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Capital-Gazette Newspapers are not published New Year's Day, Memorial Day, Fourth of July, Labor Day or Christmas Day. When a holiday falls on Sunday, The Capital will publish.

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

1 - PERSONNEL

The Capital South County Gazette
Tom Bazzell, Retail Advertising Manager
2000 Capital Drive, Annapolis, MD 21401
410-268-5000 Fax 410-280-5974 or 410-268-4643

Maryland Gazette
Toni Adams, Retail Advertising Manager
306 Crain Highway SW,
Glen Burnie, MD 21061
410-766-3700 Fax 410-768-5189

The Bowie Blade-News Crofton News-Crier West County Gazette
Toni Adams, Retail Advertising Manager
6000 Laurel-Bowie Road, Suite 101
Routes 450 and 197, Bowie, MD 20715
301-262-3700 Fax 301-262-7314

2 - REPRESENTATIVES

Contact your sales representative.

3 - TERMS OF PAYMENT

All local advertising rates are non-commissionable (net), and payable in advance, unless prior credit has been established.

Advertiser with approved credit shall pay the publisher each month for lineage used during the preceding month. Payment of the account is not dependent upon receipt of tearsheets.

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

No agency commission will be paid on retail advertising.

4 - ADVERTISING TERMS & CONDITIONS

1. The retail rate shall be interpreted as applying those retail establishments in Capital-Gazette Newspapers' distribution area selling merchandise or service 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 his subsidiaries but cannot include two or more different and unrelated companies. Eligibility for the retail rate is at the discretion of the Advertising Director:

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

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

4. 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.

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

6. 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.

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

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

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

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

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

12. 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. An advertiser who does not fulfill his contract will at the end of his 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. This is not a penalty or fee; it is a rate correction based upon actual lineage accrued.

13. Space contents cannot be sublet to others.

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

15. 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.

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

17. Classified lineage does not count towards retail contract fulfillment and vice versa.

5 - COLOR CHARGES

Color is sold on position available basis only.

Spot Color \$230 for first insertion; \$205.00 for each additional insertion or color. Color charge for West County & South County is \$140.00 when picked up from another paper. Double truck or Scotch double will be billed a Total of \$325.00 for one color, in each newspaper in a 7 day time period. 3 spot colors (excluding black) or more billed at process color rate of \$555.00.

Process Color charge \$555.00 for first insertion; \$445.00 for each additional insertion run in a seven day time period. West County & South County process color pick-up is \$325.00.

Capital Entertainment Color Rates

1 Spot Color - \$175
Process Color - \$250
Back Page \$450 Full Page Only

Process Color Contract Discounts

Process Frequency - 40 or more 30%
20-39 20%, 10-19 15%
off the total color charge.

8 - SPECIAL SERVICES

PROOFS - Advertising proofs are shown for the sole purpose of detecting typographical errors: they are not intended to be utilized for extensive copy or layout revision.

RECOMPOSITION CHARGES - Changes, other than typographical errors, requiring more than 15 minutes recomposition will be subject to a charge of \$25 per hour or portion thereof.

ART AND LAYOUT - Available. Consult your advertising representative.

CO-OP - Co-op services available. Contact your sales representative.

6 - RETAIL ADVERTISING ROP:

Advertiser must have a signed agreement in order to be billed other than open rate. Rates per column inch.

All advertising billed in 1/4 inch increments. Minimum size ad accepted 1 inch. Example: 2 col. x 5" ad = 10 col. inches.

First Paper Used	Daily Capital	Sunday Capital	Wed or Sat MD Gazette	Thursday Bowie/Crofton	Friday Cap Ent	Thursday West County	Thursday So.Co. Gaz.
Open Rate	32.43	33.75	29.43	27.47	33.03	14.48	11.17
50 inches	27.03	28.35	24.03	22.07	27.63	12.07	9.31
100 inches	25.34	26.66	22.34	20.38	25.94	11.31	8.73
300 inches	24.26	25.58	21.26	19.30	24.86	10.83	8.36
500 inches	23.71	25.03	20.71	18.75	24.31	10.59	8.17
1,000 inches	23.13	24.45	20.13	18.17	23.73	10.33	7.97
2,500 inches	22.04	23.36	19.04	17.08	22.64	9.84	7.59
5,000 inches	21.44	22.76	18.44	16.48	22.04	9.57	7.38
10,000 inches	20.49	21.81	17.49	15.53	21.09	9.15	7.06
15,000 inches	19.38	20.70	16.38	14.42	19.98	8.65	6.68
20,000 inches	18.15	19.47	15.15	13.19	18.75	8.10	6.25
30,000 inches	17.64	18.96	14.64	12.68	18.24	7.88	6.08

7 - GROUP COMBO RATES:

An Advertiser may place the same advertisement used in the first paper into any of the other Capital-Gazette newspapers once within seven days at the combination rates listed below the first paper used.

Ads placed at combination rates do not count toward fulfillment of ROP rate agreement.

	FIRST PAPER USED				
	Daily Capital	Sunday Capital	Wed or Sat MD Gazette	Thursday Bowie/Crofton	Friday Cap Ent
Daily Capital	-	13.85	13.85	13.85	13.85
Sunday Capital	15.17	-	15.17	15.17	15.17
Monday Capital	13.85	13.85	13.85	13.85	13.85
Maryland Gazette	10.85	10.85	12.86	10.85	10.85
Bowie/Crofton	8.89	8.89	8.89	-	8.89
Capital Entertainment	14.45	14.45	14.45	14.45	-
West County	5.26	5.26	5.26	5.26	5.26
South County	4.97	4.97	4.97	4.97	4.97

9 - SPECIAL DAYS, PAGES & FEATURES

THE CAPITAL							
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	FRIDAY
TV Week, Business, Sports, Travel, Lifestyle - Seniors, Health & Fitness, Automotive	Teen Pulse Sports	Business, Sports	Entertainment, Food, Sports	Business, Family/Living, Sailing	Entertainment Guide, Home & Garden, Sports	Real Estate/Homes, Religion, Sports, Bay Page (every other week)	The Capital Entertainment Children's Activities, Movies, Passing Show, Restaurants,
WEDNESDAY	SATURDAY	THURSDAY	THURSDAY	THURSDAY			
Maryland Gazette Business, Food, Health Local Sports, Neighbors Teen Pulse, Bay Page (every other week)	Maryland Gazette Automotive, Community News, Business, Entertainment, Real Estate/Homes, Seniors, Sports, TV Week	Bowie Blade-News Crofton News-Crier Bowie, Community News, Education, Focus/Food, Entertainment, Sports, Medical Directory, Specialist Directory Real Estate/Homes, Worship Directory	West County Gazette Community News, Entertainment, Schools, Sports	South County Gazette Business, Sports, Entertainment			

10 - ROP DEPTH REQUIREMENTS

All display advertisement must be one inch in depth for every column wide. Any advertisements over 18 inches deep will be charged at a full 21 inches depth. Entertainment & all special tabloid ads over 10" deep will be charged at a full 11.50" depth.

11 - SPECIAL ROP UNITS

ROP Section Discounts
"We-print" ROP sections, discounts available based on number of black and white standard full pages as follows: 6 pages 20%, 8 pages 25%, 12 pages 30%. These sections count towards fulfillment of bulk space agreements, but are not subject to bulk space rebates. Contact your sales representative for Insert Rate Information.