



2011

RATE SCHEDULE • SAMPLE AD SIZES • CONTRACT

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, high traffic offices and tourist destinations
- 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."

2011 RATES

Size	Dimensions	4 Issues <i>per issue with contract</i>	2 Issues	1 Issue
2-Page	17.25 x 11.375*	\$2800	\$3000	\$3200
Full Pg w/bleed	8.625 x 11.375*	\$1600	\$2000	\$2260
Full Pg	7.375 x 10	\$1600	\$2000	\$2260
2/3 Pg	4.861 x 10	\$1240	\$1375	\$1525
1/2 (Horizontal)	7.375 x 4.916	\$975	\$1100	\$1200
1/3 (Vertical)	2.347 x 10	\$695	\$765	\$850
1/3 (Square)	4.861 x 4.916	\$695	\$765	\$850
1/6 (Horizontal)	4.861 x 2.375	\$390	\$425	\$470
1/6 (Vertical)	2.347 x 4.916	\$390	\$425	\$470
1/12 (Square)	2.347 x 2.375	\$255	\$285	\$315

*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 20, 2011

Summer - April 20, 2011

Fall - July 20, 2011

Winter - October 6, 2011

**Ask your Account Executive for Spotlight deadlines.*

see back for multiple issue 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

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* _____
Account Executive

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.