

Multiple Issue Contract

- I agree to run in 6 consecutive issues of the print edition of Senior Living and will receive discounted rates below.

First Issue _____
month year

- Full-page ad: \$900/issue (9.14"w x 10"h)
- 1/2-page ad: \$500/issue
 - Horizontal (9.14"w x 4.945"h) Vertical (4.51"w x 10"h)
- 1/4-page ad: \$300/issue (4.51"w x 4.945"h)
- 1/8-page ad: \$200/issue (4.51"w x 2.417"h)

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____

**SENIOR
LIVING**
SERVING FREDERICK & CARROLL COUNTIES

SeniorLivingFrederickCounty.com
SeniorLivingCarrollCounty.com

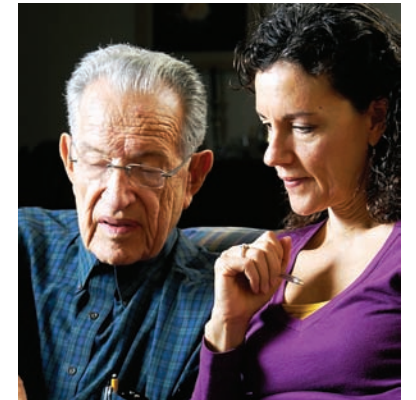
351 Ballenger Center Drive • Frederick, Maryland • 21703 • 301-662-1163

* Rates subject to change at beginning of each calendar year. Ask your Account Executive for details.

Eff. 1/1/2011

SENIOR LIVING

SERVING FREDERICK & CARROLL COUNTIES



ENGAGING ADULTS
INFORMING FAMILIES
AND CAREGIVERS

RATE SCHEDULE • CONTRACT

SENIOR LIVING

SERVING FREDERICK & CARROLL COUNTIES

SeniorLivingFrederickCounty.com • SeniorLivingCarrollCounty.com

Senior Living provides resources for area seniors and their families. Features include:

- Calendar of Events
- Important Numbers and Resources
- Stories and advice on health, family, retirement, housing, activities and leisure time
- Games, contests and photos

Senior Living is published inside *The Frederick News-Post* with additional distribution through the Elder Services Provider Council of Frederick County and the Senior Provider Information Network of Carroll County to the communities they touch, as well as to local medical and senior centers and businesses in Frederick and Carroll counties reaching more than 50,000 readers.

SeniorLivingFrederickCounty.com and SeniorLivingCarrollCounty.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.

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

6 ANNUAL ISSUES:

February/March

Deadline: January 10th
Publishes: February 1st

April/May

Deadline: March 14th
Publishes: April 5th

June/July

Deadline: May 16th
Publishes: June 7th

August/September

Deadline: July 11th
Publishes: August 2nd

October Elder Expo Edition

Deadline: September 6th
Publishes: September 27th

December/January

Deadline: November 14th
Publishes: December 6th

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: \$1,100
- 1/2-page ad: \$625 (*available horizontal or vertical*)
- 1/4-page ad: \$370
- 1/8-page ad: \$250
(*see ad sizes on page to right*)

Web-only rates –

- Enhanced listing: \$400/year
- Banner ads: \$275/month

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

Nonprofit discount on advertising = 15%

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

SENIOR LIVING

SERVING FREDERICK & CARROLL COUNTIES

Special Savings! Six-Issue Advertising Packages

Full Page Package

9.14"w x 10"h

BENEFITS YOUR COMPANY WILL RECEIVE

Senior Living

- Your full page color print ad

SeniorLivingFrederickCounty.com

SeniorLivingCarrollCounty.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

YOUR COST - \$900/issue

1/2 Page Package

Horizontal - 9.14"w x 4.945"h

Vertical - 4.51"w x 10"h

BENEFITS YOUR COMPANY WILL RECEIVE

Senior Living

- Your half page color print ad

SeniorLivingFrederickCounty.com

SeniorLivingCarrollCounty.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 - \$500/issue

1/4 Page Package

4.51"w x 4.945"h

BENEFITS YOUR COMPANY WILL RECEIVE

Senior Living

- Your quarter page color print ad

SeniorLivingFrederickCounty.com

SeniorLivingCarrollCounty.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 - \$300/issue

1/8 Page Package

4.51"w x 2.417"h

BENEFITS YOUR COMPANY WILL RECEIVE

Senior Living

- Your one eighth page color print ad

SeniorLivingFrederickCounty.com

SeniorLivingCarrollCounty.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 - \$200/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.