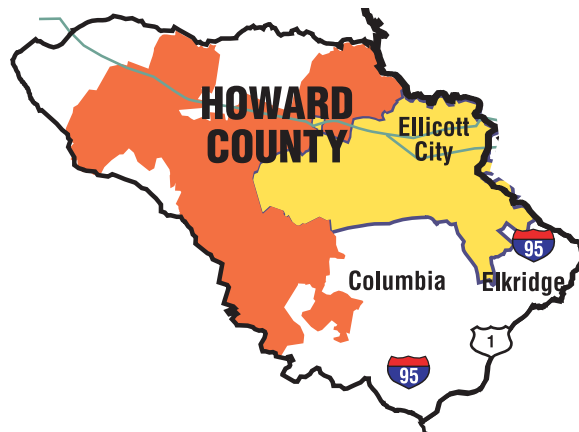
## Partnership Publications

-  ANNAPOLIS TIMES <sup>4</sup>  
Friday - circulation 3,900
- BALTIMORE TIMES <sup>5</sup>  
Thursday - circulation 22,880
-  PRINCE GEORGE'S COUNTY TIMES <sup>6</sup>  
Friday - circulation 4,350

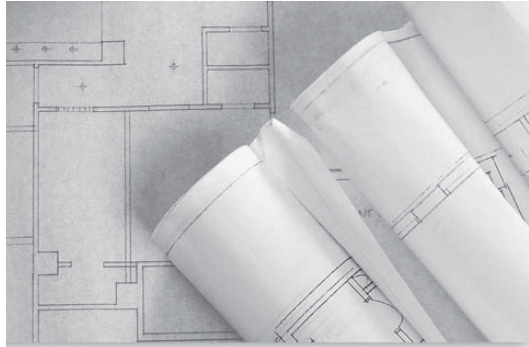
**TOTAL CIRCULATION**  
**381,443**



## 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, Carroll County Weekend and Howard County Weekend: PPC Circulation 2007;  
 Times papers: CAC Audit Report, 12 month period ending March 31, 2007



# **Builder 2008 Rate Card**

REVISED JUNE 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.*



**Patuxent Publishing Company**

Builder Ad Rate												
	2x2.50	2x5.00	4x2.50	4x5.00	4x7.75	4x10.50	6x7.75	6x10.50	8x2.50	8x5.00	8x7.75	9x10.50
<b>Annapolis Times</b>												
Open Rate	\$95	\$191	\$191	\$380	\$540	\$729	\$810	\$986	\$380	\$729	\$986	\$1,240
6x	\$89	\$177	\$177	\$355	\$504	\$683	\$759	\$923	\$355	\$683	\$923	\$1,162
12x	\$85	\$169	\$169	\$338	\$482	\$651	\$722	\$878	\$338	\$651	\$878	\$1,106
26x	\$77	\$154	\$154	\$310	\$437	\$594	\$659	\$802	\$310	\$594	\$802	\$1,009
52x	\$67	\$133	\$133	\$266	\$379	\$512	\$568	\$692	\$266	\$512	\$692	\$869
<b>Arbutus Times/Catonsville Times</b>												
Open Rate	\$148	\$298	\$298	\$586	\$836	\$1,132	\$1,252	\$1,692	\$586	\$1,132	\$1,692	\$1,920
6x	\$138	\$276	\$276	\$552	\$780	\$1,058	\$1,168	\$1,588	\$552	\$1,058	\$1,588	\$1,796
12x	\$132	\$264	\$264	\$522	\$744	\$1,004	\$1,116	\$1,512	\$522	\$1,004	\$1,512	\$1,708
26x	\$118	\$238	\$238	\$478	\$678	\$918	\$1,020	\$1,374	\$478	\$918	\$1,374	\$1,556
52x	\$100	\$206	\$206	\$410	\$584	\$788	\$880	\$1,188	\$410	\$788	\$1,188	\$1,344
<b>Baltimore Messenger</b>												
Open Rate	\$195	\$389	\$389	\$778	\$1,108	\$1,499	\$1,662	\$2,023	\$778	\$1,499	\$2,023	\$2,244
6x	\$184	\$363	\$363	\$727	\$1,037	\$1,399	\$1,553	\$1,890	\$727	\$1,399	\$1,890	\$2,100
12x	\$173	\$348	\$348	\$694	\$986	\$1,334	\$1,477	\$1,799	\$694	\$1,334	\$1,799	\$1,997
26x	\$158	\$317	\$317	\$632	\$901	\$1,217	\$1,349	\$1,642	\$632	\$1,217	\$1,642	\$1,825
52x	\$136	\$274	\$274	\$546	\$776	\$1,049	\$1,164	\$1,415	\$546	\$1,049	\$1,415	\$1,573
<b>Baltimore Times</b>												
Open Rate	\$186	\$371	\$371	\$742	\$1,052	\$1,423	\$1,579	\$1,922	\$742	\$1,423	\$1,922	\$2,277
6x	\$173	\$348	\$348	\$694	\$985	\$1,332	\$1,476	\$1,796	\$694	\$1,332	\$1,796	\$2,129
12x	\$164	\$329	\$329	\$659	\$936	\$1,267	\$1,408	\$1,709	\$659	\$1,267	\$1,709	\$2,027
26x	\$151	\$300	\$300	\$602	\$854	\$1,155	\$1,284	\$1,561	\$602	\$1,155	\$1,561	\$1,850
52x	\$130	\$258	\$258	\$517	\$737	\$999	\$1,107	\$1,343	\$517	\$999	\$1,343	\$1,594
<b>Carroll County Combo (The Eldersburg Eagle/The Westminster Eagle/Carroll County Weekend)</b>												
Open Rate	\$83	\$161	\$161	\$309	\$456	\$614	\$686	\$922	\$309	\$614	\$922	\$1,167
6x	\$77	\$153	\$153	\$293	\$432	\$581	\$652	\$877	\$293	\$581	\$877	\$1,107
12x	\$73	\$144	\$144	\$277	\$409	\$545	\$620	\$830	\$277	\$545	\$830	\$1,048
26x	\$71	\$139	\$139	\$264	\$384	\$521	\$585	\$784	\$264	\$521	\$784	\$982
52x	\$61	\$122	\$122	\$230	\$316	\$456	\$511	\$686	\$230	\$456	\$686	\$856
<b>Columbia Flier</b>												
Open Rate	\$253	\$509	\$509	\$1,012	\$1,438	\$1,948	\$2,161	\$2,483	\$1,012	\$1,948	\$2,483	\$2,726
6x	\$237	\$474	\$474	\$947	\$1,344	\$1,821	\$2,022	\$2,321	\$947	\$1,821	\$2,321	\$2,549
12x	\$225	\$453	\$453	\$901	\$1,283	\$1,732	\$1,923	\$2,209	\$901	\$1,732	\$2,209	\$2,425
26x	\$205	\$413	\$413	\$821	\$1,170	\$1,580	\$1,755	\$2,017	\$821	\$1,580	\$2,017	\$2,213
52x	\$177	\$355	\$355	\$708	\$1,009	\$1,365	\$1,511	\$1,738	\$708	\$1,365	\$1,738	\$1,907
<b>Howard County Times</b>												
Open Rate	\$149	\$294	\$294	\$585	\$837	\$1,129	\$1,255	\$1,695	\$585	\$1,129	\$1,695	\$1,920
6x	\$137	\$276	\$276	\$550	\$781	\$1,054	\$1,171	\$1,585	\$550	\$1,054	\$1,585	\$1,795
12x	\$131	\$261	\$261	\$524	\$744	\$1,005	\$1,116	\$1,508	\$524	\$1,005	\$1,508	\$1,707
26x	\$119	\$239	\$239	\$477	\$678	\$917	\$1,017	\$1,375	\$477	\$917	\$1,375	\$1,560
52x	\$103	\$205	\$205	\$412	\$583	\$792	\$878	\$1,185	\$412	\$792	\$1,185	\$1,342
<b>Laurel Leader</b>												
Open Rate	\$238	\$476	\$476	\$952	\$1,356	\$1,832	\$2,033	\$2,337	\$952	\$1,832	\$2,337	\$2,564
6x	\$222	\$446	\$446	\$890	\$1,267	\$1,710	\$1,899	\$2,184	\$890	\$1,710	\$2,184	\$2,397
12x	\$210	\$423	\$423	\$847	\$1,206	\$1,629	\$1,809	\$2,079	\$847	\$1,629	\$2,079	\$2,281
26x	\$194	\$387	\$387	\$773	\$1,099	\$1,489	\$1,651	\$1,895	\$773	\$1,489	\$1,895	\$2,082
52x	\$167	\$332	\$332	\$665	\$949	\$1,283	\$1,423	\$1,635	\$665	\$1,283	\$1,635	\$1,795
<b>Northeast Booster/Northeast Reporter</b>												
Open Rate	\$162	\$320	\$320	\$642	\$916	\$1,236	\$1,372	\$1,672	\$642	\$1,236	\$1,672	\$2,102
6x	\$150	\$302	\$302	\$600	\$854	\$1,156	\$1,286	\$1,560	\$600	\$1,156	\$1,560	\$1,968
12x	\$144	\$286	\$286	\$572	\$816	\$1,102	\$1,222	\$1,486	\$572	\$1,102	\$1,486	\$1,870
26x	\$132	\$262	\$262	\$520	\$744	\$1,004	\$1,112	\$1,354	\$520	\$1,004	\$1,354	\$1,706
52x	\$112	\$226	\$226	\$448	\$640	\$864	\$958	\$1,166	\$448	\$864	\$1,166	\$1,472



## Builder Ad Rate

	2x2.50	2x5.00	4x2.50	4x5.00	4x7.75	4x10.50	6x7.75	6x10.50	8x2.50	8x5.00	8x7.75	9x10.50
<b>North County News</b>												
Open Rate	\$68	\$136	\$136	\$271	\$385	\$520	\$578	\$781	\$271	\$520	\$781	\$1,041
6x	\$65	\$128	\$128	\$252	\$360	\$488	\$539	\$729	\$252	\$488	\$729	\$973
12x	\$60	\$120	\$120	\$243	\$342	\$463	\$514	\$695	\$243	\$463	\$695	\$926
26x	\$55	\$110	\$110	\$219	\$315	\$422	\$469	\$633	\$219	\$422	\$633	\$844
52x	\$45	\$95	\$95	\$190	\$269	\$363	\$406	\$547	\$190	\$363	\$547	\$728
<b>Owings Mills Times</b>												
Open Rate	\$182	\$363	\$363	\$726	\$1,036	\$1,397	\$1,550	\$1,888	\$726	\$1,397	\$1,888	\$2,097
6x	\$169	\$339	\$339	\$679	\$967	\$1,307	\$1,450	\$1,764	\$679	\$1,307	\$1,764	\$1,959
12x	\$161	\$323	\$323	\$647	\$921	\$1,245	\$1,379	\$1,682	\$647	\$1,245	\$1,682	\$1,866
26x	\$149	\$294	\$294	\$589	\$840	\$1,134	\$1,261	\$1,534	\$589	\$1,134	\$1,534	\$1,702
52x	\$129	\$254	\$254	\$510	\$724	\$978	\$1,086	\$1,323	\$510	\$978	\$1,323	\$1,468
<b>Prince George's County Times</b>												
Open Rate	\$96	\$192	\$192	\$385	\$549	\$741	\$821	\$1,001	\$385	\$741	\$1,001	\$1,259
6x	\$90	\$181	\$181	\$360	\$512	\$693	\$768	\$934	\$360	\$693	\$934	\$1,178
12x	\$86	\$170	\$170	\$341	\$489	\$659	\$729	\$888	\$341	\$659	\$888	\$1,120
26x	\$78	\$156	\$156	\$313	\$446	\$602	\$665	\$810	\$313	\$602	\$810	\$1,021
52x	\$68	\$134	\$134	\$268	\$384	\$517	\$575	\$699	\$268	\$517	\$699	\$881
<b>Soundoff!</b>												
Open Rate	\$140	\$283	\$283	\$564	\$803	\$1,084	\$1,203	\$1,625	\$564	\$1,084	\$1,625	\$1,844
6x	\$132	\$263	\$263	\$527	\$750	\$1,013	\$1,124	\$1,519	\$527	\$1,013	\$1,519	\$1,723
12x	\$125	\$251	\$251	\$501	\$714	\$965	\$1,072	\$1,447	\$501	\$965	\$1,447	\$1,639
26x	\$115	\$228	\$228	\$458	\$652	\$881	\$977	\$1,321	\$458	\$881	\$1,321	\$1,498
52x	\$99	\$197	\$197	\$393	\$562	\$760	\$842	\$1,139	\$393	\$760	\$1,139	\$1,291
<b>Towson Times</b>												
Open Rate	\$299	\$602	\$602	\$1,203	\$1,710	\$2,312	\$2,566	\$3,124	\$1,203	\$2,312	\$3,124	\$3,468
6x	\$282	\$563	\$563	\$1,124	\$1,600	\$2,163	\$2,401	\$2,921	\$1,124	\$2,163	\$2,921	\$3,245
12x	\$267	\$534	\$534	\$1,071	\$1,525	\$2,059	\$2,283	\$2,778	\$1,071	\$2,059	\$2,778	\$3,088
26x	\$244	\$489	\$489	\$977	\$1,388	\$1,880	\$2,085	\$2,536	\$977	\$1,880	\$2,536	\$2,816
52x	\$209	\$421	\$421	\$842	\$1,197	\$1,620	\$1,797	\$2,186	\$842	\$1,620	\$2,186	\$2,428
<b>The View Newspapers (The View From Ellicott City and The View From Western Howard County)</b>												
Open Rate	\$125	\$240	\$240	\$490	\$680	\$920	\$1,030	\$1,250	\$490	\$920	\$1,250	\$1,400
6x	\$112.50	\$216	\$216	\$441	\$612	\$828	\$927	\$1,125	\$441	\$828	\$1,125	\$1,260
12x	\$106.24	\$204	\$204	\$416.50	\$578	\$782	\$875.50	\$1,062.50	\$416.50	\$782	\$1,062.50	\$1,190
26x	\$100	\$192	\$192	\$392	\$544	\$736	\$824	\$1,000	\$392	\$736	\$1,000	\$1,120
52x	\$87.50	\$168	\$168	\$343	\$476	\$644	\$721	\$875	\$343	\$644	\$875	\$980

	2X2.50	2X5.00	4X2.50	4X5.00	4X7.75	4X10.50	6X7.75	6X10.50	8X2.50	8X5.00	8X7.75	9X21.25
<b>The Jeffersonian</b>												
Open Rate	\$68	\$164	\$164	\$327	\$492	\$651	\$771	\$1,042	\$327	\$651	\$965	\$1,228
6x	\$65	\$156	\$156	\$314	\$466	\$617	\$733	\$988	\$314	\$617	\$915	\$1,168
12x	\$63	\$149	\$149	\$295	\$442	\$584	\$696	\$937	\$295	\$584	\$867	\$1,107
26x	\$57	\$140	\$140	\$281	\$419	\$553	\$657	\$886	\$281	\$553	\$820	\$1,046
52x	\$45	\$115	\$115	\$231	\$345	\$457	\$540	\$729	\$231	\$457	\$675	\$861
<b>Weekend Publications* (Anne Arundel County, Baltimore County, Carroll County &amp; Howard County)</b>												
	\$45	\$74	\$74	\$115	\$167	\$202	\$219	\$300	\$115	\$202	\$289	\$347

\*Advertisers must purchase space in one of PPC's other publications in order to purchase ad space in any weekend publication.



# Builder 2008 Rate Card

## Patuxent Publishing Company

### Weekend Classified Advertising Opportunities

Place a Builder ad in your weekly Patuxent Publishing Company newspapers and you'll be eligible to purchase ad space at a greatly reduced price in the Weekend Classified edition(s) corresponding with your targeted market. It's that simple.

You can reach all the home shoppers who use the Weekend Classified to plan their weekend house hunting.

### Online Advertising Opportunities

Ask your Patuxent Publishing sales representative about new online advertising opportunities in 2008. It will be an effective way to reach area home buyers.

### Tabloid Newspapers

Arbutus Times, Baltimore Messenger, Catonsville Times, Columbia Flier, The Eldersburg Eagle, Howard County Times, Laurel Leader, North County News, Northeast Booster, Northeast Reporter, Owings Mills Times, Soundoff!, Towson Times, The View From Ellicott City, The View From Western Howard County, The Westminster Eagle.

### Broadsheet Newspaper

The Jeffersonian

TABLOID PAGE = 93.94 COLUMN INCHES

Ad Size	Actual Dimensions Inches
2 column	2.255
4 column	4.597
6 column	6.940
8 column	9.282
9 column	10.250

BROADSHEET PAGE = 191.25 COLUMN INCHES

Ad Size	Actual Dimensions inches
2 column	2.255
4 column	4.597
6 column	6.940
8 column	9.282
9 column	10.250

### Builder Combination Discounts\*

Discount for	2 newspapers	8%
Discount for	3 newspapers	10%
Discount for	4 newspapers	12%
Discount for	5 newspapers	15%
Discount for	6 newspapers	18%
Discount for	7 newspapers	21%
Discount for	8 newspapers	25%
Discount for	9 newspapers	27%
Discount for	10 newspapers	30%
Discount for	11 newspapers	32%
Discount for	12 or more newspapers	35%

\*Builder combination discounts are available for the same ad running the same week in more than one newspaper. Does not apply to Weekend Classified Publications.

### Advertising Deadlines

Newspaper	Pub Date	Builder
Arbutus Times/Catonsville Times	Wed.	Mon. 4 pm
Baltimore Messenger	Thurs.	Mon. 4 pm
The Eldersburg Eagle/The Westminster Eagle	Thurs.	Mon. 12 pm
The View/Columbia Flier/Howard County Times/Laurel Leader	Thurs.	Mon. 4 pm
North County News/Owings Mills Times	Thurs.	Mon. 4 pm
Northeast Booster/Northeast Reporter	Thurs.	Mon. 4 pm
Soundoff!	Thurs.	Mon. 4 pm
Towson Times	Wed.	Mon. 2 pm
The Jeffersonian	Tues.	Fri. 12 pm
	Thurs.	Mon. 4 pm

### Weekend Classified Publications

Anne Arundel County/Baltimore County/ Carroll County/Howard County	Sat.	Mon. 6 pm
---	------	-----------

