

## FIVE DAY ROP DISPLAY ADVERTISING RATES

	DIMENSIONS WIDTH X HEIGHT	1 WK	6 WK	13 WK	26 WK	52 WK
Full	10.00" x 16.00"	\$4,702	\$3,752	\$2,995	\$1,994	\$1,388
3/4 Horizontal	10.00" x 11.96"	\$4,231	\$3,385	\$2,706	\$1,801	\$1,200
Junior	7.46" x 11.96"	\$4,066	\$3,247	\$2,595	\$1,729	\$1,161
1/2 Horizontal	10.00" x 7.92"	\$3,385	\$2,706	\$2,157	\$1,440	\$961
1/2 Vertical	4.92" x 16.00"	\$3,385	\$2,706	\$2,157	\$1,440	\$961
1/4 Square	4.92" x 7.92"	\$1,946	\$1,589	\$1,266	\$839	\$560
1/4 Horizontal	10.00" x 3.88"	\$1,946	\$1,589	\$1,266	\$839	\$560
1/4 Vertical	2.38" x 16.00"	\$1,946	\$1,589	\$1,266	\$839	\$560
3/16 Square	4.92" x 5.20"	\$1,639	\$1,305	\$1,038	\$696	\$457
1/8 Square	4.92" x 3.88"	\$1,199	\$961	\$763	\$509	\$334
1/8 Vertical	2.38" x 7.92"	\$1,199	\$961	\$763	\$509	\$334
1/16 Horizontal	4.92" x 1.85"	\$735	\$587	\$470	\$311	\$199
1/16 Vertical	2.38" x 3.88"	\$735	\$587	\$470	\$311	\$199

Rates are gross.  
 Rates are per week.  
 Same ad must run each day of the week on consecutive days.  
 Credit checks are required for businesses over \$5,000. We accept Visa/MC/AMEX.

## ONE DAY ROP DISPLAY ADVERTISING RATES

	DIMENSIONS WIDTH X HEIGHT	1 WK	6 WK	13 WK	26 WK	52 WK
Full	10.00" x 16.00"	\$3,125	\$2,502	\$1,996	\$1,331	\$885
3/4 Horizontal	10.00" x 11.96"	\$2,874	\$2,257	\$1,805	\$1,201	\$800
Junior	7.46" x 11.96"	\$2,708	\$2,164	\$1,731	\$1,154	\$774
1/2 Horizontal	10.00" x 7.92"	\$2,257	\$1,805	\$1,438	\$959	\$641
1/2 Vertical	4.92" x 16.00"	\$2,257	\$1,805	\$1,438	\$959	\$641
1/4 Square	4.92" x 7.92"	\$1,320	\$1,059	\$845	\$560	\$374
1/4 Horizontal	10.00" x 3.88"	\$1,320	\$1,059	\$845	\$560	\$374
1/4 Vertical	2.38" x 16.00"	\$1,320	\$1,059	\$845	\$560	\$374
3/16 Square	4.92" x 5.20"	\$1,093	\$869	\$693	\$464	\$308
1/8 Square	4.92" x 3.88"	\$870	\$641	\$508	\$340	\$224
1/8 Vertical	2.38" x 7.92"	\$870	\$641	\$508	\$340	\$224
1/16 Horizontal	4.92" x 1.85"	\$490	\$391	\$313	\$207	\$134
1/16 Vertical	2.38" x 3.88"	\$490	\$391	\$313	\$207	\$134

Rates are gross.  
 Rates are per day.  
 Credit checks are required for businesses over \$5,000. We accept Visa/MC/AMEX.

**DISCOUNT!** ADD ONLINE ADVERTISING TO YOUR PRINT CONTRACT AND QUALIFY FOR A MULTIMEDIA DISCOUNT.

## PREPRINTED INSERT RATES

	1 TIME	7 TIMES	13 TIMES
1 Page	\$158	\$143	\$83
3-10 Pages	\$143	\$121	\$97
11-20 Pages	\$151	\$134	\$113

Rates are per 1,000 inserts.  
 Contact your account manager at 443.524.8100 to find out size, delivery and quantity specifications.

## NOTES

PREFERRED POSITION:  
 Earned frequency + 15%

COLOR CHARGES ARE NET:  
 1 day: \$500 four-color;  
 5 days: \$650 four-color

ROP SPACE DEADLINE: 10 a.m.,  
 2 business days prior to publication

ROP MATERIALS DEADLINE:  
 Noon, 2 business days prior to  
 publication