

# 2009 ADVERTISING RATES

CUMBERLAND  
**TIMES-NEWS**

email: [advertising@times-news.com](mailto:advertising@times-news.com)

[www.times-news.com](http://www.times-news.com)

# RETAIL ADVERTISING

2009 RETAIL RATES		Rate	Sun. Rate
BASED ON AN OPEN RATE OF:		<b>\$20.16</b>	<b>\$21.56</b>
SPENDING LEVEL	AVG Per Month	Rate	Sun. Rate
\$ <b>2,500</b>	\$208.00	<b>\$17.94</b>	<b>\$19.20</b>
\$ <b>3,300</b>	\$275.00	<b>\$17.74</b>	<b>\$18.98</b>
\$ <b>5,000</b>	\$417.00	<b>\$17.33</b>	<b>\$18.54</b>
\$ <b>7,600</b>	\$633.00	<b>\$15.72</b>	<b>\$16.82</b>
\$ <b>10,100</b>	\$842.00	<b>\$15.52</b>	<b>\$16.61</b>
\$ <b>15,400</b>	\$1,283.00	<b>\$15.32</b>	<b>\$16.39</b>
\$ <b>26,900</b>	\$2,242.00	<b>\$15.12</b>	<b>\$16.18</b>
\$ <b>30,900</b>	\$2,575.00	<b>\$14.91</b>	<b>\$15.96</b>
\$ <b>40,900</b>	\$3,408.00	<b>\$14.71</b>	<b>\$15.74</b>
\$ <b>54,100</b>	\$4,508.00	<b>\$14.51</b>	<b>\$15.52</b>
\$ <b>72,000</b>	\$6,000.00	<b>\$14.31</b>	<b>\$15.31</b>
\$ <b>95,000</b>	\$7,917.00	<b>\$14.11</b>	<b>\$15.10</b>
\$ <b>125,000</b>	\$10,417.00	<b>\$13.90</b>	<b>\$14.88</b>
\$ <b>166,000</b>	\$13,833.00	<b>\$12.10</b>	<b>\$12.94</b>
\$ <b>219,000</b>	\$18,250.00	<b>\$11.69</b>	<b>\$12.51</b>
\$ <b>250,000</b>	\$20,833.00	<b>\$11.29</b>	<b>\$12.08</b>
\$ <b>290,000</b>	\$24,167.00	<b>\$10.88</b>	<b>\$11.65</b>



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

**NATIONAL  
ADVERTISING RATE:**

Mon-Sat. Rate	Sunday Rate
\$43.22	\$45.32

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	
<b>SPOT COLOR</b>	<b>\$3.18</b> Per column inch
Maximum Charge Per Spot Color Ad	<b>\$199.00</b>
<b>FULL COLOR</b>	<b>\$4.75</b> Per column inch
Maximum Charge Per Full Color Ad	<b>\$299.00</b>

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

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# Automotive

2009 AUTOMOTIVE CLASSIFIED RATES		Rate	Sun. Rate
BASED ON AN OPEN RATE OF:		<b>\$13.36</b>	<b>\$14.30</b>
SPENDING LEVEL	AVG Per Month	Rate	Sun. Rate
\$ 5,000	\$417.00	\$11.93	\$12.77
\$ 10,000	\$833.00	\$11.40	\$12.20
\$ 15,000	\$1,250.00	\$11.14	\$11.91
\$ 17,500	\$1,458.00	\$11.01	\$11.78
\$ 20,000	\$1,667.00	\$10.74	\$11.50
\$ 30,000	\$2,500.00	\$10.34	\$11.07
\$ 40,000	\$3,333.00	\$9.95	\$10.64
\$ 50,000	\$4,167.00	\$9.55	\$10.22
\$ 60,000	\$5,000.00	\$9.15	\$9.79
\$ 70,000	\$5,833.00	\$9.02	\$9.65
\$ 80,000	\$6,667.00	\$8.88	\$9.51
\$ 90,000	\$7,500.00	\$8.75	\$9.36
\$ 100,000	\$8,333.00	\$8.62	\$9.22
\$ 110,000	\$9,167.00	\$8.49	\$9.08
\$ 120,000	\$10,000.00	\$8.35	\$8.94
\$ 130,000	\$10,833.00	\$8.22	\$8.79
\$ 140,000	\$11,667.00	\$8.09	\$8.66
\$ 150,000	\$12,500.00	\$7.96	\$8.52
\$ 160,000	\$13,333.33	\$7.82	\$8.37
\$ 170,000	\$14,166.67	\$7.69	\$8.23
\$ 180,000	\$15,000.00	\$7.56	\$8.09
\$ 190,000	\$15,833.33	\$7.50	\$8.02
\$ 200,000	\$16,666.67	\$7.34	\$7.85
\$ 210,000	\$17,500.00	\$7.24	\$7.75
\$ 220,000	\$18,333.33	\$7.03	\$7.52
\$ 230,000	\$19,166.67	\$6.90	\$7.37

• 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

2009 Rates for Historic Highlands Real Estate tab		Rate
BASED ON AN OPEN RATE OF:		<b>\$15.92</b>
ANNUAL SPENDING LEVEL	AVG Per Month	Rate
<b>\$ 5,000</b>	\$416.67	<b>\$14.13</b>
<b>\$ 15,000</b>	\$1,250.00	<b>\$13.31</b>
<b>\$ 45,000</b>	\$3,750.00	<b>\$12.37</b>
<b>\$ 60,000</b>	\$5,000.00	<b>\$11.54</b>
<b>\$ 90,000</b>	\$7,500.00	<b>\$11.14</b>

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

\* 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.

2009 Rates for Real Estate Classified Display		Rate
BASED ON AN OPEN RATE OF:		<b>\$11.97</b>
ANNUAL SPENDING LEVEL	AVG Per Month	Rate
<b>\$ 5,000</b>	\$416.67	<b>\$10.63</b>
<b>\$ 15,000</b>	\$1,250.00	<b>\$10.02</b>
<b>\$ 45,000</b>	\$3,750.00	<b>\$9.31</b>
<b>\$ 60,000</b>	\$5,000.00	<b>\$8.68</b>
<b>\$ 90,000</b>	\$7,500.00	<b>\$8.38</b>

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

\* 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*
<b>1/2 PAGE</b>	<b>\$62 EA.</b>	<b>\$88 EA.</b>
<b>1-2 PAGES</b>	<b>\$107 EA.</b>	<b>\$134 EA.</b>
<b>3-5 PAGES</b>	<b>\$98 EA.</b>	<b>\$123 EA.</b>
<b>6-8 PAGES</b>	<b>\$93 EA.</b>	<b>\$118 EA.</b>
<b>8+ PAGES</b>	<b>\$88 EA.</b>	<b>\$113 EA.</b>

**Back Cover Rate**  
\$206 per Issue  
Includes Full Cover

1/2 Page .....5.25x4.5  
Full Page .....5.25x9.24

\* 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](http://times-news.com), the Cumberland areas #1 local internet site.

# 2009 ADVERTISING RATES

# Retail Advertising

2009 RETAIL RATES	
ANNUAL (INCHES)	W.VA RATES
OPEN	\$6.64
100	\$5.18
250	\$4.38
500	\$3.92
750	\$3.71
1000	\$3.59
1500	\$3.39
2500	\$3.18
3500	\$3.06
5000	\$2.78



### 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

# SUBMITTING YOUR ADVERTISEMENT

When submitting text or artwork via email for our in-house design service please save/attach your body copy as a text file (.txt) and your artwork (.jpg or.tif ) separately. Please do not submit Word Documents or PC based program files. You may email a pdf or fax a rough draft to your advertising consultant (fax#: 301-722-4870)

## **CAMERA READY ADS:**

**WHAT IS CAMERA READY?** Camera Ready is a common term used in the commercial printing industry meaning that a document is, from a technical standpoint, ready to "go to press," or be printed.

Please submit your camera ready advertisement as a PDF, jpeg, or tiff file, and make sure that the advertisement is sized correctly as scheduled. If not emailing your ad, save it to a Macintosh formatted CD or flash drive. When saving your pdf, please make sure it is compatible with Acrobat 5.0 or lower.

- Build your ad at 170 dpi - 300 dpi. Line art/bitmap images should be 500 dpi - 600 dpi.
- All full color/spot color advertisements must be **CMYK**.
- Please make sure that all black text is 100% black ( *0C, 0M, 0Y, 100k*), Please avoid using multi -color text below 20 pt. (*Example: 100C, 50M, 20Y, 30K*)

*(Please remember to save your PDF file to be compatible with Acrobat 5.0 or lower, with fonts embedded and remember that your ad must be built in CMYK if you are running a full color or spot color ad.)*

## **IF YOU ARE NOT SENDING A PDF, TIFF, OR JPEG CAMERA READY AD:**

- Be sure to include all artwork and fonts along with your ad file. Ads must be Mac based and created in **Adobe Photoshop 6.0, Adobe Illustrator 7.0, QuarkXpress 4.0, or Multi-Ad 6.5.5.**
- Make sure to include fonts with Postscripts & Suitcases. **PLEASE AVOID USING TRUE TYPE FONTS.**

### OUR MAILING ADDRESS:

**Cumberland Times-News**  
**Attn: "Your Advertising Consultant"**  
**19 Baltimore Street**  
**Cumberland, MD 21502-1662**

### **TECH SUPPORT:**

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

# 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 .....	1.238	0705
2 .....	2.537	1503
3 .....	3.835	2300
4 .....	5.133	3010
5 .....	6.432	3807
6 .....	7.73	4605
7 .....	9.028	5402
8 .....	10.337	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

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# Deadlines

## CUMBERLAND TIMES-NEWS

PUBLISHING	SECTION	SCHEDULING & COMPOSING	FINAL AD
<b>DAY</b>		<b>DEADLINES</b>	<b>APPROVAL BY:</b>
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. \***