



2010
EXTENDED RATE CARD

CONNECTING YOU TO THE POWER OF OUR SUBURBS

REACH VIRGINIA, MARYLAND, & D.C.

Double your household reach of America's most affluent suburbs. Buy 1.6 million audited circulation or target to community or zip code in Washington, D.C. and Baltimore, MD's national award-winning community newspapers.

WASHINGTON
BALTIMORE
SUBURBAN PRESS
NETWORK

www.wspnet.com

Publication Closing Times

- Preprint reservations by Wednesday, noon of prior week
- ROP space reservations by Thursday, noon of prior week
- Camera-ready materials due Friday, noon of prior week

Mechanical Requirements

All SAU Ad Sizes Accepted

BROADSHEET PAGE DIMENSIONS (NEW 12" WEB SIZE):

- Depth 19.5"/Width 10.72"
- 5 columns per page, total 97.5"

TABLOID PAGE DIMENSIONS:

- Depth 12"/Width 9.50"
- 5 columns per page, total 65"

RECEIVING ADS: *(in order of preference)*

- E-mail: send PDF formatted files to ads@wspnet.com
- AdSend: mailbox address is VARSP
- FTP
- PDF file on CD

LINE SCREEN: 85 line screen

Net Rates

All rates on this rate card are NET rates and will be billed accordingly

Terms of Payment

Advertisers with an approved credit application on file will be billed. Your bill will reflect your net rate. Electronic tear sheet will be provided with the invoice for each display ad published unless notified otherwise. Payment is due within thirty days from date of invoice. Advertising placed by an advertising agency is the responsibility of that agency unless specific written instruction places payment responsibility with the client.

General Rate Policy

CONDITIONS: The Washington Suburban Press Network reserves the rights to revise its rates stipulated herein at any time. The advertiser shall have the right, within 30 days after notification of any such revision, to cancel an advertising contract without short rate penalty charge, at any date upon which new or higher rates are made effective.

CANCELLATION CHARGE: Ads canceled after Friday, 5:00 p.m. for the following publishing week will be charged 50% of advertising cost.

Contract and Copy Regulations

■ It is understood that individual publishers have the right to reject any advertising. In any event, the advertiser assumes liability for the content of all advertising copy printed and agrees to hold the Washington Baltimore Suburban Press Network and its publishers harmless from all claims arising there from.

■ The Washington Baltimore Suburban Press Network reserves the right to revise all rates on a notice of 30 days to contract advertisers.

■ Any advertisers who does not fulfill the advertising level indicated by his contract will be short rated at the level actually earned.

■ The Washington Baltimore Suburban Press Network does not assume any responsibility for ad errors beyond the actual cost of the ad itself. In the event of non-publication of copy furnished, no liability shall exist on the part of the Washington Baltimore Suburban Press Network and there will be no charge.

■ Frequency or dollar volume contract discounts are available only to advertisers with signed contracts.

■ All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Washington Baltimore Suburban Press Network and its publishers from and against any judgments, costs, expenses or disbursements incurred by reason of claims, or suits for libel, violation of privacy, plagiarism, copyright infringements or any other claims or suits based upon the contents of subject matter of such advertisements.

■ Advertising which might be construed as editorial matter must be labeled "Advertisement."

■ Every effort will be made to obtain positions requested by advertisers; however, position cannot be guaranteed, nor will any adjustment or refunds be made because of positions.

■ Inaccurate rates on insertion orders from agencies will be treated as clerical errors and advertisement will be published and charged at the appropriate rate in effect at the time.

■ The placing of any matter for publication with the Washington Baltimore Suburban Press Network will be regarded as acceptance of the provisions of this rate card.

■ Advertisements of a political nature must comply with existing federal, state or local requirements and must identify the sponsor. All political ads must be paid prior to publication.

Our Reach. Your Audience.

NOW REACH THE MOST DESIRABLE AUDIENCE IN THE WASHINGTON DC SUBURBS... ON THE WEB!

Washington Suburban Press Network Online is a network of rich, in-depth community news sites that are the perfect companion to our award winning community newspapers. Reach farther, deeper, and more often into the most affluent suburbs in America.

Network Web Sites

www.FairfaxTimes.com	www.Fauquier.com	www.Gazette.net	www.PotomacNews.com
www.LoudounTimes.com	www.CulpeperTimes.com	www.SoMdNews.com	www.ManassasJM.com
www.AlexTimes.com	www.RappNews.com	www.DCMilitary.com	www.StaffordSun.com
www.Gainesville-Times.com	www.StarExponent.com	www.INSideNova.com	www.BelvoirEagle.com

Interactive Open Rates

NET RATES

SIZES	ROS (cpm)	TARGETED (cpm)
336x280 Rectangle	\$17.00	\$20.00
300x250 Medium Rectangle	\$16.00	\$20.00
728x90 Leaderboard	\$15.00	\$20.00
160x600 Wide Skyscraper	\$15.00	\$20.00
120x600 Skyscraper	\$13.00	\$20.00
120x300 Mini Skyscraper	\$11.00	\$20.00
Flash & Rich Media	\$26.00	\$26.00

Monthly Network Page Views:
8,098,549

Monthly Network Unique Visitors:
672,583

Source: Omniture Site Catalyst

Rates discounted by volume and frequency

Targeted Channels

- | | | | | |
|-----------------------------------|---------------------------------|--|---|-------------------------------------|
| <input type="checkbox"/> Homepage | <input type="checkbox"/> News | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Lifestyles |
| <input type="checkbox"/> Business | <input type="checkbox"/> Sports | <input type="checkbox"/> Auto (listings) | <input type="checkbox"/> Careers (listings) | |

*Accept IAB standard sizes. Third party served advertising.
CPM=Cost per 1,000 impressions. ROS=Run of Site*

PRODUCT SPECS: We require site ready ads in JPEG/GIF or Flash formats not to exceed 20K (jpeg/gif) or 30K (flash) with maximum looping of 3x. Flash ads require additional GIF ad as backup for browsers that do not have Flash installed. Lead time for run is 3-5 business days.

BILLING INFORMATION: Advertisers will be billed monthly for the number of actually impressions occurring during the previous month. The total amount due is payable directly to The Washington Suburban Press Network within fifteen (15) days of the invoice date. Charges not paid within thirty (30) days are subject to a service charge of 1.75% per month.

TERMS & CONDITIONS: WSPN Online network web sites cannot be held liable for service interruptions beyond our control. The advertiser shall hold the company harmless and indemnify it from all damages, costs and expenses of any nature for which the company may become liable for its publication of Advertiser's ads. Nor shall the company be held liable to advertiser for any loss that results from the incorrect publication of advertising.

	CIRCULATION	PUB. DAY	FORMAT	OPEN COL. INCH RATE
Fairfax County				
HERNDON PUBLISHING COMPANY				
Herndon Observer	23,200	Friday	Tabloid	\$9.95
Reston Observer	13,000	Friday	Tabloid	\$9.95
Greene County				
Greene County Record	2,578	Thursday	Broadsheet	\$11.40
Madison County				
The Madison Eagle	3,919	Thursday	Broadsheet	\$14.45
Orange County				
Orange County Review	6,326	Thursday	Broadsheet	\$18.55
Henrico County				
Richmond Free Press Culpeper News	35,500	Thursday	Broadsheet	\$28.35
Shenandoah County				
Shenandoah County Shopper	22,805	Monthly	Tabloid	\$15.00
Warren County				
Warren County Shopper	17,971	Monthly	Tabloid	\$15.00
Frederick County				
The Northern Virginia Daily	16,250	Daily	Broadsheet	\$16.45
				
Montgomery County				
The Gazette of Politics and Business	17,500	Friday	Broadsheet	\$41.20
Charles County				
Maryland Independent	23,365	Wed/Fri	Broadsheet	\$22.50
Charles County Advertiser	25,000	Friday	Broadsheet	\$6.35
Calvert County				
Calvert Recorder	12,461	Wed/Fri	Broadsheet	\$12.10
Calvert County Advertiser	9,480	Friday	Broadsheet	\$3.30
Saint Mary's County				
Enterprise	17,377	Wed/Fri	Broadsheet	\$20.10
St. Mary's County Advertiser	12,530	Friday	Broadsheet	\$4.10
Prince George's County				
The Enquirer Gazette	4,000	Thursday	Broadsheet	\$8.75
Baltimore County				
The Avenue News	47,000	Wednesday	Tabloid	\$22.00
Aegis	31,964	Wed/Fri	Broadsheet	\$28.75
APG News	10,000	Thursday	Broadsheet	\$12.80
The Record	5,000	Friday	Broadsheet	\$8.35
Dundalk Eagle	70,000	Thursday	Tabloid	\$29.60
Baltimore Guide	67,000	Wednesday	Tabloid	\$47.00
Anne Arundel County				
The Capital (Daily)	42,530	Daily	Tabloid	\$33.05
Sunday Capital	44,373	Sunday	Tabloid	\$34.35
Maryland Gazette	27,094	Wed/Sat	Broadsheet	\$30.90
Bowie Blade News & Crofton News Crier	35,000	Friday	Broadsheet	\$28.00
West County Gazette	15,000	Friday	Broadsheet	\$14.75

Northwest Washington, DC

	CIRCULATION	PUB. DAY	FORMAT	OPEN COL. INCH RATE
East of the River	30,000	Monthly	Tabloid	\$12.00
The Hill Rag	20,000	Monthly	Tabloid	\$12.00
Voice of the Hill	13,800	Thursday	Tabloid	\$20.00
Georgetown	47,000	Thursday	Tabloid	\$28.50
Northeast News	50,000	Monthly	Tabloid	\$12.00



Hispanic / Latin

Los Tiempos	25,000	Thursday	Broadsheet	\$9.00
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African American

WASHINGTON, DC				
The Washington Informer	19,074	Thursday	Tabloid	\$24.35

Asian

Korean Times	27,000	Wednesday	Broadsheet	\$12.70
Asian Fortune	35,000	Monthly	Tabloid	\$60.00

Middle Eastern

Muslim Link	8,500	Bi-Monthly	Tabloid	\$13.00
Washington Iranians	70,000	Weekly	Tabloid	\$16.50
Iran Times	65,000	Weekly	Broadsheet	\$24.00

Religious

WASHINGTON, DC				
Catholic Standard	50,000	Thursday	Tabloid	\$33.00
Washington Jewish Times	10,000	Thursday	Tabloid	\$12.00
BALTIMORE, MD				
The Catholic Review	65,000	Thursday	Tabloid	\$72.00
Baltimore Jewish Times	50,000	Friday	Tabloid	\$43.35
ARLINGTON, VA				
Arlington Catholic Herald	63,000	Tuesday	Tabloid	\$28.00

ADVERTISING COPY TRANSFER INFORMATION

Sending Artwork Via Email

- WSPN E-mail address for all artwork: ads@wspnet.com.
- Be sure to include run date and client name within e-mail.
- File must be in PDF format/PC compatible, minimum 300 DPI with embedded fonts.
- Color CMYK only

Sending Artwork via AP AdSend

- WSPN AP AdSend delivery code: V A R S P
- Please send file as a PDF / PC compatible

Sending Artwork via adDirect

- Please send file as a PDF / PC compatible

Sending Artwork via AdTransit

- Go under VA-Reston-Washington Suburban Press Network
- Please send file as a PDF / PC compatible

Sending Artwork Hard Copy

- WSPN Production Dept. Address: 11710 Plaza America Drive | Suite 420 | Reston, VA 20190
ATTN: Respective Account Executive
- Please send at least one copy per publisher (not one copy per newspaper)
- Artwork should be sent in the following format: CD / DVD

**For information regarding other options,
please contact Edwin Rodriguez at
(703) 904-1004 extension 19 or your
National Account Manager.**



All artwork needs to arrive to
WSPN no later than 2:00pm
on the Friday prior to run date



**AMERICA'S LARGEST
SUBURBAN NEWSPAPER NETWORK**

WASHINGTON
BALTIMORE
SUBURBAN PRESS
NETWORK

www.wspnet.com

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KENNETH COURTER | Executive Vice President of Sales
703.904.1004 ext. 12 • kcourter@wspnet.com

SIMMY MURDOCK | National Sales Manager
703.904.1004 ext. 14 • simmym@wspnet.com

BUSINESS DEVELOPMENT

LYNWOOD SHACKELFORD | Business Development Manager
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SPECIALTY PRODUCTS

PAMELA MORRIS | Specialty Projects Associate
703.904.1004 ext. 20 • pmorris@wspnet.com

FINANCE AND ACCOUNTING

DORIS LEE | Controller
703.904.1004 ext. 15 • dlee@wspnet.com

TERI BOWLES | Billing Manager
703.904.1004 ext. 13 • tbowles@wspnet.com

ALEX KIM | Billing Specialist
703.904.1004 ext. 28 • akim@wspnet.com

PRODUCTION

EDWIN RODRIGUEZ | Research and Production Manager
703.904.1004 ext. 19 • erodriguez@wspnet.com • ads@wspnet.com

RHOCHELLE MUNSAYAC | Graphic Designer
703.904.1004 ext. 26 • rmunsayac@wspnet.com

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