

MEDIA KIT 2020



No one reaches more people in Frederick County than
The Frederick News-Post.

PRINT

- **50,000+** daily readers
- **52,000+** Sunday readers
- **80,000+** households reached

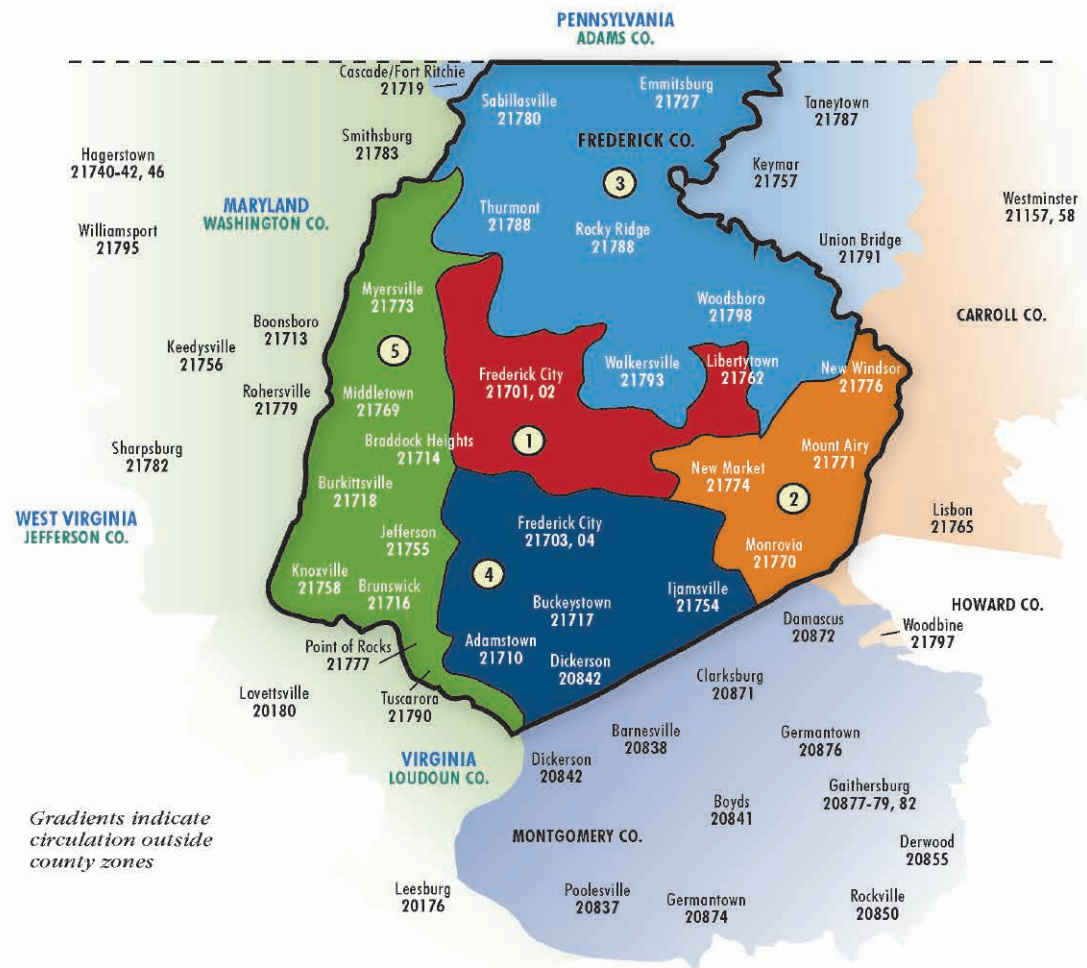
DIGITAL

- **30,500+** daily unique users
- **38,000** daily unique sessions
- **73,000+** daily page views

We Deliver Frederick County

The Frederick News-Post's Circulation by Zone program

(zip code clusters) allows preprint customers maximum flexibility in targeting households.* Combined with our total market coverage publication, the **Frederick County Connector**, we deliver to nearly every address in Frederick. Contact your account representative for individualized plans to accommodate your distribution needs.



ZONE | ZIP CODE | TOWN

1 21701 Frederick City
21702 Frederick City
21762 Libertytown

2 21765 Lisbon
21770 Monrovia
21771 Mount Airy
21774 New Market
21797 Woodbine
21157 Westminster
21158 Westminster
21776 New Windsor

ZONE | ZIP CODE | TOWN

3 17214 Blue Ridge Summit
17268 Waynesboro
17320 Fairfield
17325 Gettysburg
21719 Cascade/Fort Ritchie
21727 Emmitsburg
21757 Keymar
21778 Rocky Ridge
21780 Sabillasville
21787 Taneytown
21788 Thurmont
21791 Union Bridge
21793 Walkersville
21798 Woodsboro

ZONE | ZIP CODE | TOWN

4 21703 Frederick City
21704 Frederick City
21710 Adamstown
21717 Buckeystown
21754 Ijamsville
20837 Poolesville
20841 Boyds
20838 Barnesville
20842 Dickerson
20850 Rockville
20855 Derwood
20871 Clarksburg
20872 Damascus
20874 Germantown
20876 Germantown
20877 Gaithersburg
20878 Gaithersburg
20879 Gaithersburg
20882 Gaithersburg

ZONE | ZIP CODE | TOWN

5 20176 Leesburg
20180 Lovettsville
21713 Boonsboro
21716 Brunswick
21755 Jefferson
21756 Keedysville
21758 Knoxville
21777 Point of Rocks
21779 Rohrsersville
21790 Tuscarora
25401 Martinsburg
25414 Charles Town
25425 Harpers Ferry
25443 Shepherdstown
21714 Braddock Heights
21718 Burkittsville
21740 Hagerstown
21741 Hagerstown
21742 Hagerstown

ZONE | ZIP CODE | TOWN

5 21746 Hagerstown
21769 Middletown
21773 Myersville
21782 Sharpsburg
21783 Smithsburg
21782 Sharpsburg
21195 Williamsport

***Zoning available
Wednesday, Thursday
and Sunday and
requires a full run.
No inserts available
Friday, Saturday,
Monday or Tuesday.**

Frederick County

Demographic Profil



● Population*	255,648
Male.....	49.3%
Female.....	50.7%
Median Age.....	39.3
● Race/Ethnicity*	
White.....	81.2%
Black.....	9%
Hispanic/Latino.....	8.8% ¹
Asian.....	4.5%

● Households***	90,022
Ownership Rate.....	74.8%
Median Home Value.....	\$315,100
Median Household Income.....	\$88,502



● Length of Residence**	
1-2 years.....	13%
3-5.....years	10%
6-10.....years	11%
11+ years.....	47%

Occupation - Head of Household**

Administrative/managerial.....	3.93%	Military.....	0.65%	Self-employed homemaker.....	0.04%
Clerical/white collar.....	6.38%	Other.....	1.26%	Self-employed management.....	0.05%
Craftsman/blue collar.....	4.99%	Professional/technical.....	9.86%	Self-employed other.....	0.02%
Educator.....	0.26%	Religious.....	0.04%	Self-employed professional.....	0.18%
Farmer.....	0.30%	Retired.....	3.65%	Self-employed retired.....	0.01%
Financial professional.....	0.64%	Sales/service.....	1.23%	Self-employed sales/mktg.....	0.05%
Homemaker.....	2.69%	Self-employed.....	0.99%	Student.....	0.89%
Legal professional.....	0.11%	Self-employed blue collar.....	0.08%		
Medical professional.....	1.85%	Self-employed clerical.....	0.06%		

*Sources: Population: U.S. Bureau of the Census (American Factfinder - Quick Facts), 2018 estimate
 ** Source: LEAP Media Solutions and Acxiom Corporation
 *** Source: 2013-2017 American Community Survey 5-Year Estimates
¹ Regardless of race

Audience

Demographic Overview

The Frederick News-Post in print and online

HOUSEHOLD INCOME

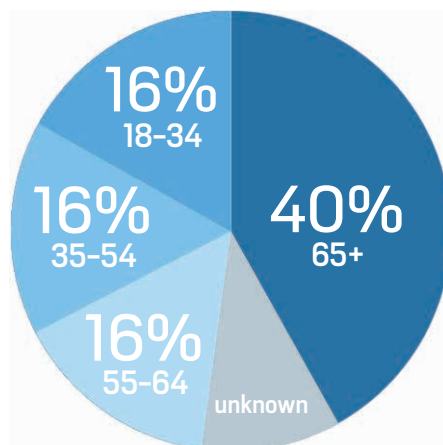
Up to \$19,999	2.57%
\$20,000 - \$39,999	8.35%
\$40,000 - \$59,999	9.25%
\$60,000 - \$79,999	24.45%
\$80,000 - \$99,999	18.71%
\$100,000 - \$124,999	7.21%
\$125,000 - \$149,999	5.55%
\$150,000+	18.72%
Unknown	5.20%

LIFESTYLE INTERESTS

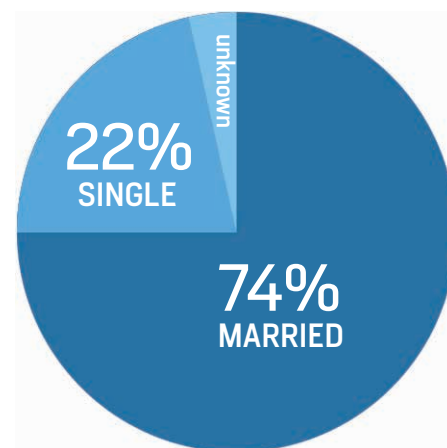
all households in Frederick County

Electronics	72%
Furniture/Decorating	64%
Fitness/Exercise	61%
Gardening	58%
Crafts	48%
Gourmet	44%
Fashion	39%
Pets	28%
Automotive	26%
Home Improvement	25%
Hunting/Shooting	24%
Green Living	23%
Dieting	22%
Recreational Vehicles	22%
Dog Owners	20%
Cat Owners	16%

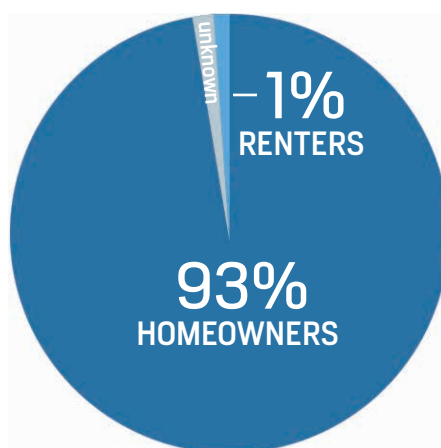
AGE



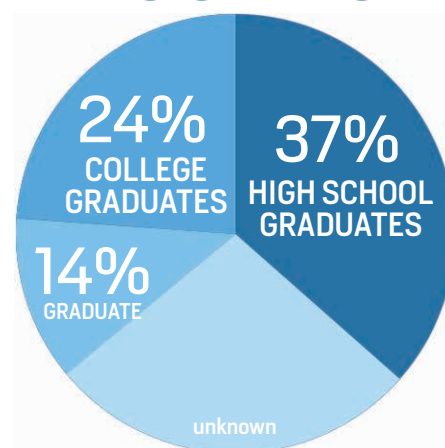
MARITAL STATUS



HOUSING



EDUCATION



47%
of readers own
homes worth
between \$300,00
and \$500,000.

34%
of readers have
between \$100,000
and \$500,000 of
home equity.

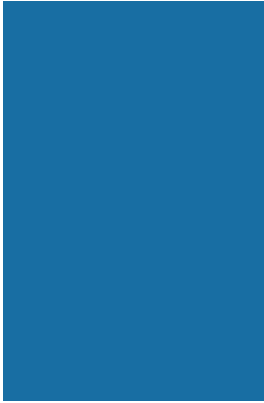
Source: LEAP Media Solutions and Axiom Corporation

Modular Print Advertising

FNP Broadsheet Ad Sizes & Base Rates



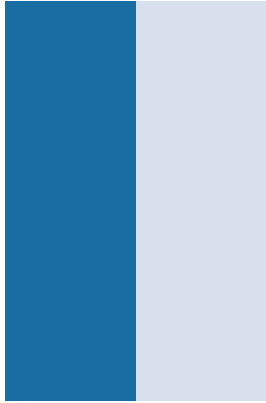
Double Truck
13 col x 20 in
Mon - Sat \$7,956
Sunday \$8,424



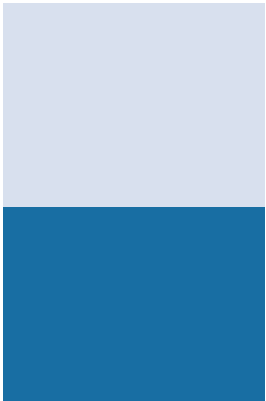
Full Page
6 col x 20 in
Mon - Sat \$3,672
Sunday \$3,888



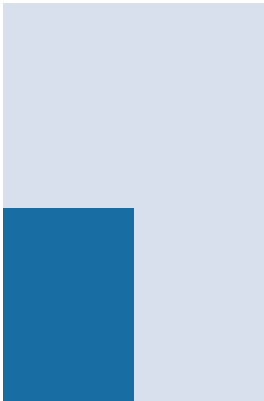
3/4 Page
6 col x 15 in
Mon - Sat \$2,754
Sunday \$2,916



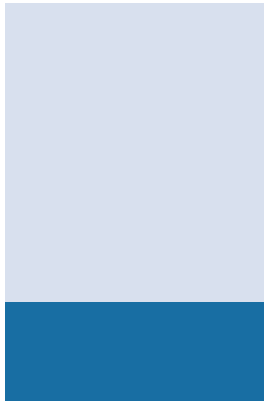
1/2 Page V
3 col x 20 in
Mon - Sat \$1,836
Sunday \$1,944



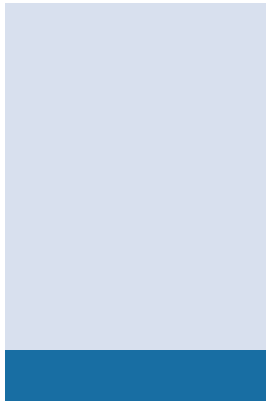
1/2 Page H
6 col x 10 in
Mon - Sat \$1,836
Sunday \$1,944



1/4 Page V
3 col x 10 in
Mon - Sat \$918
Sunday \$972



1/4 Page H
6 col x 5 in
Mon - Sat \$918
Sunday \$972



Front Page Banner
6 col x 2 in
Mon - Sat \$1,333
Sunday \$1,500

MECHANICALS:

1 Col = 1.57 inches • 2 Col = 3.25 inches • 3 Col = 4.93 inches • 4 Col = 6.61 inches • 5 Col = 8.29 inches • 6 Col = 9.97 inches

Rates apply only to broadsheet ad sizes shown. Prices include color. Non-modular advertising is available on a per column inch basis at the open rate of \$36 pci for Sunday and \$34 pci Monday-Saturday. There is an additional \$14.98/ad for a seven-day inclusion in our Marketplace Carousel slideshow on FrederickNewsPost.com.



Reservation Deadline

• 12 noon, two business days prior to rundate.

Ad Approval Deadline

• Tues - Fri, 4 p.m. day prior to rundate
• Sat - Mon, 4 p.m. Friday

Expand Your Audience

Frederick County Connector & 72 Hours



Reservation Deadlines

- 72 Hours, Monday at noon
- FCC, Friday at noon

Ad Approval Deadlines

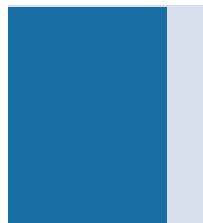
- 72 Hours, Tuesday at noon
- FCC, Tuesday at 2pm

Ad Sizes & Base Rates

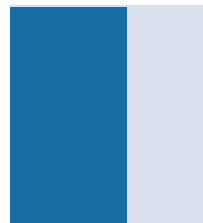
- 72 Hours: The Nightlife listing: \$10 per week



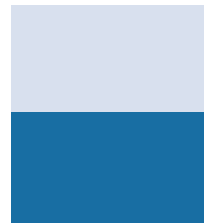
Full Page
5 col x 11 in
FCC \$719
72H \$1,600



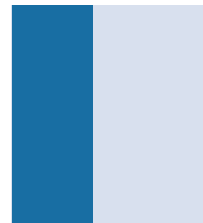
4/5 Page
4 col x 11 in
FCC \$601
72H \$1,350



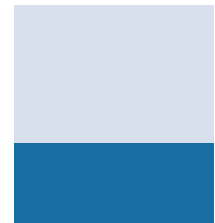
3/5 Page
3 col x 11 in
FCC \$470
72H \$1,050



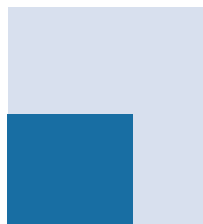
1/2 Page
5 col x 5.44 in
FCC \$396
72H \$960



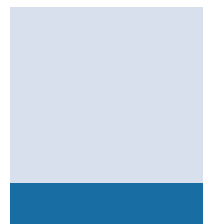
2/5 Page V
2 col x 11 in
FCC \$326
72H \$700



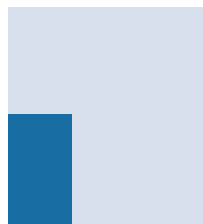
2/5 Page H
5 col x 4 in
FCC \$323
72H \$700



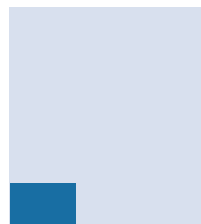
1/3 Page
3 col x 5.44 in
FCC \$247
72H \$550



1/4 Page H
5 col x 2.66 in
FCC \$203
72H \$450



1/5 Page H
2 col x 5.44 in
FCC \$170
72H \$375



1/10 Page H
2 col x 2.66 in
FCC \$85
72H \$185



Page Banner
5 col x 1.5 in
FCC \$200
72H Front \$500
Inside \$275

MECHANICALS:

1 Col = 1.74 inches • 2 Col = 3.59 inches • 3 Col = 5.45 inches • 4 Col = 7.30 inches • 5 Col = 9.15 inches

Rates apply only to tab ad sizes shown. Prices include color. Non-modular advertising is available on a per column inch basis at the open rate of \$36 pci for 72 Hours and \$18 pci for FCC. There is an additional \$14.98/ad for a seven-day inclusion in our Marketplace Carousel slideshow on FrederickNewsPost.com.

Special Opportunities

Real Estate & Auto

Open Inch Rate
\$32.00

Contact your account executive for
special frequency pricing.

Auctions

Open Inch Rate
\$26.00

Employment Packages: Digital & Print

Contact recruitment@newspost.com

Self-Serve Classified Ads Available

Visit fredericknewspost.com

FCM **solutions**
CONNECTING MEDIA
PARTNERS WITH ADVERTISERS

Contact us for
pay-for-performance options.
info@fcm solutions.net



Preprints

Tab (up to 12" x 10.5")	NUMBER OF PAGES											
	4	8	12	16	20	24	28	32	36	40	44	48
Standard (over 12" x 10.5")	2	4	6	8	10	12	14	16	18	20	22	24
Full run (cost per 1,000)	\$48	\$56	\$57	\$58	\$60	\$62	\$64	\$68	\$72	\$75	\$79	\$82

Available Sundays, Wednesdays and Thursdays. Single sheet \$38 per thousand

For larger sizes, add \$0.20 for each additional tab page or the equivalent. Specs: min. width 5", min. height 10", max. width 15", max. height 11.75", 10,000 minimum quantity. All Sunday and holiday papers require a full run. Print & deliver pricing by quote. Zone buys are available with purchase of zone 1 (core market). Contact account executive for pricing and quantities.

Total Market Coverage (TMC) inserts, delivered to an additional 55,000-plus homes, are \$38 per thousand for single sheets, \$44 per thousand for any other size. Contact us about additional quantities.

Delivery address:

351 Ballenger Center Drive, Frederick, MD 21703

Receiving hours:

8 a.m. – 5 p.m. Monday through Friday



Sticky Notes

Full-Run | Full Color

Sticky Notes on the front page of the newspaper grab the reader's attention, instantly delivering the highest visibility and immediate impact. The shelf life of your message extends beyond the paper, as customers save them on computers, refrigerators, dashboards, in office space and more.

Pricing:

Daily: \$55 cpm
Sunday: \$65 cpm
Back printing: +\$5 cpm

Deadline:

Space reservation: 14 days prior
Camera-ready materials: 10 days prior

Quantities:

Daily: 20,500
Sunday: 21,000

Print Size:

3" x 2.375"

RED WING SHOES **BLACK FRIDAY SALE**

20% OFF 7am - 8am
15% OFF 8am-9am
10% OFF 9am-8pm

First 20 customers - FREE RED WING T-SHIRTS

Register to win \$100 Gift Certificate
FULL LINE OF CARHARTT CLOTHING

TWO CONVENIENCE
301.815.5430 | TW
301.540.6626 | W

COLONIAL
SINCE 1800

The Premier Building Supplier
5-State Area.

- Doors
- Windows
- Countertops
- Cabinetry
- Stair & Rail
- Custom Work

301-695-4041
240 Interstate Circle, Frederick
colonialand.com

From repairs to replacements
We've Got You Covered!

PJ's Roofing
Licensed, Bonded, Insured • MHC #05793
301-271-7773

SAVE \$300!

Frequency is Key

to getting results and building your brand

3

ads per
week

X

2.5

readers per
copy

X

52

weeks per
year

= 7,966,920

[potential number of times you have reached
the customer through print advertising!]

- A Branding Opportunity is a business' way of telling customers why it exists and what it believes in.
- Running small-sized ads frequently and consistently in The Frederick News-Post will create millions of branding impressions for your business each year.
- Branding messages build long-term customer loyalty, leading people to associate their beliefs and ideals with your company's ideals and mission.
- Our packages include a three-times-per-week ad in print and an ad online each day.

Ways to Save



Consecutive Week Packages

Commitment	Discount
6 Weeks	10%
13 Weeks	20%
26 Weeks	33%
52 Weeks	50%

Signed contract required. Consecutive week packages require that at least one ad be published every week in consecutive weeks for the number of weeks contracted. No other discounts apply.



Display Frequency Discounts

Frequency	Discount
2nd Ad	25%
3rd Ad	50%
All additional placements 50% OFF.	

Frequency discounts only apply to duplicate ads published within six days of the original ad's publication. No other discounts apply.



Market Extension Discounts FCC & 72 Hours

Frequency	Discount
6x	10%
13x	20%
26x	33%
52x	50%

Signed contract required. No other discounts apply. Must run within 12 months.



Annual Spending Levels

Dollar Volume	Discount
\$5,000	5%
\$7,500	10%
\$10,000	15%
\$15,000	20%
\$25,000	25%
\$50,000	30%
\$75,000	35%
\$100,000	40%
\$150,000	45%
\$200,000	50%

Signed contract required. Annual spending levels must be attained within a 12-month period. No other discounts apply.



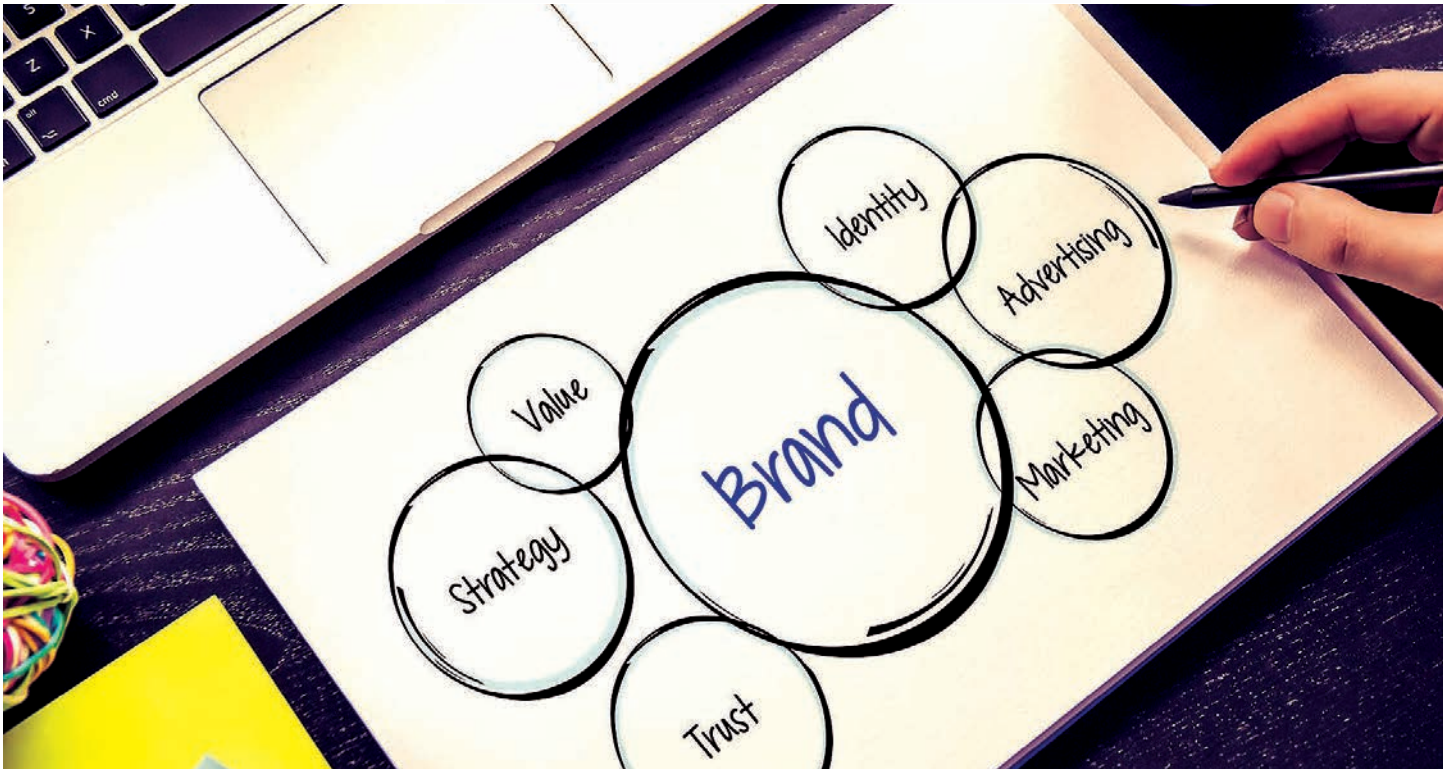
Rate Calculator

Base Rate \$ _____
 Consecutive Week Discount % \$ - _____
 Adjusted Ad Price \$ _____

Base Rate \$ _____
 Frequency Discount % \$ - _____
 Adjusted Ad Price \$ _____

Base Rate \$ _____
 Dollar Volume Discount % \$ - _____
 Adjusted Ad Price \$ _____

Brand Builders



Customers buy from businesses that they **know** and **trust**. Use the FNP Brand Builders program to become one of those businesses.

Frequency is your best value.

- **NO OTHER MEDIA OUTLET** can bring your business to the attention of more communities than the combined reach of The Frederick News-Post and FrederickNewsPost.com.
- **FREQUENCY IS CRITICAL** to successful brand-building ads. We offer cost-effective print and online buying options such as our Brand Builders program.
- **THIS PROGRAM ALLOWS** you the frequency your business needs to stay visible and relevant with all Frederick News-Post readers.

with FNP Brand Builders







































































































































BRONZE

- 3 - 2x2 ROP per week
- Digital carousel
- Plus 30,000 impressions/mo. on FrederickNewsPost.com

Value \$391.50 per week

Only \$199 per week



PEWTER

- 3 – 2x2 ROP per week
- Digital carousel
- Plus 20,000 impressions/mo. on FrederickNewsPost.com

Value \$366.50 per week

Only \$169 per week

Don't Leave Money on the Table



\$50
BILLION
ANNUALLY

Estimated amount of untapped pool of money in the U.S. available to local retailers for advertising*

Apply for Co-op Dollars

- Many manufacturers and brands offer co-op dollars to subsidize, or even cover, your advertising costs.
- In exchange, your business mentions or shows their products or services in its advertising.
- This allows you to advertise more and pay less!
- Ask your multimedia consultant for more information to help get you started.

*Marketing Land

Make An Investment In Your Business Now



Agreement

- Advertiser agrees to pay a weekly fee of \$ _____ to be billed in 12 monthly installments, for a total spend of \$ _____.
- The agreement is for 12 consecutive months commencing on _____.
- The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

MEDIA COMPANY:

(Sales Representative) (Date)

(Management) (Date)

(Authorized Signature)

(Print Name and Title)

(Email Address)

(City, State)

(Phone number)

Advertiser:

(Business Name)

(Authorized Signature) (Date)

(Print Name and Title)

(Email Address)

(City, State)

(Phone number)

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the publication's current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate ("Regular Price") for all inventory/services used. Agreement will be automatically renewed on a month-to-month basis after term until instructed to discontinue.

Digital Advertising



Reach. Engage. Convert.

The Frederick News-Post operates websites dedicated to news, sports, healthcare, entertainment, employment and more, with a combined reach of more than 32K readers every single day.

30.5K

Unique Users
Every Day

38 K

User Sessions
Every Day

73 7K

Page Views
Every Day

Digital Display Ads

Run-of-Site (ROS) Rates *(includes desktop, tablet and mobile)*

Standard Sizes Required Sizes listed are in pixel	Rate up to 99K impressions	Rate 100K+ impressions	Add-on Section targeting	Add-on Homepage only	Add-on Day parting
728x90, 468x60, 300x250, 320x50	\$12 cpm \$10 cpm w/12-month contract	\$10 cpm \$8 cpm w/12-month contract	+\$1 cpm	+\$2 cpm	+\$2 cpm
Expandable 959x300/959x31	\$1750/week				

Email Advertising

Advertise with a 300x250 banner ad in one of our daily or weekly emails. Open rate is approx. 35%

- **Frederick Foodies** - *2,400 subscribers
 - **Family Fun** - *1,870 subscribers
 - **Health & Wellness** - *1,500 subscribers
 - **Take 5 (members only)** - *2,750 subscribers
 - **Obits (members only)** - *1,100 subscribers
 - **e-Edition (members only)** - *8,000 subscribers
Pick 1 - \$30/week Pick 2 - \$50/week
 - **On the Town** - *17,100 subscribers
\$60/week
 - **Breaking News Sponsor**
\$500/month - *7,200 subscribers
Contact us for more information.
- * average

Audience Extension and Native Advertising Available

Enables advertisers to reach specific audiences based on interest and behaviors anywhere on the web

Digital Advertising

Bundle with Print and Save

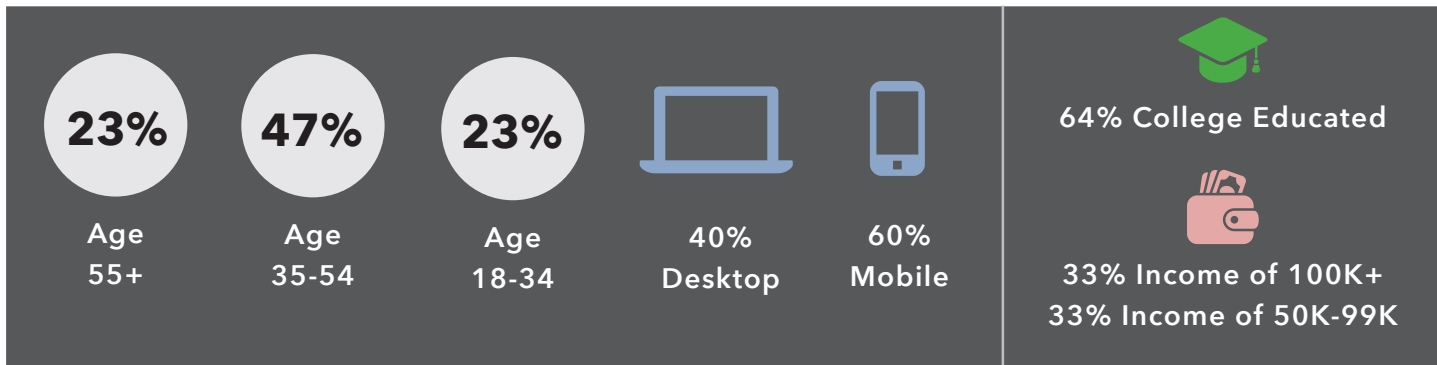
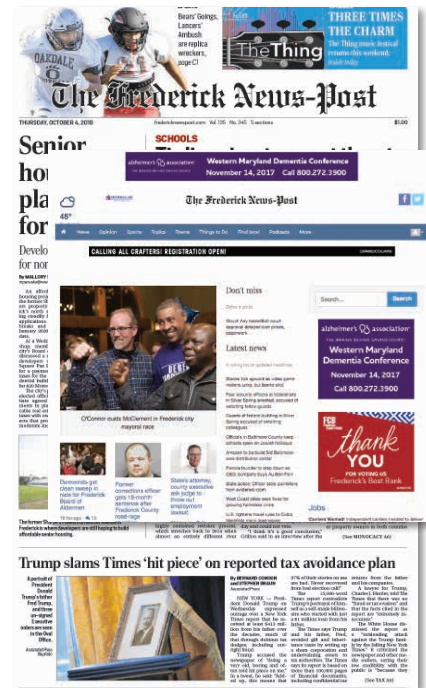
Dollar Volume	Discount
\$5,000	5%
\$7,500	10%
\$10,000	15%
\$15,000	20%
\$25,000	25%
\$50,000	30%
\$75,000	35%
\$100,000	40%
\$150,000	45%
\$200,000	50%



Rate Calculator

Base CPM	\$
Discount	% \$ -
Adjusted CPM	\$
Cost per 100K impressions	\$

Discounts apply to FrederickNewsPost.com.
Signed contract required. Annual spending levels must be attained within a 12-month period.
No other discounts apply.



Digital Display Ad Specs

Leaderboard
728x90

468x60

320x50

Expandable Collapsed 959x31

Expandable Open
959x300

Mechanicals:

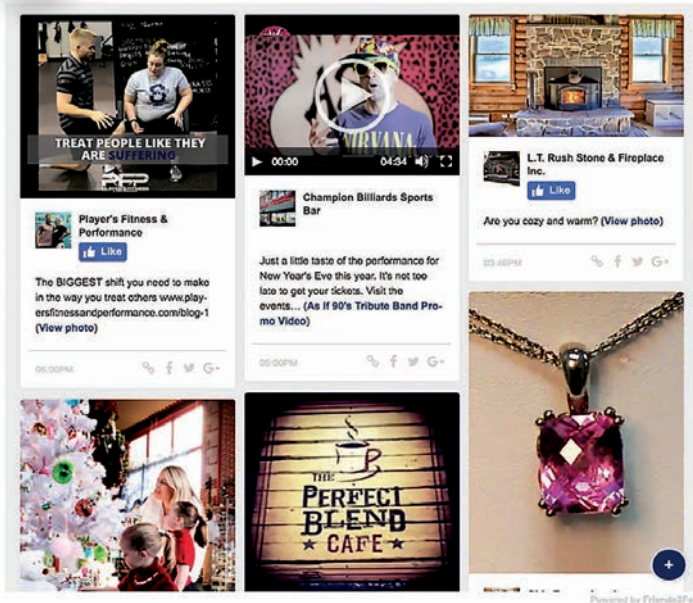
- All ad sizes are in pixels
- Preferred file formats: JPEG or GIF
- Maximum file size: 100kb

300x250

Digital Advertising

Extend Your Reach With...

1 Friends to Follow



Boost your social media reach.

Friends to Follow is a unique, real-time window on FrederickNewsPost.com into what's happening right now in Frederick County social media.

\$59/mo

2 Marketplace



Boost your SEO.

Your business is listed and searchable in our online marketplace. A link to your site from our popular site is proven to boost your search engine optimization.

\$59/mo

3 Visibility Plus! BEST DEAL

Combine Friends to Follow with Marketplace Carousel

- Live Social Media Feed
- Gain More Followers
- Digital Storefront Exposure
- Links to Social Media & Your Site
- Featured Business listing on Homepage
- Enhanced Organic SEO

\$99/mo

2020 Special Publications



ANNUALLY

Best of the Best

The Frederick News-Post's Best of the Best contest is an annual readers' choice poll to select the best of Frederick in almost 200 categories.

Promote your business to the more than 30,000 people who vote in each round for their favorites, as well as our print readers as we publish nominees, the top five in each category, and the winners.

Nomination Round

RESERVATIONS
7/11

PUBLISHES
7/30 inside
"72 Hours"

Top 5 Round

RESERVATIONS
8/21

PUBLISHES
9/9

Winners Round

RESERVATIONS
9/15

PUBLISHES
10/1



MONTHLY

Prime Time

Market your product or service to 50,000 mature readers with disposable income.

- January publication: 12/26 | Deadline: 12/6
- February publication: 1/29 | Deadline: 1/8
- March publication: 2/26 | Deadline: 2/5
- April publication: 3/25 | Deadline: 3/4
- May publication: 4/29 | Deadline: 4/8
- June publication: 5/27 | Deadline: 5/6
- July publication: 6/24 | Deadline: 6/3
- August publication: 7/29 | Deadline: 7/8
- September publication: 8/26 | Deadline: 8/5
- October publication: 9/30 | Deadline: 9/9
- November publication: 10/28 | Deadline: 10/7
- December publication: 11/25 | Deadline: 11/6

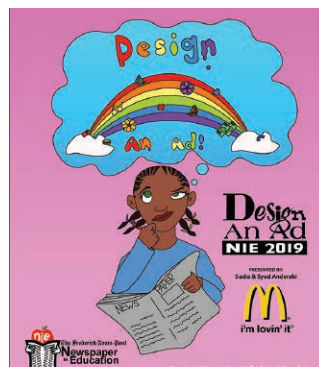


APRIL, SEPTEMBER

Gateway

Discover what Thurmont and Emmitsburg, the gateway to the Catoctin Mountains, have to offer.

RESERVATIONS | 4/3, 8/28
PUBLISHES | 4/23, 9/24



MAY

Design an Ad

Local elementary students design and draw an ad promoting your business. You choose the winner to be published.

RESERVATIONS | 2/21
PUBLISHES 5/13

2020 Special Publications



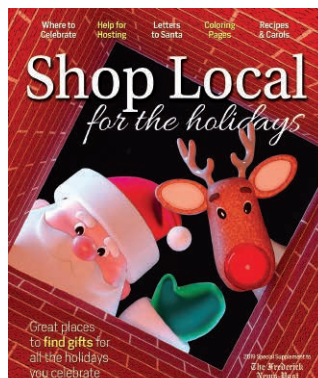
JUNE

Hello, Frederick

Last year we presented 52 Fun Things to Do in Frederick. This year, we'll offer 52 more!

RESERVATIONS | 6/5

PUBLISHES | 6,28



NOVEMBER, DECEMBER

Shop Local

Local events, recipes, gift ideas, coloring pages, letters to Santa, games and more... just in time for the holidays

RESERVATIONS | 10/29, 11/23

PUBLISHES | 11/12, 12/6

OCTOBER



Get It Downtown

Downtown Frederick Partnership's annual pictorial magazine of local businesses

RESERVATIONS

8/6

PUBLISHES

11/6



OCTOBER

Frederick Weddings Magazine

A guide to the Frederick Weddings Expo and a must-see for all engaged couples

RESERVATIONS

9/16

PUBLISHES

10/29

2020 Events



Get in front of 300-plus brides and other wedding decision makers at Frederick's largest wedding show. Total crowd is typically between 700 and 800. **NOVEMBER 2020**



More than 600 knitting and other fiber enthusiasts attend this annual event. **OCTOBER 2020**

Plus, ask about:

Home Show Guide

Publishes 3/11

Urbana Living

Publishes TBD

Brunswick Chamber Directory

Publishes 4/8

Home Improvement

Publishes 4/19, 9/23

Graduations

Publishes 6/28

Elder Expo and Caregiver

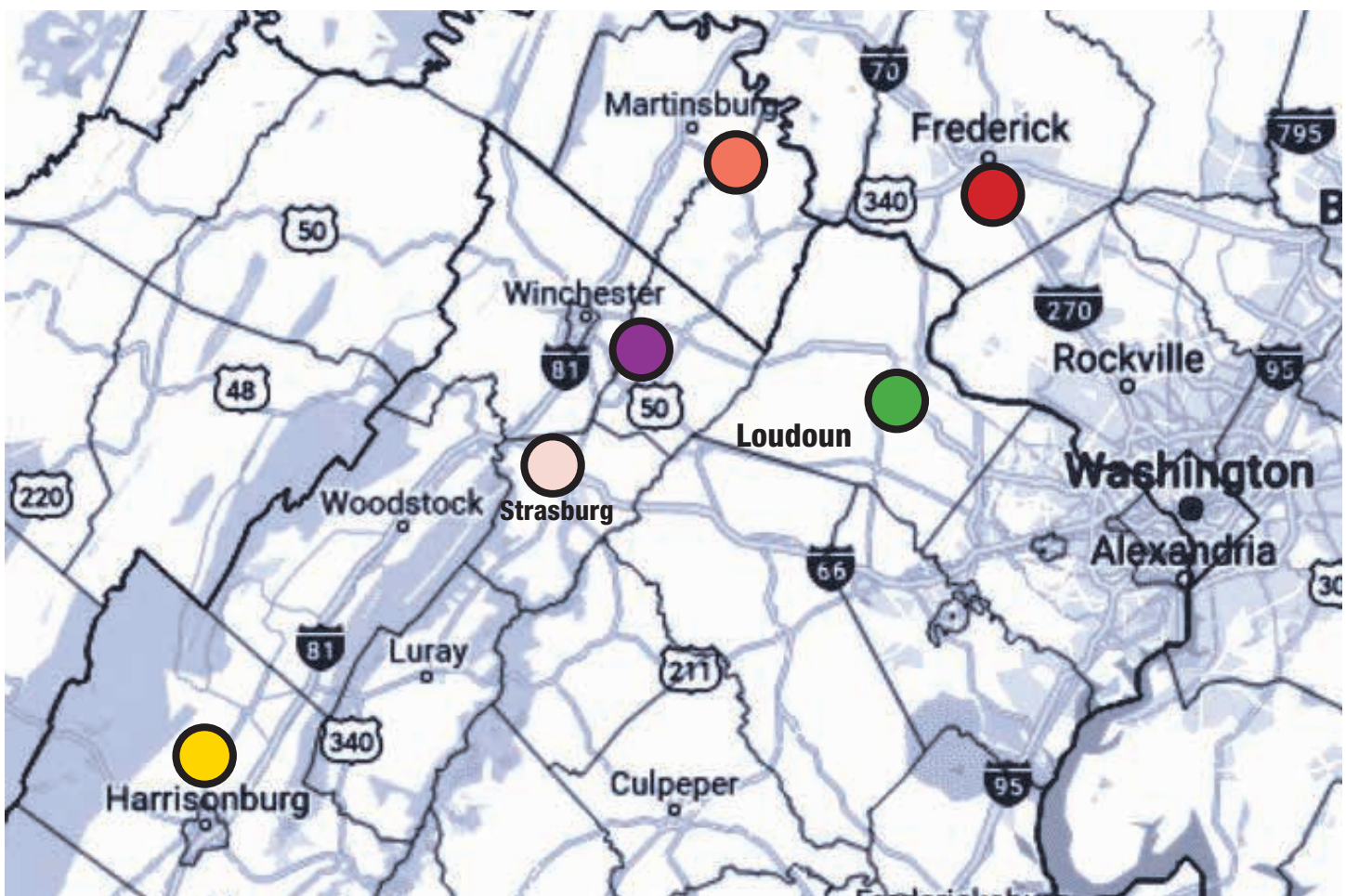
Conference Guide

Publishes 9/16

Far Beyond Frederick

Reach more than **210,000 readers daily** with **combination packages** as we extend your marketing into Virginia and West Virginia.

Contact your media consultant today.



- | | | |
|------------------------------------|---------------------------|---------------------------------------|
| ● Martinsburg - The Journal | ● The Winchester Star | ● Loudoun Times-Mirror |
| ● Harrisonburg - Daily News-Record | ● The Frederick News-Post | ● Strasburg - Northern Virginia Daily |

The Fine Print

Policies, Procedures, Payment Requirements

1. The Frederick News-Post reserves the right to edit, alter or omit any advertisement. (Position cannot be guaranteed. We will attempt to accommodate paid-position advertisers.)

2. The Frederick News-Post shall assume liability for typographical errors only for the first insertion of an advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser. Error adjustments shall be given in the form of either A) additional advertising space or B) cancellation of the charge or refund of any payment for the advertising space involved. Claims for adjustments must be made within seven days of the publication. In the event of an error or omission, we will, if requested, furnish a letter of explanation, which can be used by the advertiser. The Frederick News-Post shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

3. The advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, texts, claims, etc.) and agrees to assume any, and all, responsibility for claims occurring against The Frederick News-Post.

4. Advertising will be considered approved if corrections are not specified by 3 p.m. on the day prior to publication. Sunday and Monday corrections are due no later than 3 p.m. on Friday. Corrections to advertisements in Wednesday Food and Thursday Home and Garden—both display and classifieds—are due by 2 p.m. on the day prior to publication. Saturday Real Estate corrections are due by noon on Friday. 72 Hours corrections are due by 5 p.m. on Monday.

5. Display page size is 6 columns by 20 inches. Tab page size is 5 columns by 11 inches. Classified page size is 6 columns by 20 inches.

6. Minimum space is 1 column inch. Advertisements more than 18 inches deep will be billed at full column depth, which is 20 inches.

7. Space cannot be sublet to others.

8. All bills are due and payable upon receipt of statement. A service charge of 1.5% per month on the unpaid balance will be added on all bills after the first day of the month following billing. This is a finance charge at the annual percentage rate of 18% per year. Any billing discrepancies must be reported within 30 days.

9. The Frederick News-Post reserves the right to revise advertising rates upon 30 days' notice, and all contracts are subject to this revision.

10. Ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in capital letters in 10-to-12-point type above the rule.

11. The Frederick News-Post will not be held responsible for printed material left with us for longer than 30 days.

12. All advertising material is subject to final approval by The Frederick News-Post Advertising Acceptance Committee, the publisher or the advertising director.

13. Credit applications are required for new accounts. Credit cannot be extended to accounts more than 30 days in arrears.

14. Prepayment is required from all advertisers without approved credit.

15. Prepayment is required for all special/custom publications unless arrangements are made in advance with the advertising director. Prepayment is required for all events.

16. The Frederick News-Post reserves the right for any advertisement that appears in the newspaper to also appear on digital or electronic media.

PREPRINT POLICIES

1. Deadline for scheduling or canceling preprints is 10 days prior to the date of publication.

2. Deadline for delivery of preprints is eight days prior to the insertion date.

3. Preprints should arrive no sooner than two weeks prior to insertion.

4. Partial run (zoned) preprints are available.

STICKY NOTE CONDITIONS FOR PUBLICATION

1. Selected run dates are guaranteed for full-run advertisers on a first-come, first-served basis.

2. In the event of major breaking news, Sticky Notes may be run on another day. The publisher of The Frederick News-Post reserves the right to revise or reject in whole or in part any advertisement in the newspaper.

3. Artwork guidelines and templates are available. Ask your sales representative for details.

4. All orders are considered firm and cannot be canceled except on written authorization from The Frederick News-Post. A cancellation fee of \$500, plus any accrued charges (artwork, proofs, and materials, etc.), will be charged to the customer.

5. When orders are printed to customer's specifications the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.

6. This order is governed by all terms and conditions outlined in The Frederick News-Post's current advertising policies.

OUR BUSINESS MEMBERS GET MORE...



START ENJOYING YOUR BENEFITS TODAY!

FOR ONLY
\$99
A YEAR

- Full access to FrederickNewsPost.com for up to 5 users
- Special Members-only business services including invitations to publisher's events and focus groups, plus use of our meeting space
- Special discounts and deals

The Frederick News-Post

SIGN UP TODAY! 301-662-1163