

# Multiple Issue Contract

- I agree to run in 6 issues of Senior Living and on SeniorLivingFrederickCounty.com and will receive discounted rates below.

First Issue \_\_\_\_\_  
month year

- Full-page ad: 9.375"w x 11.25"h \$800/issue
- 1/2-page ad: \$450/issue
  - Horizontal 9.375"w x 5.5625"h
  - Vertical 4.605"w x 11.25"h
- 1/4-page ad: 4.605"w x 5.5625"h \$270/issue
- 1/8-page ad: 4.605"w x 2.75"h \$180/issue

It is understood by all parties hereto that in the event that the signed commitment to run 6 ads is not fulfilled by advertiser, *The Frederick News-Post* will compute the cost difference between the open rate and the discounted rates and will bill advertiser for this additional difference, which advertiser agrees to pay within 30 days.

\_\_\_\_\_  
Advertiser Company Name (please print) Billing Phone Number

\_\_\_\_\_  
Advertiser Signature Date

Accepted by The Frederick News-Post \_\_\_\_\_  
Salesperson

On this date: \_\_\_\_\_, 20\_\_\_\_



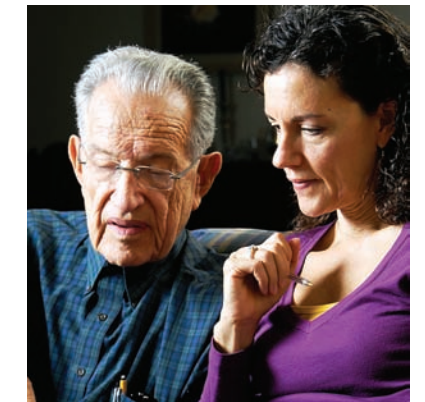
SeniorLivingFrederickCounty.com

351 Ballenger Center Drive • Frederick, Maryland • 21701 • 301-662-1163

\* Rates subject to change at beginning of each calendar year. Ask your sales rep for details.

09/10 Rates

# SENIOR LIVING F R E D E R I C K C O U N T Y



ENGAGING ADULTS  
INFORMING FAMILIES  
AND CAREGIVERS

RATE SCHEDULE • CONTRACT



**Senior Living Frederick County** and **SeniorLivingFrederickCounty.com** are new resources for area seniors and their families. Features will include:

- Calendar of local events
- Listings of important numbers and resources
- Stories and advice on health, family, retirement, housing, activities and leisure time
- Games, contests, photos and funnies!

**Senior Living Frederick County** is published inside The Frederick News-Post with additional distribution through the membership of the Elder Service Provider Council to the communities they touch, as well as to local medical and senior centers and county businesses reaching 45,000.

**SeniorLivingFrederickCounty.com** will feature content from the print edition, as well as Web-only benefits including blogs, last-minute local events and important news that affects the senior community and their families.

### Senior Living Ad Rates

**Extensive 6-issue contract benefits –**  
*See page to right, see back for multiple issue contract*

**One-time rates –**

- Full-page ad: \$1,000
- 1/2-page ad: \$565 (*available horizontal or vertical*)
- 1/4-page ad: \$335
- 1/8-page ad: \$225  
*(see ad sizes on page to right)*

**Web-only rates –**

- Enhanced listing: \$360/year
- Banner ads: \$250/month

**Classified ads also available!**  
**Call 301-662-1162 for details**

*Nonprofit discount on advertising = 15%*

Senior Living Frederick County and SeniorLivingFrederickCounty.com are products of *The Frederick News-Post*.

09/10 Rates

**Please contact your Account Executive to secure your space today:**  
**301-662-1163**

**6 ANNUAL ISSUES:**

- December/January**  
Deadline: November 9th  
Publishes: December 1st
- February/March**  
Deadline: January 11th  
Publishes: February 2nd
- April/May**  
Deadline: March 15th  
Publishes: April 6th
- June/July**  
Deadline: May 10th  
Publishes: June 1st
- August/September**  
Deadline: July 12th  
Publishes: August 3rd
- October/November**  
Deadline: September 13th  
Publishes: October 5th

# SENIOR LIVING *Special Savings!*

F R E D E R I C K C O U N T Y  
Six-Issue Advertising Packages

**Full Page Package**

9.375"w x 11.25"h

**BENEFITS YOUR COMPANY WILL RECEIVE**

**Senior Living Frederick County**

- Your full page color print ad

**SeniorLivingFrederickCounty.com**

- Web banner ad on the home page for one year; Web profile page with company name, address, phone, e-mail address for one year; Web link, description of business/service (max. 250 words) and up to 5 photos
- Up to 3 web coupons

**YOUR COST - \$800/issue**

**1/2 Page Package**

Horizontal - 9.375"w x 5.5625"h

Vertical - 4.605"w x 11.25"h

**BENEFITS YOUR COMPANY WILL RECEIVE**

**Senior Living Frederick County**

- Your half page color print ad

**SeniorLivingFrederickCounty.com**

- Web profile page with your company name, address, phone, e-mail address for one year; Web link, description of business/service (max. 250 words) and up to 5 photos
- Up to 2 web coupons

**YOUR COST - \$450/issue**

**1/4 Page Package**

4.605"w x 5.5625"h

**BENEFITS YOUR COMPANY WILL RECEIVE**

**Senior Living Frederick County**

- Your quarter page color print ad

**SeniorLivingFrederickCounty.com**

- Web profile page with your company name, address, phone, e-mail address for one year; Web link, description of business/service (max. 250 words) and up to 5 photos
- One web coupon

**YOUR COST - \$270/issue**

**1/8 Page Package**

4.605"w x 2.75"h

**BENEFITS YOUR COMPANY WILL RECEIVE**

**Senior Living Frederick County**

- Your one eighth page color print ad

**SeniorLivingFrederickCounty.com**

- Web profile page with your company name, address, phone, e-mail address for one year; Web link, description of business/service (max. 250 words) and up to 5 photos

**YOUR COST - \$180/issue**

**Digital/Electronic Requirements:**

File Format: Macintosh - QuarkXPress, In-Design, Photoshop and/or Illustrator files. All fonts (printer and screen), images and logos must be included. ALL ADS MUST BE SUBMITTED AT THE CORRECT SIZE. High resolution PDF files are preferred. Ads submitted as PDF files need to be saved with the "x-1a:2001" preset, to insure that colors, fonts, etc. are embedded and displayed properly.

Image Format and Resolution: TIFF, EPS and JPEG files are accepted. CMYK or Black and White: 200dpi. Line art: 1200 dpi.

Ad Submission: FTP, E-mail or send a CD or DVD to your Account Executive.

See previous page for one-time rates.

09/10 Rates