

The Catoclin Banner

Your Good News Community Newspaper Serving Northern Frederick County, Maryland County, Maryland 1995

Since 1995, *The Catoclin Banner Newspaper* has provided a friendly source of community news and information for northern Frederick County residents while striving to promote a sense of community spirit and pride.

AD DEADLINE: THE 15TH OF EVERY MONTH.

(Exceptions may occur in various situations like holiday schedules, printing schedules, etc. The general rule is "the earlier the better.")

Circulation

We print approximately 11,500 issues.

Mailed Distribution: 8,500 of those issues are direct-mailed to Emmitsburg, Thurmont, Rocky Ridge, Graceham, Foxville, Sabillasville, Highfield/Cascade, Lewistown, and Mountindale.

The other 3,000 issues are placed in high traffic areas throughout Northern Frederick County and some Pennsylvania locations such as Waynesboro, Blue Ridge Summit, Fairfield, Taneytown, and Smithsburg. Paid subscriptions are also mailed across the country.

The issue is also available online and receives an additional 10,000 views per month

Published Monthly
(hits the streets on or before the 1st day of the month)

For More Information:

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301-241-9249

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www.TheCatoclinBanner.com

Affordable Display Rates!

THE MORE YOU BUY - THE MORE YOU SAVE!

SIZE OF ADVERTISEMENT	NUMBER OF INSERTIONS PER YEAR		
	12 ADS/ YEAR	6 ADS/ YEAR	1 AD / YEAR
1/16 page • 1 column (2 3/8") x 3"	\$52 ea.	\$60 ea.	\$68 ea.
1/8 page • 1 col. (2 3/8") x 6" or 2 col. (5") x 3"	\$100 ea.	\$109 ea.	\$121 ea.
3/16 page • 1 col. (2 3/8") x 8" or 2 col. (5") x 4"	\$141 ea.	\$149 ea.	\$165 ea.
1/4 page • 1 col. (2 3/8") x 12" or 2 col. (5") x 6"	\$215 ea.	\$228 ea.	\$253 ea.
3/8 page • 3 col. (7 5/8") x 6"	\$280 ea.	\$296 ea.	\$329 ea.
1/2 page • 2 col. (5") x 12" or 4 col. (10 1/4") x 6"	\$394 ea.	\$417 ea.	\$463 ea.
3/4 page • 3 col. (7 5/8") x 12" or 4 col. (10 1/4") x 9"	\$501 ea.	\$531 ea.	\$591 ea.
Full page • 4 col. (10 1/4") x 12"	\$641 ea.	\$679 ea.	\$755 ea.

See your ad in FULL COLOR - No Extra Charge!

- Prices listed above are per ad, based on an agreement for the number of insertions within a 12 month period. The 12 time insertion rate **is for 12 consecutive months**. Multiple insertions - may change ad copy and size as desired during agreement.
- Ad sizes of 3/16 page or larger include a space discount; ads 1/2 page and larger include a greater discount.
- Custom ad sizes available to fit your budget. Call for details.
- Ad design included in price. Proofs provided upon request. Extensive design may incur extra charges.

DISPLAY ADVERTISEMENT OPTIONS

PREMIUM PAGES - Page 3 (\$75 premium fee) or Back Cover (\$100 premium fee) Placement: First requested, first assigned.

CLASSIFIED ADS: Minimum \$20.00/ad submit online under classified tab. (If already running display ad, included at no extra charge.)

SERVICE CLASSIFIED ADS: Exclusive to display advertisers as a perk.

GET NOTICED! TRY OUR OTHER GREAT ADVERTISING OPTIONS!

FLIER INSERTS & FRONT PAGE AD LABELS

THE FLIER INSERT COMMITMENT AND FRONT PAGE AD LABEL DESIGN DEADLINES ARE THE 10TH OF THE MONTH PRIOR TO THE ISSUE MONTH.

- Inserts include up to 1.5 hours of design time. If design exceeds the allotted time, additional charges will be billed at \$75.00/hr.
- Inserts are placed in the center of the newspaper only.
- Selective zip codes may be used. Minimum print run is 5,000 pieces. Extra fliers will be saved for customer to pick up at office location.

Available Insert Sizes:

- 8.5"x11" Full Sheet Size
- 5.5"x8.5" Half Sheet Size

HALF SHEET OR FULL SHEET INSERT RATES

**** ALL PRICES BASED PER 1,000 COPIES WITH A 5,000 MINIMUM****

INSERTION FEE:

- Flier printed in-house: \$25/1,000
- Fliers are provided \$120/1,000

BLACK ON WHITE OR COLORED PAPER:

- single-sided full page: \$100/1,000
- double-sided full page: \$130/1,000

- single-sided half page: \$75/1,000
- double-sided half page: \$100/1,000

COLOR ON WHITE PAPER:

- single-sided full page: \$145/1,000
- double-sided full page: \$185/1,000
- single-sided half page: \$110/1,000
- double-sided half page: \$140/1,000

FRONT PAGE LABEL POLICY

- Price includes layout of label art. If customer provides logos or photos that are not print ready, art charges may be applied at \$75/hour.
 - Ad labels are only placed on the front page of the newspaper. We run only one label per issue.
 - If multiple customers express interest, we will randomly select advertiser. Customers can run multiple ad labels in a year, but cannot lock issues.
 - Priced only for full press run quantity of that month. Customer can designate zip codes or mailed sections, but must pay full run price. For example, E Plus runs the t-shirt giveaway label but only wants them distributed on the mailed issues (~8,500) - they still pay for the entire press run of 11,500 for the issue.

BE ON THE FRONT PAGE!

Be the one and only on our front page! It really "sticks" out!

CHOOSE A SHAPE!

Stop by our office to see what custom shapes are available to make your ad label POP! No extra charge for stock custom shapes!

FREE STICKER DESIGN!

Email all content, photos, and logos that you would like to include to news@thecatocinbanner.com.

GET 20% OFF! Compliment your ad on the inside of the newspaper with a front page ad label and receive 20% off of your display ad. Non-Profit organizations will receive an additional 10% off of the price of a display ad on the inside of the newspaper!

FRONT PAGE LABEL PRINT RATES

FULL COLOR FRONT SIDE IMPRINT

\$875 for a run of 11,500 (\$76/1,000)

FULL COLOR FRONT/ONE COLOR 2ND SIDE

\$1,075 for a run of 11,500 (\$93.50/1,000)

NEW!

FRONT PAGE

AD LABEL

3x3" square or

custom shape

(FREE OPTION)