

# The Gazette & Comprint Military Display Rates

SINGLE PUBLICATIONS      CIRCULATION      COLUMN INCH RATE      AGENCY RATE      COLOR RATE PER INCH

## Montgomery County (Wednesday/tabloid)

Gaithersburg (incl. Mont. Vill.)	42,921	28.18	33.16	\$4.00
Germantown (incl. Poolesville)	29,931	16.79	19.75	\$4.00
Rockville (incl. Aspen Hill)	33,540	25.20	29.65	\$4.00
Potomac (incl. N. Potomac)	22,676	18.41	21.66	\$4.00
Bethesda (incl. Chevy Chase & Kensington)	43,787	29.87	35.14	\$4.00
Silver Spring (incl. Takoma Park)	25,109	23.91	28.13	\$4.00
Olney	15,764	15.12	17.79	\$4.00
Burtonsville	25,230	20.82	24.50	\$4.00
Damascus	10,300	10.96	12.89	\$4.00
Wheaton	25,855	25.33	29.80	\$4.00
Walter Reed Med. Cntr. - <i>Stripe</i>	7,000	16.35	16.35	\$4.00
Natl. Naval Med. Cntr. - <i>Journal</i>	7,000	16.35	16.35	\$4.00
<b>Full Montgomery County</b>	<b>288,333</b>	<b>178.05*</b>	<b>210.00*</b>	<b>\$34.56*</b>

\*Includes Combination Discount

## Prince George's County (Thursday/tabloid)

The Bowie Star	24,927	22.12	26.02	\$4.00
College Park/Greenbelt	22,726	22.12	26.02	\$4.00
Hyattsville/Port Towns	21,525	22.12	26.02	\$4.00
Landover/New Carrollton	26,781	22.12	26.02	\$4.00
Lanham/Largo	29,915	22.12	26.02	\$4.00
Laurel	27,753	22.12	26.02	\$4.00
Upper Marlboro Star	15,195	16.24	19.11	\$4.00
Clinton/Fort Washington	31,671	21.28	24.91	\$4.00
Andrews AFB - <i>Capital Flyer</i>	15,000	17.70	17.70	\$4.00
<b>Full Prince George's County</b>	<b>215,493</b>	<b>144.71*</b>	<b>170.25*</b>	<b>\$27.72</b>

\*Includes Combination Discount

## Frederick County (Thursday/tabloid)

<b>Frederick Gazettes</b> (Frederick, New Market/Urbana, Mount Airy Walkersville/Thurmont, Middletown/Brunswick)	<b>70,281</b>	<b>24.57</b>	<b>28.90</b>	<b>\$4.00</b>
<b>Mount Airy/New Market/Urbana only</b>	<b>21,868</b>	<b>16.31</b>	<b>19.19</b>	<b>\$4.00</b>
<b>Fort Detrick - Standard</b>	<b>4,100</b>	<b>12.85</b>	<b>-</b>	<b>\$4.00</b>
<b>Full Run</b>				
<b>All Mid-Week Editions</b>	<b>591,596</b>	<b>317.82*</b>	<b>373.90*</b>	<b>\$62.40*</b>

\*Includes Combination Discount

## Southern MD/DC/VA (Thursday/tabloid)

Fort Myer - <i>Pentagram</i>	20,000	30.50	30.50	\$4.00
NDW - <i>Waterline</i>	9,000	16.35	16.35	\$4.00
Arlington - <i>Henderson Hall</i>	4,000	12.85	12.85	\$4.00
Quantico - <i>Sentry</i>	13,000	17.70	17.70	\$4.00
Bolling AFB - <i>Aviator</i>	15,000	17.70	17.70	\$4.00
Patuxent NAS - <i>Tester</i>	15,000	17.70	17.70	\$4.00
Dahlgren - <i>So. Potomac Pilot</i>	8,000	12.85	12.85	\$4.00
US Naval Acad - <i>Trident</i>	8,000	17.70	17.70	\$4.00

SINGLE PUBLICATIONS      CIRCULATION      COLUMN INCH RATE      AGENCY RATE      COLOR RATE PER INCH

## The Gazette of Politics and Business (Friday/broadsheet)

<b>Column Inch Rate*</b>	<b>19,000</b>	<b>41.21</b>	<b>48.42</b>	<b>\$4.00</b>
--------------------------	---------------	--------------	--------------	---------------

\*Agency Discount: 15% on gross billing to recognized agencies

\*Agency Discount not available for military papers.

### Combination discounts for Column Inch Rate

Number of papers	Discount	Number of papers	Discount
2	10%	11	27%
3	13%	12	28%
4	15%	13	29%
5	17%	14	29%
6	19%	15	30%
7	20%	16	30%
8	21%	17	32%
9	23%	18	32%
10	25%	19 or more	35%

Contract discount after combo discounts.

### Discounts for Advertising Contracts:

<b>7%</b>	<b>13x in 6 months</b>
<b>12%</b>	<b>26x in 1 year</b>
<b>20%</b>	<b>52x in 1 year</b>

### Mechanical Requirements/Gazette

Tabloid 5 columns per page	Broadsheet 6 columns per page*
1 col. 10p6 1.52"	6 col. 9.5"
2 col. 22p2 3.12"	Depth full page 20"
3 col. 33p8 4.71"	Total inches/page 120"
4 col. 45p4 6.31"	Double truck 300"
5 col. 57p0 7.90"	
Depth full page 13"	<i>Ads of 11.5" or more will be charged at full depth. A 65 or 85 line screen for halftones is used.</i>
Total inches/page 65"	
Double truck 136.5"	

### Mechanical Requirements/Military

Tabloid 5 columns per page	Broadsheet 6 columns per page*
1 col. 10p6 1.78"	6 col. 9.5"
2 col. 22p2 3.708"	Depth full page 20"
3 col. 33p8 5.638"	Total inches/page 120"
4 col. 45p4 7.569"	Double truck 300"
5 col. 57p0 9.50"	
Depth full page 13"	<i>Ads of 11.5" or more will be charged at full depth. A 65 or 85 line screen for halftones is used.</i>
Total inches/page 65"	
Double truck 136.5"	

### Deadlines:

**Space:** All Montgomery ads - Friday prior to publication at noon

**Space:** All Prince George's ads - Friday prior to publication at noon

**Space:** All Frederick & Mount Airy - Friday at 5 p.m.

**Space:** All Military ads - Friday prior to publication at noon

**Color:** Friday prior to publication at noon

**Inserts:** Gazette - Thursday prior to publication at noon

**Inserts:** Military - Noon Monday prior to publication

**Camera ready:** Gazette - Friday at 5 p.m.

**Camera ready:** Military - Tuesday at noon

**Electronically transmitted:** Friday at 5 p.m.