



2008 Rate Card Classified Recruitment





















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.



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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 FLIER
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
Tuesday - circulation 3,382
Thursday - circulation 3,403
-  HOWARD COUNTY WEEKEND ¹
Saturday - circulation 4,370
-  BALTIMORE COUNTY WEEKEND ¹
Saturday - circulation 5,050

View Publications

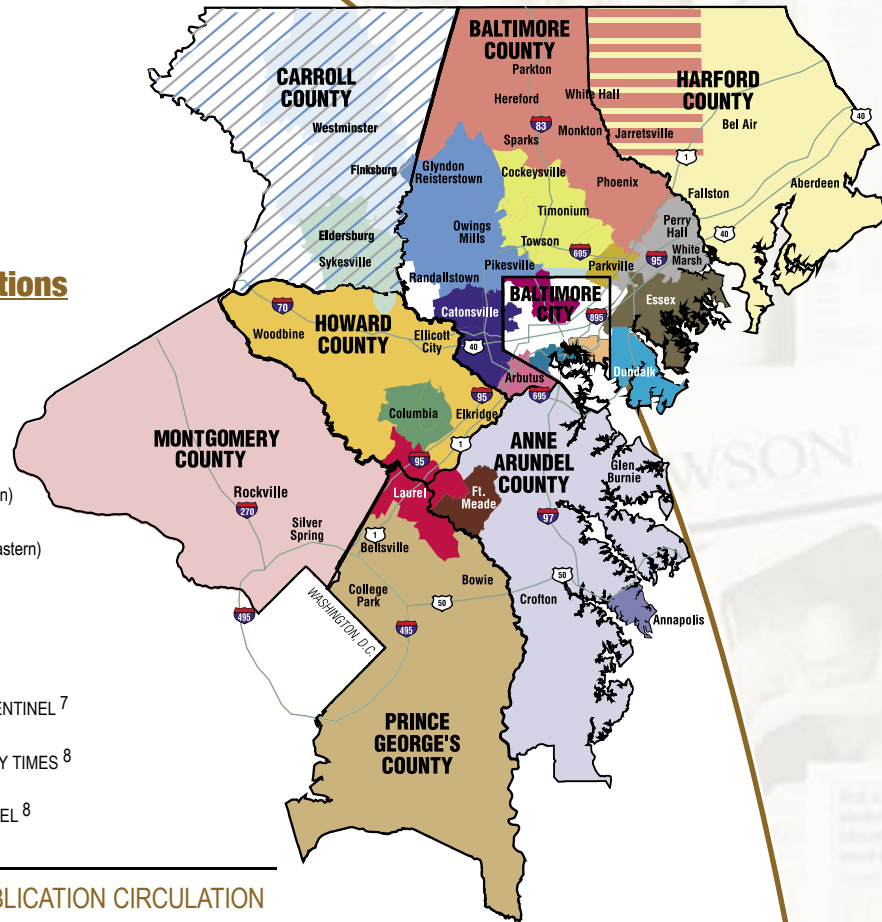
-  THE VIEW - ELLICOTT CITY
Friday - circulation 21,943
-  THE VIEW - WESTERN HOWARD COUNTY
Friday - circulation 11,857

TOTAL PPC NEWSPAPER CIRCULATION
350,313

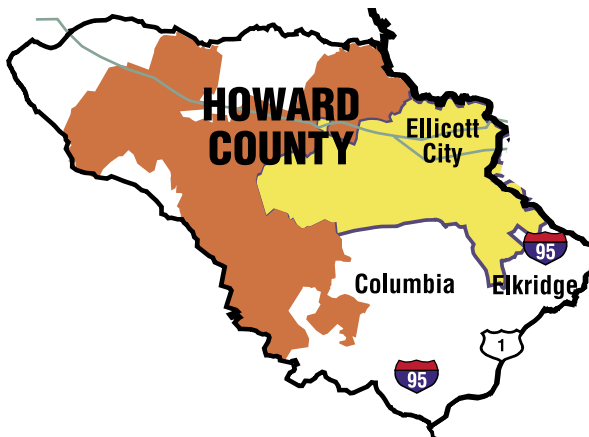
Partnership Publications

-  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

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Recruitment Display Ad Rates	
newspapers	column inch rates
Annapolis Times (3,900)	\$35.02
Baltimore Messenger (4,760)	\$57.68
Baltimore Times, city edition (22,880)	\$56.65
Carroll County Combo (The Eldersburg Eagle, The Westminster Eagle, Carroll County Weekend =45,072)	\$31.00
Columbia Flier (39,469)	\$84.46
The Jeffersonian (Thursday- 3,403)	\$47.38
Howard County Times/View Combo (Howard County Times, The View = 54,053)	\$133.59
Laurel Leader (30,902)	\$57.68
North County News (18,192)	\$33.99
Northeast combination (Northeast Booster + Northeast Reporter = 38,816)	\$57.68
Owings Mills Times (34,489)	\$55.62
Prince George's County Times (4,350)	\$35.02
Times combination* (Howard County, Catonsville, Arbutus, The View, Owings Mills Times, AA Weekend, Carroll Weekend, Howard Weekend = 114,920)	\$133.59
Towson Times (39,643)	\$74.16
Soundoff! (11,269)	\$37.08
The View Weekly Combo (Ellicott City/West Howard County =33,800)	\$37.60
Weekend Classified Publications- (included with zone packages) Anne Arundel County, Baltimore County, Carroll County, Howard County	
zones	per column inch
North/City (circulation 240,839)	\$353.93
West (circulation 185,911)	\$239.27
South (circulation 99,570)	\$208.42
North/City and West (circulation 356,089)	\$381.62
South and West (circulation 285,811)	\$384.19
North/City and South (circulation 340,409)	\$439.76
East (circulation 189,843)	\$275.83
Thursday Combo (circulation 147,781)	\$226.81
East, North/City (circulation 386,816)	\$280.42
East, North/City and West (circulation 502,166)	\$415.40
Total market coverage** (circulation 593,066)	\$542.45

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

* 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.

Recruitment Line Rates	
single zone	
1 paper	\$60.31 first 3 lines; \$13.15 each additional line
Howard County Combo	\$70.71 first 3 lines; \$13.15 each additional line
Carroll County Combo	\$11.33 first 3 lines; \$2.32 each additional line
North/City zone	\$102.43 first 3 lines; \$21.63 each additional line
West zone	\$96.31 first 3 lines; \$18.54 each additional line
East zone	\$84.98 first 3 lines; \$18.44 each additional line
South zone	\$86.06 first 3 lines; \$14.42 each additional line
Thursday Combo	\$98.57 first 3 lines; \$17.51 each additional line
two zone combinations	
North/City and West zone	\$126.69 first 3 lines; \$25.88 each additional line
South and West zone	\$123.29 first 3 lines; \$23.34 each additional line
North/City and South zone	\$130.81 first 3 lines; \$26.94 each additional line
North/East and West zone	\$123.29 first 3 lines; \$23.76 each additional line
Total market coverage	\$140.18 first 3 lines; \$22.71 each additional line

Minimum size: 3 lines. 15 lines converts to column inch rate



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

Recruitment Frequency Discounts

Discount on a 13-week contract	15%
Discount on a 26-week contract	20%
Discount on a 52-week contract	25%

Frequency discounts are available only to those advertisers with signed contracts. Discounts are applicable on a prospective basis from date of signed contract.

Job Connection Banner Rates*

North Zone-Baltimore's Job Connection - \$755 for 2 x 2 column
SouthWest Zone-Local Job Connection - \$755 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 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. 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. 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.

Other Advertising Opportunities

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

