



The Sunday Carroll Eagle Rate Card



The Sunday Carroll Eagle, a new product in Patuxent's Eagle family of community newspapers, features the people, places and events that make Carroll County a great place to live, work and raise a family. Aimed at both longtime and new residents, the Sunday Carroll Eagle is the perfect way for advertisers to reach potential customers throughout the county!

As an added benefit, all retail print ads are displayed on PPC web sites, including connect2md.com, allowing you to reach additional customers, reinforcing the message of your ad while sustaining key brand recognition.

The Sunday Carroll Eagle Rates & Frequency Discounts

COL. X INCHES	OPEN RATE	6X 10%	13X 15%	26X 20%	40X 25%	52X 30%
5x11.5	\$677.35	\$609.62	\$575.75	\$541.88	\$508.01	\$474.15
5x5.5	\$323.95	\$291.56	\$275.36	\$259.16	\$242.96	\$226.77
5x3.75	\$220.88	\$198.79	\$187.74	\$176.70	\$165.66	\$154.61
4x11.5	\$541.88	\$487.69	\$460.60	\$433.50	\$406.41	\$379.32
4x9.5	\$447.64	\$402.88	\$380.49	\$358.11	\$335.73	\$313.35
3x11.5	\$406.41	\$365.77	\$345.45	\$325.13	\$304.81	\$284.49
3x9.5	\$335.73	\$302.16	\$285.37	\$268.58	\$251.80	\$235.01
3x7.5	\$265.05	\$238.55	\$225.29	\$212.04	\$198.79	\$185.54
3x5.5	\$194.37	\$174.93	\$165.21	\$155.50	\$145.78	\$136.06
3x3.75	\$132.53	\$119.27	\$112.65	\$106.02	\$99.39	\$92.77
3x1.75	\$61.85	\$55.66	\$52.57	\$49.48	\$46.38	\$43.29
2x11.5	\$270.94	\$243.85	\$230.30	\$216.75	\$203.21	\$189.66
2x7.5	\$176.70	\$159.03	\$150.20	\$141.36	\$132.53	\$123.69
2x5.5	\$129.58	\$116.62	\$110.14	\$103.66	\$97.19	\$90.71
2x3.75	\$88.35	\$79.52	\$75.10	\$70.68	\$66.26	\$61.85
2x1.75	\$41.23	\$37.11	\$35.05	\$32.98	\$30.92	\$28.86
1x 5.5	\$64.79	\$58.31	\$55.07	\$51.83	\$48.59	\$45.35
1x3.75	\$44.18	\$39.76	\$37.55	\$35.34	\$33.13	\$30.92
1x1.75	\$20.62	\$18.55	\$17.52	\$16.49	\$15.46	\$14.43

All rates are gross.

The Mid-week Eagle Rates

	1X1.75	1X3.75	2X1.75	2X3.75	2X5.5	2X7.5	2X11.5	3X1.75	3X3.75	3X5.5	3X7.5	3X9.5	3X11.5	4X9.5	4X11.5	5X3.75	5X5.5	5X11.5
The Eldersburg Eagle																		
Open Rate	\$52	\$72	\$72	\$106	\$206	\$211	\$294	\$98	\$206	\$227	\$294	\$402	\$474	\$520	\$618	\$258	\$402	\$793
The Westminster Eagle																		
Open Rate	\$70	\$97	\$97	\$143	\$278	\$285	\$396	\$132	\$278	\$306	\$396	\$542	\$640	\$702	\$834	\$348	\$542	\$1,071
The Eldersburg & Westminster Eagle Combo*																		
Open Rate	\$87	\$120.50	\$120.50	\$177.50	\$345	\$353.50	\$492	\$164	\$345	\$380	\$492	\$673	\$794	\$871	\$1,035	\$432	\$673	\$1,328.50

*Eagle Combo counts as 2 newspapers when purchased with The Sunday Carroll Eagle.

Frequency Contract Discount

Number of weeks	% off open
6 weeks	10%
13 weeks	15%
26 weeks	20%
40 weeks	25%
52 weeks	30%

Newspaper Combination Discounts*

Number of Patuxent Publishing Company Newspapers	% off open
2-3 newspapers	10%
4-5 newspapers	15%
6-7 newspapers	25%
8-10 newspapers	30%
11+ newspapers	50%

* Same ad same week.

Newspaper Special Rates & Commissions

Agency Commission

15% on camera-ready art from recognized agencies. Inserts not applicable. Color charges are non commissionable.

Special Placement Charge

10% additional. Special placement cannot always be accommodated for color ads.

Color Rates

The Sunday Carroll Eagle

Spot color, \$70 per color; 4-color process, \$200

The Eldersburg Eagle

Spot color, \$70 per color; 4-color process, \$200

The Westminster Eagle

Spot color, \$95 per color; 4-color process, \$280

2 Eagle Combo (Any 2 Eagles)

Spot color, \$150 per color; 4-color process, \$395

3 Eagle Combo (All 3 Eagles)

Spot color, \$190 per color; 4-color process, \$450

Deadlines & Publication Dates

The Sunday Carroll Eagle

Publication Date: Sunday

Space and copy: Wednesday at **4:00 pm**

The Eldersburg Eagle

Publication Date: Wednesday

Space and copy: Monday at **12:00 noon**

The Westminster Eagle

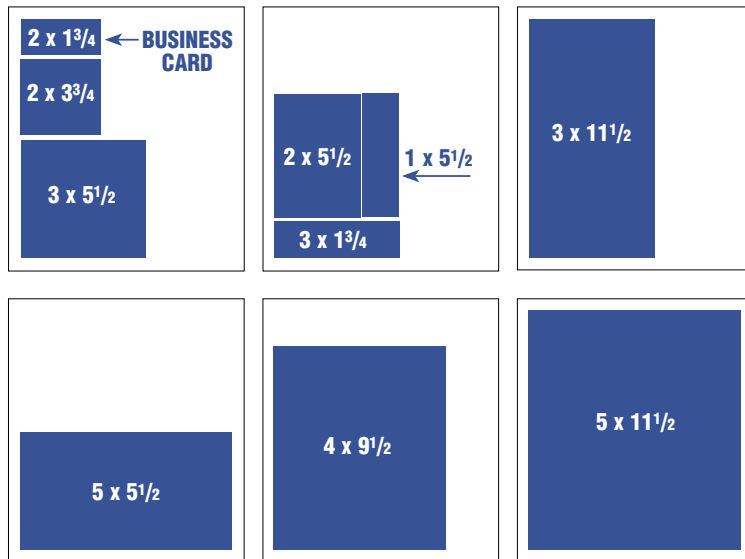
Publication Date: Wednesday

Space and copy: Monday at **12:00 noon**

Digital Ad Delivery

Please see your advertising account representative about ad delivery requirements.

Most frequently used tabloid ad sizes



Ad Sizes

TABLOID PAGE = 57.5 COLUMN INCHES

ad size	actual dimensions	
	picas	inches
5x11.5	61p6 x 69	10.25 x 11.5
5x5.5	61p6 x 34	10.25 x 5.667
5x3.75	61p6 x 22p4	10.25 x 3.722
4x11.5	49 x 69	8.167 x 11.5
4x9.5	49 x 57p4	8.167 x 9.555
3x11.5	36p6 x 69	6.083 x 11.5
3x9.5	36p6 x 57p4	6.083 x 9.555
3x7.5	36p6 x 45p8	6.083 x 7.611
3x5.5	36p6 x 34	6.083 x 5.667
3x3.75	36p6 x 22p4	6.083 x 3.722
3x1.75	36p6 x 10p8	6.083 x 1.778
2x11.5	24 x 69	4 x 11.5
2x7.5	24 x 45p8	4 x 7.611
2x5.5	24 x 34	4 x 5.667
2x3.75	24 x 22p4	4 x 3.722
2x1.75	24 x 10p8	4 x 1.778
1x3.75	11p6 x 22p4	1.917 x 3.722
1x1.75	11p6 x 10p8	1.917 x 1.778

Contact Information



PATUXENT
PUBLISHING
COMPANY

The voice of
your community.

Carroll County

121 East Main Street
Westminster, MD 21157
(410) 386-0334
Fax (410) 386-0340

Howard Co./Columbia

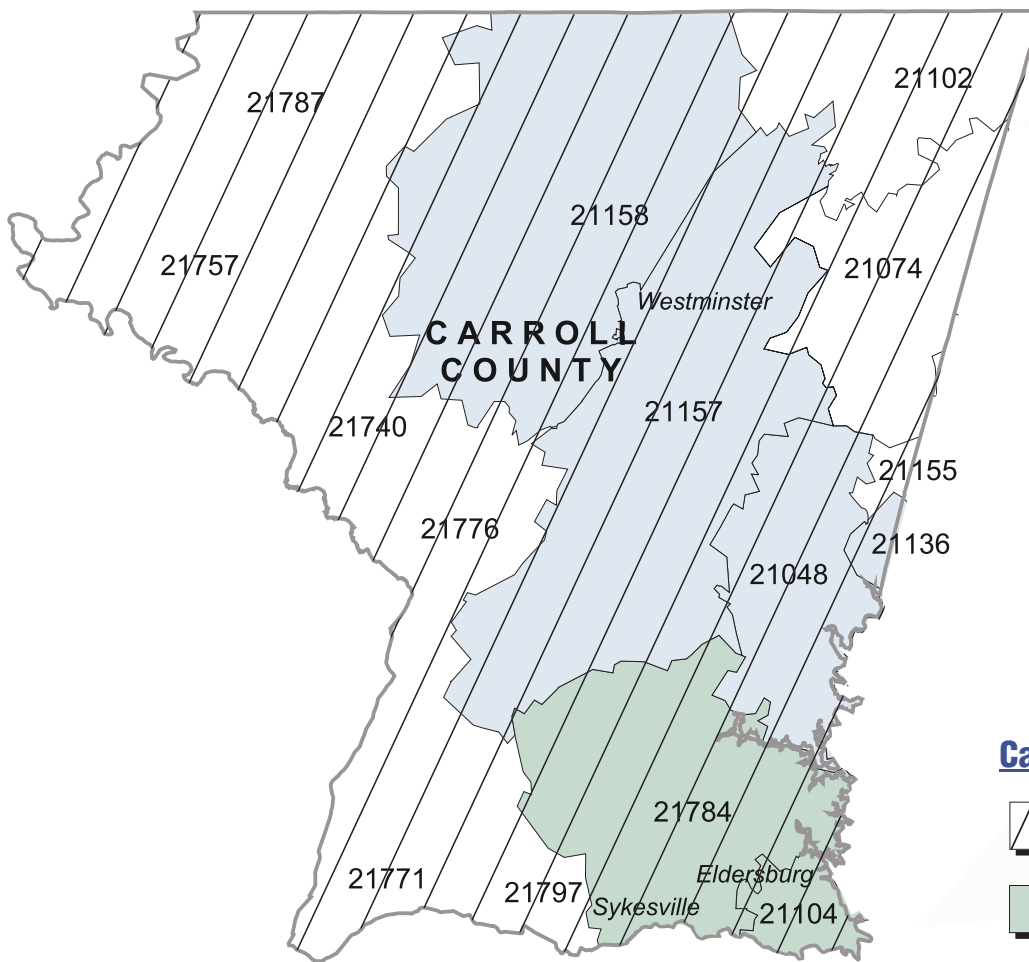
10750 Little Patuxent Parkway
Columbia, MD 21044
(410) 730-3620
Fax (410) 997-0885

Baltimore Co./Towson




409 Washington Avenue
Towson, MD 21204
(410) 337-2455
Fax (410) 296-2707

The Sunday Carroll Eagle Distribution

Patuxent Publishing Company



Carroll County Newspapers

-  THE SUNDAY CARROLL EAGLE
Sunday - circulation 15,794
-  THE ELDERSBURG EAGLE
Wednesday - circulation 14,093
-  THE WESTMINSTER EAGLE
Wednesday - circulation 25,817

**Total Combined
Circulation: 55,704**

Source: ABC Audit Report, 12 month period ending September 30, 2006
(includes increased distribution in zip code 21136) - EE, WE.
The Baltimore Sun, September 2007 - The Sunday Carroll Eagle.