

# Automotive Advertising Rate Card No. 11

**Effective January 1, 2008**

Rates apply to All Washington Times sections including Auto Weekend and Classified

**1. PERSONNEL**

Michael R. Mahr, Director of Advertising  
 Marjorie O'Donnell, Associated Director of Advertising  
 Art Crofoot,  
*National Advertising Manager*  
 Chris Ricca,  
*Automotive Advertising Sales Manager*

**2. ADVERTISING OFFICE**

3400 New York Ave. NE  
 Washington DC 20002  
 PHONE 202-636-3037  
 FAX 202-832-8879

**3. COMMISSION**

Agency Commission of 15%

**4. GENERAL RATE POLICY**

All discounts computed from the open rate.

**5a. ANNUAL CONTRACT RATES**

Auto Weekend/ ROP Display	Classified Display
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Open Rate.\$69.17 per inch	Open Rate.....\$2.96 per line
500".....\$53.92 per inch	11,000 lines.....\$2.30 per line
1,000".....\$44.82 per inch	23,000 lines.....\$1.91 per line
1,500".....\$35.60 per inch	35,000 lines.....\$1.52 per line
3,000".....\$30.09 per inch	70,000 lines.....\$1.29 per line
6,000".....\$23.56 per inch	140,000 lines.....\$1.01 per line

**5b. WEEKLY SIZE & FREQUENCY DISCOUNTS**

Same ad must publish for all insertions within 7 consecutive days. Minor corrections or changes will be allowed.

AD SIZE	1 Time	2 Times	3 Times
30 in. or 700 lines	10%	15%	20%
60 in. or 1,400 lines	15%	20%	25%
126 in. or 2,940 lines	25%	40%	50%

**6. CLASSIFIED PHOTO ADS**

1 column X 2 inches with border.  
 7 Consecutive Days \$99  
 Auto Weekend Only \$75

**7. ADDITIONAL RATES & FEATURES REMNANT DISCOUNT**

A 40% discount from the earned or contract rate is given to advertisers who authorize advertising be published at the discretion of the newspaper.

Advertiser must supply camera-ready material. Minimum ad size is 15 inches. The newspaper is under no obligation to publish ads placed at the remnant rate.

**8. NATIONAL ADVERTISING RATE**

OPEN RATE (per column inch)\* \$90.65  
 LOCAL DEALER ASSOCIATION RATE\* \$78.78

\* Discounts available for multiple insertions. Please your Sales Representative for details.

**9. Color Rates**

Available on ads of 20" or more.

Color rates are in addition to the regular cost of open or contract advertising. These rates do not include the cost of producing art work or separations.\*

Black + two colors or less	\$950
Full Color	\$1250

**10a. PREPRINT RATES**

Please see your Sales Representative for details.

**10b. WE PRINT RATES**

Please see your Sales Representative for details.

**10c. ELECTRONIC ADS**

Send your camera ready ads to one of the following:

twtmarket@aol.com  
 automotiveadvertising@washingtontimes.com  
 Ftp site: mercury.washtimes.com

## 11. ADVERTISING DEADLINES

**COLOR DEADLINES ARE 24 HOURS EARLIER**

DAY OF PUBLICATION	SECTION	SPACE/CHANGES CANCELLATIONS	PROOF	CAMERA READY PROOF TO COMPOSING
Monday	ROP	Fri. 3pm	Thur. 12pm	Fri. 5pm
	Classified	Fri. 6pm		
Tuesday	ROP	Fri. 3pm	Fri. 12pm	Mon. 12pm
	Classified	Mon. 12pm		
Wednesday	ROP	Mon. 3pm	Mon. 12pm	Tues. 12pm
	Classified	Tues. 12pm		
Thursday	ROP	Tues. 3pm	Tues. 12pm	Wed. 12pm
	Classified	Wed. 12pm		
Friday	Wknd Mag.	Mon. 3pm	Tues. 12pm	Wed. 11am
	ROP	Wed. 3pm	Wed. 12pm	Thurs. 12pm
	Classified	Thurs. 12pm		
Saturday	Auto Wknd.	Tues. Noon	Tues. 12pm	Wed. 12pm
	ROP	Thur. 3pm	Thurs. 12pm	Fri. 12pm
Sunday	Classified	Fri. 4pm		
	ROP	Fri. 3pm	Thur. 12pm	Fri. 12pm
	Classified	Fri. 6pm	Thur. 12pm	Fri.

## 12. MECHANICAL MEASUREMENT

Page Dimensions

### CLASSIFIED

10 Columns per page  
294 lines depth  
2940 lines per page

### Column Widths

Col	Inches
1.....	1.06
2.....	2.24
3.....	3.41
4.....	4.59
5.....	5.76
6.....	6.93
7.....	8.11
8.....	8.28
9.....	10.45
10.....	11.63

Printing method: web offset

Composition method: photocomposition

### DISPLAY

6 Columns per page  
21 inches depth  
126 inches per page

### Column Widths

Col	Inches
1.....	1.83
2.....	3.79
3.....	5.75
4.....	7.70
5.....	9.66
6.....	11.62
Double Trucked Billed as 13 Column	

### MATERIAL IN ORDER OF PREFERENCE

1. 85-100 line screen right reading, emulsion down.
2. EMAIL-twtmarket@washingtontimes.com
3. PDF
4. Electronic File(s) on CD, or Zip
5. FTP Site available

## 13. CIRCULATION

Available upon request

## 14. CONTRACT & COPY REGULATIONS

- A. The Washington Times may, at its sole discretion, edit, classify, or reject any advertising copy. The Washington Times also reserves the right to cancel any ads at any time.
- B. All positions are at the publisher's option.
- C. The advertiser assumes liability for all content of advertisements and assumes responsibility for any claims arising from content published in The Washington Times including costs associated with defending against such claims.
- D. Adjustments are made only if an error materially alters the effectiveness of the ad and only for the actual space occupied by the error. Any claim for allowance must be made within 15 days after insertion. No adjustments will be made for position when an ad is properly classified.
- E. The Washington Times takes responsibility for errors for the first day of publication. Corrections to any additional insertions are the responsibility of the advertiser.
- F. In the event that an advertisement is omitted, The Washington Times shall not be held liable.
- G. The Washington Times reserves the right to revise all ad rates at any time; 30 days notice shall be given to contract advertisers.
- H. Unfulfilled contracts will be re-billed to reflect actual rate earned.
- I. No representative of The Washington Times is authorized to make any oral modifications to the rates and regulations contained herein.
- J. Acceptance and publication of advertising does not constitute an extension of credit to advertiser or agency by the Washington Times and we may at any time and at our option, require an advertiser and/or agency to pay in advance for all advertising purchased.
- K. If payment of any statement or statements has not been made as provided above, The Washington Times may, at its option, without waiving any other rights, do any or all of the following: (a) require advertiser and/or agency to arrange for special credit terms; (b) refuse to accept any further advertising until all past due payments are made; and (c) refuse to publish advertising.
- L. This rate card cancels and supersedes all previous rate cards.