

FRIDAY HomeGuide

Effective January 1, 2009

1. PERSONNEL

Chief Revenue & Marketing Officer

Tom Culligan

Director

Marjorie O'Donnell

202-636-3042

New Home Sales Manager

Sharon Seidel

202-636-4733

Resale Real Estate Representative

Iris Savoy

202-636-3104

2. ADVERTISING OFFICE

3600 New York Ave., NE

Washington, DC 20002

202-636-2890 • fax 202-636-2851

sseidel@washingtontimes.com

3. COMMISSION

Agency commission of 15%.

4. GENERAL RATE POLICY

All discounts computed from open rate.

5a. LOCAL DISPLAY ADVERTISING RATES

OPEN RATE

Per Column Inch

\$79.82

Per Page

\$4,422.82

DISCOUNTS

Frequency

Discounts from Open Rate

4 of 6 weeks

5%

10 of 13 weeks

10%

20 of 26 weeks

15%

40 of 52 weeks

20%

5b. LOCAL CLASSIFIED ADVERTISING RATES

OPEN CLASSIFIED RATE

Per Line

\$4.93

14 LINES IN A COLUMN INCH

FREQUENCY

DISCOUNT FROM

OPEN RATE

6 to 12 weeks

5%

15 to 25 weeks

10%

26 to 39 weeks

15%

40 to 52 weeks

20%

Classified Photo Ads

1 Column by 2 Inch Ad

7 Consecutive Days \$99.00 Total Charge

2x2 Display Ad

Seven consecutive days \$239.00

Seven consecutive days* \$299.00

*Includes The Friday Home Guide in color

2x4 Display Ad

Seven consecutive days* \$495.00

* includes The Friday Home Guide in color

6. ADDITIONAL RATES & FEATURES

REMNANT DISCOUNT

A 40% discount from the earned rate is given to advertisers who authorize advertising to be run at the newspaper's convenience. Advertisers must supply camera ready copy. Minimum ad size is 15 inches. The newspaper is under no obligation to run ads placed at the remnant rate.

7. NATIONAL ADVERTISING RATE

OPEN RATE

Per Column Inch

\$84.72

Per Page

\$4,694.58

8. 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 \$870
Full color \$1050

9. CLOSING SCHEDULES

The Washington Times' Friday Home Guide is published every Friday.

Classified Ads

2 p.m. Wednesday preceding publication.

Black & White Display

Space & Copy (camera ready)

3:00 p.m. Tuesday preceding publication.

Color Display

Space & copy (camera ready)

10:00 a.m. Tuesday preceding publication.

If proof is required, please add two business days to the above closing schedule.

10. MECHANICAL MEASUREMENTS

PAGE DIMENSIONS

CLASSIFIED

6 columns per page
11.08 inches depth
66.48 inches per page

DISPLAY

5 columns per page
11 1/16" (11.08) inches depth
55.41 inches per page

COLUMN WIDTHS

Col	Inches
1	1.25
2	2.625
3	4.0
4	5.375
5	6.725
6	8.125

COLUMN WIDTHS

Col	Inches
1.....	1 11/16" (1.708")
2.....	3 1/2" (3.542")
3.....	5 3/8" (5.375")
4.....	7 3/16" (7.208")
5.....	9" (9.042")
Double Truck billed as 10 column.	

Printing method: web offset

Composition method: photocomposition

MATERIAL IN ORDER OF PREFERENCE:

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

11. CIRCULATION

The Washington Times is published Sunday-Friday. Established 1982. Latest circulation figures available upon request. *Member, Audit Bureau of Circulation.*

12. OTHER DISTRIBUTION

The Friday Home Guide is also distributed weekly to Giant Food Stores.

13. 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 publishers 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 rebilled 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.