



2008 Rate Card Classified Recruitment Agency

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

2008 Rate Card Classified Recruitment Agency

Patuxent Publishing Company

PPC Publications

 ANNE ARUNDEL COUNTY WEEKEND ¹	Saturday - circulation 4,300
 ARBUTUS TIMES	Wednesday - circulation 4,730
 BALTIMORE MESSENGER	Thursday - circulation 4,760
 CARROLL COUNTY WEEKEND ¹	Saturday - circulation 4,550
 CATONSVILLE TIMES	Wednesday - circulation 8,413
 COLUMBIA FLYER	Thursday - circulation 39,469
 THE ELDERSBURG EAGLE	Wednesday - circulation 15,092
 HOWARD COUNTY TIMES ²	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)
 THE JEFFERSONIAN ³	Tuesday - circulation 3,382
	Thursday - circulation 3,403
	(A Baltimore County-wide newspaper with paid subscribers)
 HOWARD COUNTY WEEKEND ¹	Saturday - circulation 4,370
 BALTIMORE COUNTY WEEKEND ¹	Saturday - circulation 5,050

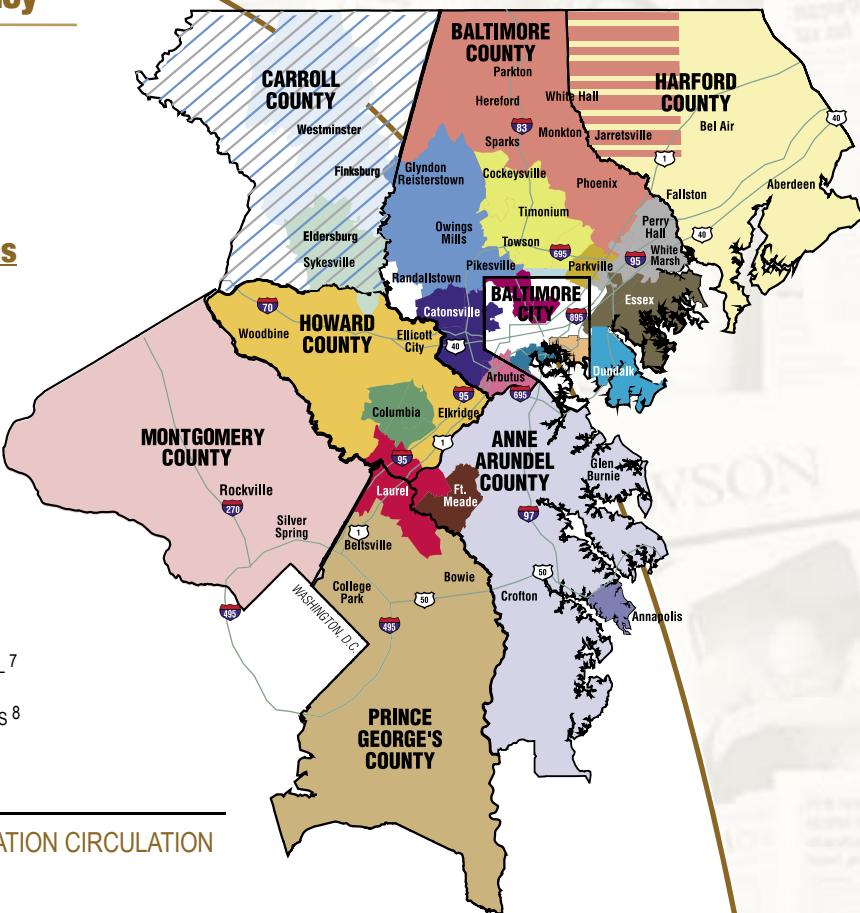
View Publications

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

TOTAL PPC NEWSPAPER CIRCULATION
350,313

Partnership Publications

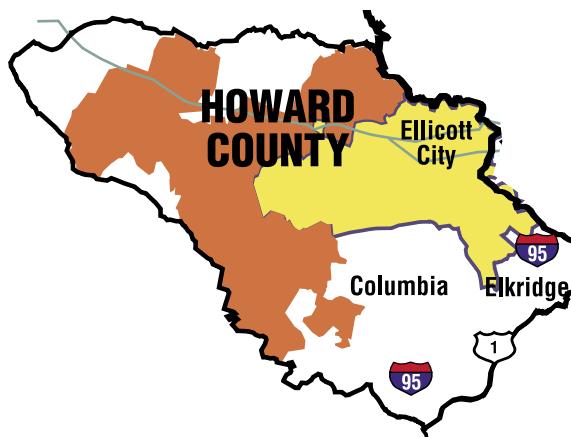
 AEGIS ⁴	Wednesday - circulation 28,534
 ANNAPOLIS TIMES ⁵	Friday - circulation 3,900
 THE AVENUE NEWS	Friday - circulation 64,000
 BALTIMORE GUIDE (Southern)	Thursday - circulation 25,000
 BALTIMORE GUIDE (Southeastern)	Thursday - circulation 38,953
 BALTIMORE TIMES ⁶	Thursday - circulation 24,410
 DUNDALK EAGLE	Thursday - circulation 18,024
 MONTGOMERY COUNTY SENTINEL ⁷	Thursday - circulation 3,427
 PRINCE GEORGE'S COUNTY TIMES ⁸	Friday - circulation 4,350
 PRINCE GEORGE'S SENTINEL ⁸	Thursday - circulation 37,052



TOTAL PARTNERSHIP PUBLICATION CIRCULATION

246,120

View Newspapers Market Area



Source: Aegis – ABC Audit Report, Subject to Audit, 12 month period ended September 30, 2006; PPC – CAC Publisher's Statement, Subject to Audit by CAC, 6 month period ending March 31, 2007; PPC Weekend Classified – PPC Circulation Dept 2007; View Newspapers – PPC Circulation Dept 2007; The Avenue News – CAC Publisher's Statement, six month period ended March 31, 2007; Annapolis, Baltimore & PG Times – CAC Audit Report, six month period ended March 31, 2007; Dundalk Eagle – USPS Statement of Ownership Management & Circulation, October 1, 2007; Baltimore Guide - SE Edition – CAC Audit Report 12 month period ending June 30, 2007; SO Edition – Per BG Circulation Dept, 2007; Prince George's Sentinel – CVS Publication Audit Report January 1 to June 30, 2006; Montgomery Sentinel – USPS Statement of Ownership Management & Circulation, Sept 28, 2007; Prince George's Times – CAC Audit, 12 month period ending March 31, 2007

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

⁴ Has paid distribution in Harford and surrounding counties

⁵ Has distribution points throughout Annapolis

⁶ Has distribution points throughout Baltimore City and County

⁷ Has paid distribution in Montgomery County

⁸ Has distribution points throughout Prince George's County

2008 Rate Card Classified Recruitment Agency

Patuxent Publishing Company

TABLOID PAGE = 93.94 COLUMN INCHES

ad size	actual dimensions	
	picas	inches
1 column	6p6	1.083
2 column	13p6	2.255
3 column	20p7	3.426
4 column	27p7	4.597
5 column	34p7	5.769
6 column	41p8	6.940
7 column	48p8	8.111
8 column	55p8	9.282
9 column	61p6	10.454

*The Aegis and The Jeffersonian newspapers are broadsheet. All other Newspapers are tabloid.

BROADSHEET PAGE = 191.25 COLUMN INCHES

ad size	actual dimensions	
	picas	inches
1 column	6p6	1.083
2 column	13p6	2.255
3 column	20p7	3.426
4 column	27p7	4.597
5 column	34p7	5.769
6 column	41p8	6.940
7 column	48p8	8.111
8 column	55p8	9.282
9 column	61p6	10.454

Recruitment Agency Display Ad Rates

newspapers	column inch rates
Annapolis Times (3,900)	\$42.75
Baltimore Messenger (4,760)	\$68.19
Baltimore Times, city edition (22,880)	\$70.35
Carroll County Combo (<i>The Eldersburg Eagle, The Westminster Eagle, Carroll County Weekend</i> = 45,072)	\$46.50
Columbia Flier (39,469)	\$101.71
The Jeffersonian (Thursday- 3,403)	\$55.93
Howard County Times/View Combo (<i>Howard County Times, The View</i> = 54,053)	\$87.55
Laurel Leader (30,902)	\$68.19
North County News (18,192)	\$54.80
Northeast combination (Northeast Booster + Northeast Reporter = 38,816)	\$69.68
Owings Mills Times (34,489)	\$68.19
Prince George's County Times (4,350)	\$42.75
Times combination* (<i>Howard County, Catonsville, Arbutus, The View, Owings Mills Times, AA Weekend, Carroll Weekend, Howard Weekend</i> = 114,920)	\$143.58

Towson Times (39,643)	\$90.90
Soundoff! (11,269)	\$46.30
The View Weekly Combo (<i>Ellicott City/West Howard County</i> = 33,800)	\$42.75
Weekend Classified Publications- (included with zone packages) <i>Anne Arundel County, Baltimore County, Carroll County, Howard County</i>	
zones	per column inch

North/City (circulation 240,839)	\$342.68
West (circulation 185,911)	\$248.44
South (circulation 99,570)	\$243.39
North/City and West (circulation 356,089)	\$519.94
South and West (circulation 285,811)	\$440.48
North/City and South (circulation 340,409)	\$508.56
East (circulation 189,843)	\$324.04
Thursday Combo (circulation 147,781)	\$250.91
East, North/City (circulation 386,816)	\$404.79
East, North/City and West (circulation 502,160)	\$540.24
Total market coverage** (circulation 593,066)	\$652.58

Agency Volume Contracts Available

All rates are gross

* Zone packages reflect multi-paper discount pricing.
Minimum size: 1 column by 2 inches. Classified ads are posted weekly on Patuxent Publishing Company's classified web site.

**Total market coverage does not include the Tuesday edition of The Jeffersonian.



Total Market Coverage

The Aegis, Annapolis Times, Anne Arundel County Weekend, Arbutus Times, The Avenue News, Baltimore County Weekend, The Baltimore Guide, Baltimore Messenger, Baltimore Times, Carroll County Weekend, Catonsville Times, Columbia Flier, Dundalk Eagle, The Eldersburg Eagle, Howard County Times, Howard County Weekend, The Jeffersonian, Laurel Leader, Montgomery County Sentinel, North County News, Northeast Booster, Northeast Reporter, Owings Mills Times, Prince George's Sentinel, Prince George's County Times, Soundoff!, Towson Times, The View-Ellicott City, The View-Western Howard County, The Westminster Eagle

Zones

NORTH/CITY: The Aegis, Baltimore County Weekend, Baltimore Messenger, Baltimore Times, Carroll County Weekend, The Eldersburg Eagle, The Jeffersonian, North County News, Northeast Booster, Northeast Reporter, Owings Mills Times, Towson Times, The Westminster Eagle

WEST: Anne Arundel County Weekend, Arbutus Times, Carroll County Weekend, Catonsville Times, Columbia Flier, The Eldersburg Eagle, Howard County Times, Howard County Weekend, Owings Mills Times, The View-Ellicott City, The View-Western Howard County, The Westminster Eagle

SOUTH: Anne Arundel County Weekend, Annapolis Times, Howard County Weekend, Laurel Leader, Montgomery County Sentinel, Prince George's Sentinel, Prince George's County Times, Soundoff!

EAST: The Avenue News, Baltimore County Weekend, The Baltimore Guide, The Dundalk Eagle, Northeast Booster, Northeast Reporter

THURSDAY COMBO: Columbia Flier, Howard County Times, Laurel Leader, Soundoff!, Howard County Weekend, Anne Arundel County Weekend, Jeffersonian (Th), The View-Ellicott City, The View-Western Howard County

Zone Combinations

NORTH/CITY & WEST

SOUTH & WEST

NORTH/CITY & SOUTH

EAST & NORTH/CITY

EAST, NORTH/CITY & WEST

THURSDAY COMBO

Local Job Connection Banner Rates*

North Zone-Baltimore's Job Connection - \$883 for 2 x 2 column

SouthWest Zone-Local Job Connection - \$883 for 2 x 2 column

*Banner ads include Red Match priority job online feature

Newspaper Credit & Terms of Payment

1. 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 $1\frac{1}{2}\%$ 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. In order to cancel your classified ad space, you must notify your account executive by Monday at 6 p.m. for Wednesday publications and Tuesday at 2 pm for Thursday publications.
5. Contract rates available.
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.
7. Tear sheets can be provided for a charge of \$2.50 per advertisement.

Newspaper Contract & Copy Regulations

1. We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
2. 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.
3. 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.
4. We reserve the right to revise any and all rates on 30 days written notice to the advertiser.
5. 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.

Other Advertising Opportunities

Ask your sales representative about magazines, special sections and online advertising opportunities.

