



2010

RATE SCHEDULE • SAMPLE AD SIZES • CONTRACT

Full Page  
7.375 x 10

Full Page (with bleed)  
8.625 x 11.375\*

1/12 Page  
2.347 x 2.375

1/6 (Horizontal) Page  
4.861 x 2.375

1/3 (Vertical) Page  
2.347 x 10

1/3 (Square) Page  
4.861 x 4.916

# ElegantLiving

Frederick County at its finest

Welcome to Elegant Living,  
*The Frederick News-Post's*  
 upscale magazine designed for  
 the quality-conscious consumer.

**Elegant Living publishes quarterly:**

*Spring Issue - Early March*

*Summer Issue - Early June*

*Fall Issue - Early September*

*Winter Issue - Mid-November*

**Why Elegant Living?**

- Directly mailed to 12,000 top-income households in Frederick County
- An additional 3,000-5,000 copies available to the general public at area shops, medical offices and local companies
- Full color on every page of this glossy magazine
- Unique cover stories and features in every issue, including regular sections on travel, restaurants, fashion, furnishings, local artists in residence and "gotta have it gadgets."

2009 RATES				
Size	Dimensions	4 Issues <i>per issue with contract</i>	2 Issues	1 Issue
2-Page	17.25 x 11.375*	\$2570	\$2962	\$3291
Full Pg w/bleed	8.625 x 11.375*	\$1447	\$1850	\$2055
Full Pg	7.375 x 10	\$1447	\$1850	\$2055
2/3 Pg	4.861 x 10	\$1128	\$1247	\$1388
1/2 ( Horizontal)	7.375 x 4.916	\$865	\$998	\$1108
1/3 ( Vertical)	2.347 x 10	\$633	\$693	\$771
1/3 (Square)	4.861 x 4.916	\$633	\$693	\$771
1/6 (Horizontal)	4.861 x 2.375	\$355	\$385	\$428
1/6 (Vertical)	2.347 x 4.916	\$355	\$385	\$428
1/12 (Square)	2.347 x 2.375	\$232	\$260	\$288

\*Trim Size 8.375 x 10.875 • Live Area 8.125 x 10.875 • Text Safe Area 7.625 x 10.375 All prices include full color

**Digital/Electronic Requirements:**

**File Format:** Macintosh - QuarkXPress, In-Design, Photoshop and/or Illustrator files. All fonts (printer and screen), images and logos must be included. ALL ADS MUST BE SUBMITTED AT THE CORRECT SIZE. High resolution PDF files are preferred. Ads submitted as PDF files need to be saved with the "x-1a:2001" preset, to insure that colors, fonts, etc. are embedded and displayed properly.

**Image Format and Resolution:** TIFF, EPS and JPEG files are accepted. ALL IMAGES MUST BE HIGH RESOLUTION: CMYK or Black and White: 300 dpi. Line art: 1200 dpi.

**Ad Submission:** FTP, E-mail or send a CD or DVD to your Account Executive.

**Elegant Living Deadlines:**

*Spring - January 13, 2010*

*Summer - April 14, 2010*

*Fall - July 16, 2010*

*Winter - October 6, 2010*

see back for multiple issue contract

**Standout from the crowd with a Spotlight page highlighting your products and services.**

Each *Elegant Living* Spotlight is a full-page editorial feature written especially for your business by one of our experienced staff writers. We will also provide a professional, full-color photo taken by one of our photographers to help highlight the unique aspects of your business. Your companies contact information will also be included.



## Full Page Spotlight

**\$1600** \$1200 with any size ad in *Elegant Living*.

### Feature includes

- Approximately 300-word description
- Full color picture
- Name and contact information

## Two Page Spotlight

**\$2500**

### Feature includes

- Approximately 600-word description
- Up to 3 full color pictures
- Name and contact information

\* Choose between a two-page profile or a one-page profile and a full-page ad.

# Multiple Issue Contract

I agree to run in 2 issues of Elegant Living and will receive a discounted rate per attached price sheet.\*

Spring/March

Summer/June

Fall/Sept

Winter/November

I agree to run in 4 issues of Elegant Living and will receive a discounted rate per attached price sheet.\*

First Issue \_\_\_\_\_  
month year

It is understood by all parties hereto that in the event that the signed commitment to run 2 or 4 ads is not fulfilled by advertiser, *The Frederick News-Post* will compute the cost difference between the open rate and the discounted rates and will bill advertiser for this additional difference, which advertiser agrees to pay within 30 days.

\_\_\_\_\_  
Advertiser Company Name  
(please print)

\_\_\_\_\_  
Billing Phone Number

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

Accepted by *The Frederick News-Post* \_\_\_\_\_  
Salesperson

On this date: \_\_\_\_\_, 20\_\_\_\_

**ElegantLiving**  
Frederick County at its finest

351 Ballenger Center Drive • Frederick, Maryland • 21703 • 301-662-1163

\* rates subject to change at beginning of each calendar year, ask your sales rep for details.