

Classifieds/Employment Advertisements

ZONES		Single Buy Rates																																																														
Frederick/Carroll F Damascus Mount Airy, Frederick Walkersville/Thurmont Middletown/Brunswick New Market/Urbana Sykesville/Eldersburg Montgomery G Gaithersburg Germantown Montgomery Village Poolesville R Rockville Aspen Hill Potomac North Potomac Bethesda Chevy Chase Kensington S Silver Spring Burtonsville Olney Wheaton Takoma Park Prince George's A Lanham Largo Bowie Star Landover New Carrollton E College Park Laurel Greenbelt Hyattsville/Port Towns UM Upper Marlboro Star Clinton Fort Washington	<table border="1"> <thead> <tr> <th>ZONE</th> <th>COLOR</th> <th>INCH RATE</th> <th>CIRCULATION</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>\$6.53</td> <td>\$43.97</td> <td>82,648</td> </tr> <tr> <td>E</td> <td>4.50</td> <td>45.55</td> <td>72,414</td> </tr> <tr> <td>F</td> <td>8.50</td> <td>44.92</td> <td>96,257</td> </tr> <tr> <td>G</td> <td>4.59</td> <td>34.51</td> <td>73,602</td> </tr> <tr> <td>R</td> <td>8.67</td> <td>49.48</td> <td>100,191</td> </tr> <tr> <td>S</td> <td>6.63</td> <td>49.65</td> <td>92,824</td> </tr> <tr> <td>UM</td> <td>6.53</td> <td>32.46</td> <td>48,555</td> </tr> <tr> <td colspan="3">Total circulation</td> <td>557,400</td> </tr> </tbody> </table>	ZONE	COLOR	INCH RATE	CIRCULATION	A	\$6.53	\$43.97	82,648	E	4.50	45.55	72,414	F	8.50	44.92	96,257	G	4.59	34.51	73,602	R	8.67	49.48	100,191	S	6.63	49.65	92,824	UM	6.53	32.46	48,555	Total circulation			557,400	<p>Classified/Employment Advertisements</p> <table border="1"> <tbody> <tr> <td>Montgomery</td> <td>\$17.33</td> <td>Frederick & Mont.</td> <td>\$22.15</td> </tr> <tr> <td>Prince Georges</td> <td>\$15.80</td> <td>Mont. & PG</td> <td>\$30.60</td> </tr> <tr> <td>Full Run</td> <td colspan="3">\$34.13</td> </tr> </tbody> </table> <p>Call for Multi-zone Discounts</p> <table border="1"> <tbody> <tr> <td>The Gazette of Politics and Business</td> <td>\$20.00 extra</td> <td>20,000</td> </tr> <tr> <td>Online recruitment display advertising</td> <td colspan="2">\$50.00 extra</td> </tr> <tr> <td>Top Jobs Internet Placement</td> <td>\$125.00</td> <td></td> </tr> <tr> <td>Internet Display ad</td> <td colspan="2">\$50.00 extra</td> </tr> </tbody> </table> <p>Private party ads (301-670-2503) 4 lines only \$36.95 (all papers)</p>			Montgomery	\$17.33	Frederick & Mont.	\$22.15	Prince Georges	\$15.80	Mont. & PG	\$30.60	Full Run	\$34.13			The Gazette of Politics and Business	\$20.00 extra	20,000	Online recruitment display advertising	\$50.00 extra		Top Jobs Internet Placement	\$125.00		Internet Display ad	\$50.00 extra	
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<p>The Gazette & The Star Job Fairs</p> <p>are held each spring & fall. Check out our website www.gazettejobfairs.net for a listing of companies that will attend. DISCOUNTS are available for booking more than one Job Fair.</p> <p>Call today to place your employment ad. 301-670-7100 ext.2500, 888-670-7100 ext.2500 fax 301-670-7136 or 888-670-7136 email: class@gazette.net</p> <p>www.Gazette.Net click on JobSource to see our employment ads.</p>																																																																

Deadlines:

Ads Requiring a Proof:
 Real Estate – 4 p.m. Thurs.
 Classifieds – 4 p.m. Fri.

Display Classifieds (art, photos)
 Real Estate – 11 a.m. Fri.
 Classifieds – 4 p.m. Mon.

Multiple Zone Fax Ads
 Real estate – 4 p.m. Mon.
 Classifieds – 11 a.m. Tues.

Classified/Liner Phone-in Ads
 Real Estate – 4 p.m. Mon.
 Automotive – noon Tues.

Frederick/Prince George's Zone Fax Ads
 Real estate – 4 p.m. Mon.
 Classifieds – 11 a.m. Wed.

Mechanical Requirements:

- | | |
|--------------|--------------|
| 1 col: 1.13" | 5 col: 5.91" |
| 2 col: 2.33" | 6 col: 7.11" |
| 3 col: 3.52" | 7 col: 8.30" |
| 4 col: 4.72" | 8 col: 9.50" |

- Minimum ad size 2 col x 1"
- Adsend code: MDGGN
- Line screen: 65 lpi
- Rates are commissionable for agencies with camera-ready ads only.

Directories

ZONES

Frederick/Carroll

F Frederick, Mount Airy
Walkersville, Thurmont
Middletown/Brunswick
Sykesville/Eldersburg
Urbana
CIRCULATION 83,741

Montgomery

B Bethesda, Chevy Chase
Kensington, Potomac
North Potomac
CIRCULATION 66,463

G Gaithersburg
Germantown
Montgomery Village
Poolesville, Damascus
CIRCULATION 83,220

R Rockville, Wheaton
Aspen Hill
CIRCULATION 59,395

S Silver Spring, Burtonsville
Olney, Takoma Park
CIRCULATION 66,585

Prince George's

AUM Upper Marlboro
Lanham, Largo
New Carrollton, Landover
Bowie, Clinton
Ft. Washington
CIRCULATION 129,248

E College Park, Laurel
Hyattsville/Port Towns
Greenbelt
CIRCULATION 72,004

The Gazette Directory Advertising includes:

- Service Directory
- Advice from the Pros
- Insurance Directory
- Business & Technology Directory
- Legal & Financial Directory
- Healthcare Directory
- Camp & Clinics
- Pet Supplies & Services

1 ZONE*	
ZONE	PER INCH
B	\$ 30.89
F	33.10
G	30.90
R	30.89
S	30.89
E	30.91
AUM	48.23

2 ZONES*	
ZONES	PER INCH
BG	\$ 50.03
BR	49.00
BS	49.01
BF	49.81
GF	49.72
GR	49.02
RS	49.00
ES	49.02
EAUM	65.73
SAUM	65.73

3 ZONES*	
ZONES	PER INCH
GRS	\$ 73.03
BGS	72.99
BRS	73.02
FGR	73.85
SEAUM	85.63

4 ZONES*	
ZONES	PER INCH
BGRS	\$ 92.38
FGRS	93.28
RSEAUM	106.90
BSEAUM	106.93

5 ZONES*	
ZONES	PER INCH
BFGRS	\$ 116.29
BGRSAUM	127.92
BRSEAUM	128.78
GRSEAUM	131.27

6 ZONES*	
ZONES	PER INCH
BGRSFE	\$ 139.71
BGRSFAUM	142.97
BGRSEAUM	133.90

7 ZONES*	
ZONES	PER INCH
FBGRSAEUM	\$ 153.63

*Full ad production for no extra cost.
Rates listed are per week with a one-inch minimum and a 4 week minimum run.
Mechanical requirements provided upon request.

Run 12 weeks or more and receive the same discount as our yearly advertisers (discounts depend on the number of zones chosen).					
7%	1 zone	13%	4 zones	17%	7 zones
9%	2 zones	15%	5 zones	18%	Full run
11%	3 zones	16%	6 zones	25%	Full run with a 1 year contract.

Deadlines: Ads requiring a proof: Noon Wednesday
Ads with photo, art, camera ready: Noon Wednesday
Final deadline: 4 p.m. Thursday

Directories

The Pros (4x4 size)

County	Cost
Frederick	\$825.00
Montgomery	\$2,680.00
PG	\$1,860.00
Fred & Mont	\$3,090.00
PG & Mont	\$3,605.00
Full Run	\$4,120.00

Camp Directory

Zone	Cost per Inch
Down	\$57.89
Up	\$44.99
East	\$31.49
Frederick	\$25.49
PG	\$31.49
Up & Down	\$87.73
Down & PG	\$87.73
Down & East	\$70.48
Down & Frederick	\$70.48
Up & Frederick	\$55.48
Up & East	\$55.48
PG & East	\$47.99
PG & Up	\$47.99
Up & Down & Frederick	\$108.73
Up & Down & East	\$112.48
Up & Down & PG	\$112.48
Down & PG & East	\$99.32
Up & Down & East & Frederick	\$114.22
Up & Down & East & PG	\$114.22
Full Run	\$126.00

Religious Directories

Zone	Cost Per Inch
B	\$15.74
D	\$6.96
F	\$10.07
G	\$17.78
M	\$8.51
O	\$10.07
P	\$11.57
R	\$15.53
S	\$16.98
T	\$10.82
W	\$14.67
A	\$15.74
E	\$15.74
UM	\$12.38

Tax Directory

# of Zones	Cost Per Inch
1 Zone	\$41.26
2 Zones	\$62.24
3 Zones	\$84.00
4 Zones	\$105.73
5 Zones	\$116.99
6 Zones	\$140.24
7 Zones	\$150.95

Insurance Directory (2x3)

County	Cost
Frederick	\$515.00
Montgomery	\$670.00
PG	\$570.00
Fred & Mont	\$825.00
PG & Mont	\$780.00
Full Run	\$1,240.00



ADVERTISING RATES

How to Submit Ad Files Creative Services Department

Artwork

- Email Attachment (3 MB size limit)
- Camera Ready Art
- AdSend - service that you may subscribe to. We are set up only to receive via AdSend. The password to submit an ad file to The Gazette is MDGGN
- AdDirect - Internet based ad delivery system. Please log onto www.addirect.com from your internet browser for more information on how to use this system
- FTP - Our FTP site is available for uploads using software such as Fetch.

Address: [ftp.gazette.net](ftp://ftp.gazette.net)
 User ID: gazette / Password: ads
 Or through your web browser at:
<ftp://gazette@ftp.gazette.net>
 User ID: gazette / Password: ads

Acceptable Formats

- PDF files w/embedded fonts
- Embedded fonts
- Job Options in Distiller: Leave "Color Unchanged" to prevent conversion to RGB
- CD/DVD

We accept the following native

PC Software formats:

- Creator Professional • Photoshop 7
- Illustrator CS2 • QuarkXPress 7
- Adobe Acrobat 7

We do NOT accept the following formats

- Publisher • Word

When submitting electronic ad files, please include the following items:

- Written explanation of what your disk contains
- When submitting a completed ad, please include the following items:
 - Printed version of ad, color if appropriate
 - PC or Mac format and what software used
 - Font files, both screen and print files - PC
 - Linked artwork files

Color

- CMYK format ONLY. Please do not save in RGB

Newspaper Specifications:

- Line screen: 85-110 lpi
- Photo/line resolution 300 dpi
- Line art resolution 600 dpi
- Dot gain 30%