

2012 **DISPLAY** Rates

The Daily Record has been the trusted, go-to media source for Maryland's business and legal professionals since 1888. We keep our readers informed through various multimedia channels: daily newspaper, up-to-the minute website, blogs, daily email alerts, breaking news text alerts and special sections.

Our audience is comprised of paid print and online subscribers, event attendees, as well as opt-in email subscribers who understand the value of our products.

Get your message out to 1,225,822* of Maryland's most influential, affluent and highly educated leaders.

* Total annual audience of The Daily Record includes print paid subscribers and readers, online paid subscribers, opt-in email alerts, event attendees and unique monthly website visitors.

ROP DISPLAY ADVERTISING RATES

Five Days	1 wk.	6 wk.	13 wk.	26 wk.	52 wk.
Full	\$4,565	\$3,643	\$2,908	\$1,936	\$1,290
3/4	\$4,108	\$3,286	\$2,627	\$1,749	\$1,165
Junior	\$3,948	\$3,152	\$2,520	\$1,679	\$1,127
1/2	\$3,286	\$2,627	\$2,094	\$1,398	\$933
1/4	\$1,889	\$1,543	\$1,229	\$815	\$544
3/16	\$1,591	\$1,267	\$1,008	\$676	\$444
1/8	\$1,165	\$933	\$741	\$494	\$324
1/16	\$714	\$570	\$456	\$302	\$194

- All rates are gross.
- All rates are per week.
- Same ad must run each day of the week on consecutive days.
- Black & white ads must be submitted in grayscale. Color ads must be submitted in four-color.

One Day	1 wk.	6 wk.	13 wk.	26 wk.	52 wk.
Full	\$3,043	\$2,429	\$1,938	\$1,292	\$859
3/4	\$2,737	\$2,191	\$1,752	\$1,166	\$777
Junior	\$2,629	\$2,101	\$1,681	\$1,120	\$751
1/2	\$2,191	\$1,752	\$1,396	\$931	\$622
1/4	\$1,282	\$1,028	\$820	\$543	\$363
3/16	\$1,061	\$844	\$673	\$450	\$296
1/8	\$845	\$622	\$493	\$330	\$217
1/16	\$476	\$380	\$304	\$201	\$130

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- All rates are per day.
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NOTES

Preferred Position
Earned frequency + 15%

Color charges are net
1 day: \$500 four-color
5 days: \$650 four-color

ROP space deadline
9 a.m., 2 business days prior to publication

ROP materials deadline
Noon, 2 business days prior to publication



To reserve your space, call 443.524.8100 | TheDailyRecord.com