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*The Capital is published daily and Sunday.*

*Capital-Gazette Newspapers do not publish New Year's Day, Memorial Day, Fourth of July, Labor Day or Christmas Day, except when holiday falls on Sunday, Capital will publish.*

*The Bowie Blade-News, Crofton News-Crier and West County News are published on Thursday.*

*The Maryland Gazette is published Wednesday and Saturday.*

*Member: Audit Bureau of Circulations and the Newspaper Association of America*

## 1 - PERSONNEL

### Bernie Hoff, Advertising Director

2000 Capital Drive  
Annapolis, MD 21401  
410-268-5000 Fax 410-268-4643

### The Capital

Kim Welty, Classified Advertising Director  
2000 Capital Drive  
Annapolis, MD 21401  
410-268-5000 Fax 410-280-5974

## 2 - REPRESENTATIVES

Contact your sales representative.

## 3 - TERMS OF PAYMENT

All local classified advertising rates are non-commissionable. National classified rates are commissionable. A 15% commission is available to recognized advertising agencies placing National rate classified advertising.

An advertiser with approved credit shall pay the publisher each month for lineage used during the preceding month. The payment of account is not dependent upon receipt of tearsheets.

To Retain a Contract: The advertiser is required to pay bills in full by the 30th of the month following insertion. Failure to do so may void contracts, and all advertising run under this agreement will become due and payable at the full open rate.

## 4 - ADVERTISING TERMS & CONDITIONS

1. The classified rate shall be interpreted as applying to those establishments in Capital-Gazette Newspapers distribution area selling merchandise or services directly to the public operating from a permanent local address accessible to the public. Contracts will be accepted from an individual advertiser or may be drawn to include its subsidiaries but cannot include two or more different and unrelated companies. Eligibility for the classified rate is at the discretion of the Advertising Director.

2. Local classified open and contract rates apply in Maryland, Washington, D.C. and Northern Virginia.

3. National classified rates apply to areas outside Maryland, Washington, D.C. and Northern Virginia.

4. A bulk rate contract must be signed in advance in order for the advertiser to be billed at the agreed upon rate. Classified contracts are self-renewing annually.

5. The publisher reserves the right to revise the classified advertising rates at any time upon thirty (30) days notice in writing and all agreements are accepted subject to this reservation.

6. The publisher reserves the right to reject or cancel an advertisement at any time. The publisher will designate any advertising material as "Advertisement" if such material might reasonably be construed by readers as news rather than advertising.

7. Advertisers and/or their agencies assume liability for the content printed and also assume responsibility for all claims arising therefrom made against the publisher (including text representation and illustrations).

8. The publisher's liability for error or omissions in the text of any advertisement submitted in accordance with the rate card specifications shall be limited to the cost of the space occupied by the error. The publisher will only be responsible for one incorrect insertion and disclaims any responsibility and liability for errors in the event copy is not submitted by proof deadlines. Capital-Gazette Newspapers shall not be liable for a failure to publish any advertisement.

9. The publisher does not guarantee any given level of circulation or readership to any advertiser.

10. The publisher does not guarantee position and assumes no responsibility for coupon backup or the setting of key numbers.

11. All advertising charges are the responsibility of the advertiser.

12. Terms, conditions and rates submitted by the advertiser and/or agency do not apply to or alter any of the publisher's conditions.

13. The publisher shall not be liable for failure to distribute the circulation in whole or part due to an act of God.

14. Rebates and Short Rates: Charges for advertisers who enter into an annual contract are at reduced rates from non-contract advertisers. Contract advertisers who fulfill a larger contract than contracted for in a contract year will receive a rebate at the end of the contract year as either a credit or cash refund provided full payment has been made for all advertising used under the contract. The rebate will be based on all applicable contract advertising used during the contract year with the rate adjusted to reflect the lower earned rate. Advertisers who do not fulfill their contracts will at the end of their contract year be charged a rate representing the difference between the rate charged and the rate level earned by space actually used, and the contract will be terminated.

15. Space contents cannot be sublet to others.

16. Contracts are not assignable or transferable by the advertiser.

17. All advertisements published in these newspapers are the property of Capital-Gazette Newspapers and may not be reproduced without permission. Such permission may be obtained by the advertiser.

18. Claims for errors must be made within 30 days following publication date.

19. Retail lineage does not count towards classified contract fulfillment and vice versa.

20. Misclassification of classified ads is not permitted.

21. Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisement will be published and charged at the applicable rates in effect at time of publication.

22. Capital-Gazette Newspapers reserve the right to convert all advertisements in our papers into alternative formats, to appear within other products sponsored by our company.

## 5 - CLASSIFIED ADVERTISING RATES:

### LOCAL CAPITAL LINE RATES

	Days 1 & 2 Per Line	3 - 6* Days	7 - 13* Days	14 - 27* Days	28 Days & MORE*
OPEN	<b>3.25</b>	<b>3.09</b>	<b>2.76</b>	<b>2.44</b>	<b>1.95</b>
ANNUAL CONTRACT LINE COMMITMENT					
600	2.45	2.33	2.08	1.84	1.47
1,200	2.27	2.16	1.93	1.70	1.36
3,600	2.19	2.08	1.86	1.64	1.31
6,000	2.14	2.03	1.82	1.61	1.28
12,000	2.08	1.98	1.77	1.56	1.25
24,000	2.05	1.95	1.74	1.54	1.23
30,000	2.01	1.91	1.71	1.51	1.21
50,000	1.96	1.86	1.67	1.47	1.18
60,000	1.93	1.83	1.64	1.45	1.16
96,000	1.87	1.78	1.59	1.40	1.12
120,000	1.84	1.75	1.56	1.38	1.10
180,000	1.73	1.64	1.47	1.30	1.04
240,000	1.66	1.58	1.41	1.25	1.00
300,000	1.64	1.56	1.39	1.23	0.98

\*To qualify for frequency rates, insertions must be completed within 30 days from initial ad. Copy changes are not allowed.

### LOCAL COMBINATION LINE RATES\*\*

	Days 1 & 2 Per Line	3 TO 6* Days	7 TO 13* Days	14 TO 27* Days	28 Days & MORE*
OPEN	<b>6.62</b>	<b>6.29</b>	<b>5.63</b>	<b>4.97</b>	<b>3.97</b>
ANNUAL CONTRACT LINE COMMITMENT					
600	5.08	4.83	4.32	3.81	3.05
1,200	4.74	4.50	4.03	3.56	2.84
3,600	4.54	4.31	3.86	3.41	2.72
6,000	4.41	4.19	3.75	3.31	2.65
12,000	4.27	4.06	3.63	3.20	2.56
24,000	4.18	3.97	3.55	3.14	2.51
30,000	4.09	3.89	3.48	3.07	2.45
50,000	4.02	3.82	3.42	3.02	2.41
60,000	3.96	3.76	3.37	2.97	2.38
96,000	3.81	3.62	3.24	2.86	2.29
120,000	3.75	3.56	3.19	2.81	2.25
180,000	3.61	3.43	3.07	2.71	2.17
240,000	3.43	3.26	2.92	2.57	2.06
300,000	3.36	3.19	2.86	2.52	2.02

\*To qualify for frequency rates, insertions must be completed within 30 days from initial ad. Copy changes are not allowed.

\*\*NOTE: Once each week we offer advertisers our "COMBINATION" of 5 newspapers; with 128,000 circulation in Anne Arundel County and Bowie. This includes Wednesday's Capital and Maryland Gazette, and Thursday's Bowie Blade-News, Crofton News Crier, and West County Gazette. Line classified minimum 5 lines.

## LOCAL SUNDAY LINE RATES

	Days 1 & 2 Per Line	3 - 6* Days	7 -13* Days	14 -27* Days	28 Days & MORE*
OPEN	<b>3.51</b>	<b>3.33</b>	<b>2.98</b>	<b>2.63</b>	<b>2.11</b>
ANNUAL CONTRACT LINE COMMITMENT					
600	2.67	2.54	2.27	2.00	1.60
1,200	2.50	2.38	2.13	1.88	1.50
3,600	2.40	2.28	2.04	1.80	1.44
6,000	2.35	2.23	2.00	1.76	1.41
12,000	2.29	2.18	1.95	1.72	1.37
24,000	2.25	2.14	1.91	1.69	1.35
30,000	2.19	2.08	1.86	1.64	1.31
50,000	2.16	2.05	1.84	1.62	1.30
60,000	2.12	2.01	1.80	1.59	1.27
96,000	2.06	1.96	1.75	1.55	1.24
120,000	2.04	1.94	1.73	1.53	1.22
180,000	1.90	1.81	1.62	1.43	1.14
240,000	1.87	1.78	1.59	1.40	1.12
300,000	1.84	1.75	1.56	1.38	1.10

\*To qualify for frequency rates, insertions must be completed within 30 days from initial ad. Copy changes are not allowed.

## LOCAL DISPLAY RATES

	DAILY CAPITAL Per Line	SUNDAY CAPITAL	5-PAPER COMBINATION
OPEN	<b>3.25</b>	<b>3.51</b>	<b>6.62</b>
ANNUAL CONTRACT LINE COMMITMENT			
600	2.45	2.67	5.08
1,200	2.27	2.50	4.74
3,600	2.19	2.40	4.54
6,000	2.14	2.35	4.41
12,000	2.08	2.29	4.27
24,000	2.05	2.25	4.18
30,000	2.01	2.19	4.09
50,000	1.96	2.16	4.02
60,000	1.93	2.12	3.96
96,000	1.87	2.06	3.81
120,000	1.84	2.04	3.75
180,000	1.73	1.90	3.61
240,000	1.66	1.87	3.43
300,000	1.64	1.84	3.36

Display classified minimum 8 lines.

## Display "PICK UP" Discounts

Within the limits of any given week, any Classified Display advertisement can be repeated in the Saturday Capital for 92¢ per line and/or the Saturday Maryland Gazette for only 89¢ per line per paper. It may be repeated in the Sunday Capital for 1.09 per line. "PICK-UP" lineage does not apply towards contract fulfillment.

Rates are for local classified line and display advertising. Rates are per line per day, 8 lines per inch. Line classified minimum 5 lines. Display classified minimum 8 lines.