The Official Guide to HOWARD COUNTY

2008 Rate Card

A Patuxent Publishing Company Publication

New in 2008: Increased and enhanced distribution of 60,000!

Rates and Sizes

Ad Size	Width x Length	Rates
Full page	7.333" x 10.027"	$5,225
1/2 Page H	7.333" x 4.888"	$2,845
1/2 Page V	3.541" x 10.027"	$2,845
1/4 Page	3.541" x 4.888"	$1,485

Color rates: 4-color process $175, spot color $75
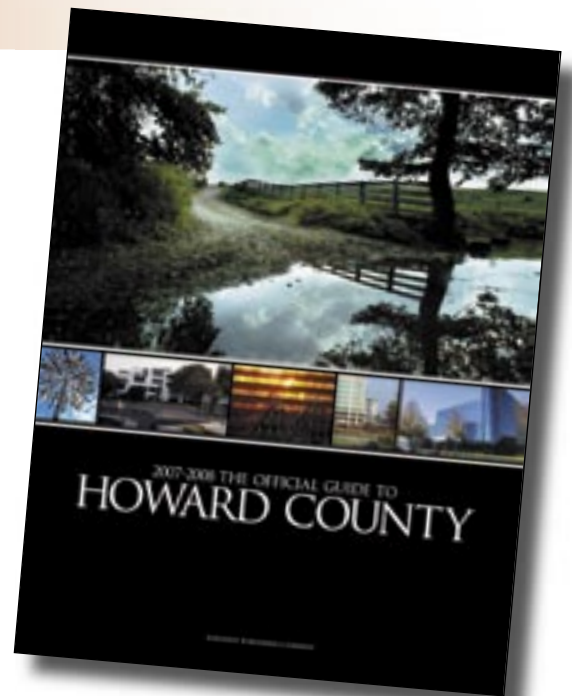**Bleed size:** 8.5" x 11.125"
Trim size: 8.25" x 10.875"
Image size: 7.333" x 10.027"

A 15% fee will be charged for any ads cancelled after the space deadline.
Rates reflect gross. Special placement charge: 15% (applicable to full pages only)

Ask your sales representative about internet opportunities.

Mechanical Requirements

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

4 Color graphics must be in CMYK Process.

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.

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