

2008 ADVERTISING RATES



email: advertising@times-news.com

www.times-news.com

RETAIL ADVERTISING

2008 RETAIL RATES		Rate	Sun. Rate
BASED ON AN OPEN RATE OF:		\$19.76	\$21.14
SPENDING LEVEL	AVG Per Month	Rate	Sun. Rate
\$ 2,500	\$208.00	\$17.59	\$18.82
\$ 3,300	\$275.00	\$17.39	\$18.61
\$ 5,000	\$417.00	\$16.99	\$18.18
\$ 7,600	\$633.00	\$15.41	\$16.49
\$ 10,100	\$842.00	\$15.22	\$16.28
\$ 15,400	\$1,283.00	\$15.02	\$16.07
\$ 26,900	\$2,242.00	\$14.82	\$15.86
\$ 30,900	\$2,575.00	\$14.62	\$15.65
\$ 40,900	\$3,408.00	\$14.42	\$15.43
\$ 54,100	\$4,508.00	\$14.23	\$15.22
\$ 72,000	\$6,000.00	\$14.03	\$15.01
\$ 95,000	\$7,917.00	\$13.83	\$14.80
\$ 125,000	\$10,417.00	\$13.63	\$14.59
\$ 166,000	\$13,833.00	\$11.86	\$12.69
\$ 219,000	\$18,250.00	\$11.46	\$12.26
\$ 250,000	\$20,833.00	\$11.07	\$11.84
\$ 290,000	\$24,167.00	\$10.67	\$11.42



**SERVING
WESTERN MARYLAND
AND THE TRI-STATE
MARKETING AREA.**

NATIONAL ADVERTISING RATE:

Mon-Sat. Rate	Sunday Rate
\$42.37	\$44.43

Retail Advertisements created by The Cumberland Times-News are the property of The Cumberland Times-News and will be released to other publications at the advertisers request and that publication will be billed at a rate of 38¢ per column inch.

Color Rates	
SPOT COLOR	\$3.18 Per column inch
Maximum Charge Per Spot Color Ad	\$199.00
FULL COLOR	\$4.75 Per column inch
Maximum Charge Per Full Color Ad	\$299.00

Display Frequency Discounts	
2X	10%
3X	15%
4X	20%
5X	25%
6X	30%
7X	35%

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Automotive AUTOMOTIVE

2008 AUTOMOTIVE CLASSIFIED RATES		Rate	Sun. Rate
BASED ON AN OPEN RATE OF:		\$13.10	\$14.02
SPENDING LEVEL	AVG Per Month	Rate	Sun. Rate
\$ 5,000	\$417.00	\$11.70	\$12.52
\$ 10,000	\$833.00	\$11.18	\$11.96
\$ 15,000	\$1,250.00	\$10.92	\$11.68
\$ 17,500	\$1,458.00	\$10.79	\$11.55
\$ 20,000	\$1,667.00	\$10.53	\$11.27
\$ 30,000	\$2,500.00	\$10.14	\$10.85
\$ 40,000	\$3,333.00	\$9.75	\$10.43
\$ 50,000	\$4,167.00	\$9.36	\$10.02
\$ 60,000	\$5,000.00	\$8.97	\$9.60
\$ 70,000	\$5,833.00	\$8.84	\$9.46
\$ 80,000	\$6,667.00	\$8.71	\$9.32
\$ 90,000	\$7,500.00	\$8.58	\$9.18
\$ 100,000	\$8,333.00	\$8.45	\$9.04
\$ 110,000	\$9,167.00	\$8.32	\$8.90
\$ 120,000	\$10,000.00	\$8.19	\$8.76
\$ 130,000	\$10,833.00	\$8.06	\$8.62
\$ 140,000	\$11,667.00	\$7.93	\$8.49
\$ 150,000	\$12,500.00	\$7.80	\$8.35
\$ 160,000	\$13,333.33	\$7.67	\$8.21
\$ 170,000	\$14,166.67	\$7.54	\$8.07
\$ 180,000	\$15,000.00	\$7.41	\$7.93
\$ 190,000	\$15,833.33	\$7.35	\$7.86
\$ 200,000	\$16,666.67	\$7.20	\$7.70
\$ 210,000	\$17,500.00	\$7.10	\$7.60
\$ 220,000	\$18,333.33	\$6.89	\$7.37
\$ 230,000	\$19,166.67	\$6.76	\$7.23

• The Cumberland-Times News Publishing Company maintains a staff that specifically serves automobile dealers and their advertising needs. Services include artwork, ad design, and assistance with budgeting and marketing

• The short-rate policy will be applied when an advertiser fails to achieve their contract level by the end of the contract term.

Classified Advertisements created by The Cumberland Times-News are the property of The Cumberland Times-News and will be released to other publications at the advertisers request and that publication will be billed at a rate of 25¢ per column inch.

Color Rates		* If Available
SPOT COLOR		\$2.17 Per column inch
Maximum Charge Per Spot Color Ad		\$199.00
FULL COLOR		\$3.25 Per column inch
Maximum Charge Per Full Color Ad		\$299.00

Display Frequency Discounts	
2X	10.0%
3X	15.0%
4X	20.0%
5X	25.0%
6X	30.0%
7X	35.0%

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Real Estate PRODUCTS

2008 Rates for Historic Highlands Real Estate tab		Rate
BASED ON AN OPEN RATE OF:		\$15.61
ANNUAL SPENDING LEVEL	AVG Per Month	Rate
\$ 5,000	\$416.67	\$13.85
\$ 15,000	\$1,250.00	\$13.05
\$ 45,000	\$3,750.00	\$12.13
\$ 60,000	\$5,000.00	\$11.31
\$ 90,000	\$7,500.00	\$10.92

Color Rates
SPOT COLOR \$3.18 Per column inch Maximum Charge Per Spot Color Ad \$199.00
FULL COLOR \$4.75 Per column inch Maximum Charge Per Full Color Ad \$299.00

* Annual Spending includes all dollars spent at the Times-News, including Homefinder, internet, Allegany Magazine and niche products.
 * Please note that the Highlands Tab is measured in Retail Columns that are 33% larger than classified columns.

2008 Rates for Real Estate Classified Display		Rate
BASED ON AN OPEN RATE OF:		\$11.74
ANNUAL SPENDING LEVEL	AVG Per Month	Rate
\$ 5,000	\$416.67	\$10.42
\$ 15,000	\$1,250.00	\$9.82
\$ 45,000	\$3,750.00	\$9.13
\$ 60,000	\$5,000.00	\$8.51
\$ 90,000	\$7,500.00	\$8.22

Color Rates
SPOT COLOR \$2.17 Per column inch Maximum Charge Per Spot Color Ad \$199.00
FULL COLOR \$3.25 Per column inch Maximum Charge Per Full Color Ad \$299.00

* Annual Spending includes all dollars spent at the Times-News, including Homefinder, internet, Allegany Magazine and niche products.

HOMEFINDER

12,000+ copies monthly. Over 220 Locations in 8 Counties. High visibility racks & displays. Distribution points monitored for maximum distribution.

HOMEFINDER
 "Great Value"
 in a small quarterfold

PAGES	B&W	FULL COLOR*
1/2 PAGE	\$61 EA.	\$86 EA.
1-2 PAGES	\$105 EA.	\$131 EA.
3-5 PAGES	\$96 EA.	\$121 EA.
6-8 PAGES	\$91 EA.	\$116 EA.
8+ PAGES	\$86 EA.	\$111 EA.

Back Cover Rate
 \$202 per Issue
 Includes Full Cover

1/2 Page5.25x4.5
 Full Page5.25x9.24

* See Ad Rep for Specifics

A fee of \$6 per full page ads, and \$4 per half page ads will be charged with all ads in the HOMEFINDER. The entire HOMEFINDER will be available on the front page of times-news.com, the Cumberland areas #1 local internet site.

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Classified Recruitment RECRUITMENT

2008 EMPLOYMENT RATES

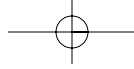
- There is a five-line minimum per column ad
- One inch is the equivalent to twelve lines
- Open Rates and contract rates are commissionable
- For employment ads, a confidential box reply service is available for \$40.00, in addition to the cost of the ad space.

	Rate	Sun. Rate
DISPLAY ADVERTISING RATE.....	\$27.95	\$30.75
NATIONAL RECRUITMENT ADVERTISING RATE	\$32.16	\$35.37
IN-COLUMN RATES		
	Rate	Sun. Rate
1 to 2 insertions	\$2.33	\$2.56
3 or more insertions	\$1.98	\$2.18

Frequency Discounts	
2X	10%
3X	15%
4X	20%
5X	25%
6X	30%
7X	35%

Color Rates	
Color charges are in addition to space charges. No other discounts apply. No minimum ad size required.	
SPOT COLOR	\$2.17 Per column inch
Maximum Charge Per Spot Color Ad	\$199.00
FULL COLOR	\$3.25 Per column inch
Maximum Charge Per Full Color Ad	\$299.00

* Frequency discounts Apply to advertisers with an ad repeating, without changes, within 7 days of publication. Frequency discounts apply to the same advertisement running in the *Cumberland Times-News*.



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MEASUREMENTS

USE THESE MEASUREMENTS FOR: Times-News, West Virginia Extra, The Garrett County Weekender, and Frostburg Express

Broadsheet/ROP (6 COLUMNS TO PAGE)

Type Page:

11.625 inches wide by 21.5 inches deep. Column widths (1/8 inch column spacing)

COLUMNS	INCHES
1	1.833
2	3.792
3	5.750
4	7.708
5	9.677
6	11.625

Column Depth:
21 1/2 inches

Inches Charged:
Per column - 21 1/2
Per page 129

Double truck gutter
width - 3/4 inches

Classified (9 COLUMNS TO PAGE)

Type Page: 11.625 inches wide by 21 1/2 inches deep. Column widths (6 point column spacing)

COLUMNS	INCHES	PICAS
1	1.208	0705
2	2.510	1503
3	3.812	2300
4	5.113	3010
5	6.415	3807
6	7.717	4605
7	9	5402
8	10.33	6200
9	11.625	6909

Column Depth:
21 1/2 inches

Inches Charged:
Per column - 21 1/2
Per page 193 1/2

Tabloid (5 COLUMNS TO PAGE)

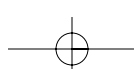
Type Page:

10 1/8 inches wide by 11 1/2 inches deep. Column widths (3/16 inch column spacing)

COLUMNS	INCHES
1	1.875
2	3.937
3	6
4	8.062
5	10.125

Column Depth:
11 1/2 inches

Inches Charged:
Per column - 11 1/2
Per page 57 1/2



2008 ADVERTISING RATES

CUMBERLAND
TIMES-NEWSemail: advertising@times-news.comwww.times-news.com

DEADLINES

Deadlines

CUMBERLAND TIMES-NEWS			
PUBLISHING DAY	SECTION	SCHEDULING & COMPOSING DEADLINES	FINAL AD APPROVAL BY:
Mon.	ROP/Classified	Thurs. at 4:00 pm	Fri. at 4:00 pm
Tues.	ROP/Classified	Thurs. at 4:00 pm	Mon. at 2:00 pm
Wed.	ROP/Classified	Fri. at 4:00 pm	Tues. at 2:00 pm
Thurs.	ROP/Classified	Mon. at 4:00 pm	Weds. at 2:00 pm
Fri.	ROP/Classified	Tues. at 4:00 pm	Thurs. at 2:00 pm
Sat.	ROP/Classified	Wed. at 9:00 am	Fri. at noon
Sun.	ROP/Classified	Wed. at 4:00 pm	Fri. at noon
Sun. Early Run	ROP	Tues. at 4:00 pm	Thurs. at 2:00 pm
	TV Book	Tues. at 10:00 pm	Wed. at 10:00 pm

* **Please Note: Deadlines will vary for weeks that include a holiday.** *

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CUMBERLAND
TIMES-NEWS

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www.times-news.com

GENERAL POLICIES

AD SPACE SIMULATING EDITORIAL CONTENT

Advertisements that simulate editorial content must be plainly indicated as advertising and marked "Advertisement."

All such ads must have a border.

AUDITS

The Times-News is audited by the Audit Bureau of Circulations (ABC) and the U.S. Postal Service.

CANCELLATIONS

Cancellations will be accepted after the closing date at 25 percent charge of space ordered.

COMMISSIONABLE RATES

Local retail and classified advertising rates are non-commissionable. National advertising rate: 15% agency discount is applicable; A 1 1/2% service charge will be added to unpaid balance for every 30 days any account is carried past original billing date.

CONTRACT POLICY

In the event an advertiser uses less space than contracted, it is understood that the publisher will recalculate the actual earned rate according to the current agreement rate schedule, and will rebill for any additional amounts due.

Both parties agree that this contract will be automatically renewed for successive periods unless a written notice of cancellation is delivered to The Times-News not less than 30 days before any automatic renewal date.

CREDIT POLICY

To establish credit, the advertiser must complete a credit application. Payments in advance until the credit application is approved are required.

EFFECTIVE DATE

All contract and non-contract rates are effective as of January 1, 2008.

GUARANTEED PLACEMENT

Every effort will be made to meet reasonable position request. However, no refunds or reruns will be made because of position in which an advertisement appears. No order will be accepted on a "position or omit" basis.

INSERTION ORDERS

The Publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on the publisher's rate card or policies.

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TIMES-NEWS

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LIABILITY

The advertiser and/or advertising agency or agents assume all liability for advertisements published (including illustrations, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against the Times-News.

PAYMENT TERMS

All accounts are due and payable on the 15th of the month that the advertising statement is mailed. A service charge of one and one-half percent per month will be charged on a balance unpaid by the due date. The annual rate is 18 percent. The minimum service charge is one dollar.

PUBLISHED RATES

Representatives of the Times-News are not authorized to deviate from published rates.

PUBLISHER'S RIGHT

The Times-News reserves the right to edit or reject any or all advertising copy submitted for publication.

QUOTES

Quoted rates apply to advertising and/or preprints from one local advertiser; and quoted rates do not apply to advertisements or preprints intended for national distribution.

RATE REVISIONS

Rates may be revised with a 30-day written notice to contract advertisers.

RELEASES

Advertisers and respective agencies agree that they are fully authorized and licensed to use names and/or portraits of pictures of persons, living or dead, trademarks, copyrighted material, and any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in The Times-News will not assume any liability of loss, damage or expense as a result of the misuse of published material in any advertisement. This newspaper will not knowingly accept or publish illegal material of any kind. Advertising which expresses preference based on legally protected personal characteristics is not acceptable.

RUN-OF-PAPER (R.O.P.) REQUIREMENTS

The minimum ad size is one column wide by one inch deep. Ads must be at least as many inches deep as columns wide, except for a six-column banner in which the minimum depth is 2 inches. The full-page billing depth is 21.5 inches. Ads that are 18.5 inches deep or larger will be billed at the full-page depth. Gutter space will be billed as a column. Double trucks less than thirteen inches in depth and 11 columns wide will not be allowed.

TABLOID REQUIREMENTS

The full-page billing depth is 11.5 inches; tabloid pages will be billed at 57.50 inches per page.

UPSIDE DOWN ADS

Advertisements will not be published in an upside-down or side-ways position. However, side-ways advertisements are permissible when run as a full page.

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CUMBERLAND
TIMES-NEWS

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SENDING YOUR AD Sending Your Ad

WE ACCEPT THE FOLLOWING:

- Macintosh formatted compact disk.
- Email your ad as a PDF or Jpeg.
- NO FLOPPY DISKS

Please mail your disk to:

Cumberland Times-News

Attn: "Your Sales Rep"

19 Baltimore Street

Cumberland, MD 21502-1662

OR

Email your ad to:

advertising@times-news.com

Attn: ***"Your Sales Rep"***

- All e-mailed ads should be submitted as a PDF or jpeg.
(Please remember to save your PDF file with fonts embedded and remember that your artwork must be CMYK if you are running a full color ad.)
File should be sent attached to an e-mail message with the run date and your advertising consultants name to: **advertising@times-news.com**
- All ads sent in on CD must be in Macintosh format and created in **Adobe Photoshop 6.0, Adobe Illustrator 7.0, QuarkXpress 4.0, or Multi-Ad 6.5.5.**

All photos/artwork must be no lower than 170 dpi and no higher than 200 dpi.

Line art must be no lower than 500 dpi and no higher than 600 dpi.

All full color artwork must be **CMYK**.

If you are not sending a PDF, be sure to include all artwork and fonts along with your collected ad file.

- Make sure to send fonts with Postscripts & Suitcases. **DO NOT USE TRUE TYPE FONTS.**
- When using Adobe Illustrator **CREATE OUTLINES** on all text before sending.

TECHNICAL SUPPORT

If you have any questions about this information, contact our Graphics Department at **301-784-2530**

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CUMBERLAND
TIMES-NEWS

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Retail Advertising

2008 RETAIL RATES	
ANNUAL (INCHES)	W.VA RATES
OPEN	\$6.51
100	\$5.08
250	\$4.29
500	\$3.84
750	\$3.64
1000	\$3.52
1500	\$3.32
2500	\$3.12
3500	\$3.00
5000	\$2.73



COLOR RATES

As available. Color charges are in addition to space charges. No other discounts apply. No minimum ad size required.

* Pick up Any WV zoned ad into *WV Extra* on Sunday for \$2.00 PCI

FREQUENCY DISCOUNTS

Applies to advertisers with an ad repeating within 7 days of publication, without changes. Frequency discounts apply to the same advertisement running in the WV Zoned Edition of The Cumberland Times-News

Color Rates	
SPOT COLOR Maximum Charge Per Spot Color Ad	\$3.18 Per column inch \$199.00
FULL COLOR Maximum Charge Per Full Color Ad	\$4.75 Per column inch \$299.00

2 TIMES	10%
3 TIMES	15%
4 TIMES	20%

SERVING NEAR 18,000 TIMES-NEWS READERS IN WEST VIRGINIA