

THE NORTH POTOMAC TIMES

A Community Newspaper...
for the neighborhoods of North Potomac

2017 ADVERTISING RATE CARD

Distribution/Circulation

The *North Potomac Times* is distributed to nearly 26,000 mailboxes in the 20878 and 2050 zip codes. Over 17,000 newspapers go to the 20878 zip code, covering almost 70% of homes and businesses located there. Over 9,000 home and businesses within the 20850 zip code receive the *North Potomac Times* in their mailboxes, with that 9,000 total covering most of the 20850 zip code west of Interstate Route 270. Please see the "distribution map" tab on our website for a graphic of the circulation/distribution area.

Advertising Rates

AD SIZE		B&W (1x)	Color (1x)	B&W (3x)	Color (3x)	B&W (6x)	Color (6x)
A	Full	\$1400	\$1900	\$1300	\$1700	\$1100	\$1500
B+C	Half	\$1000	\$1400	\$900	\$1300	\$800	\$1100
D+E	Quarter	\$800	\$1100	\$700	\$1000	\$600	\$900
F+G	Eighth	\$600	\$800	\$500	\$700	\$400	\$600
H	Business Card	\$400	\$600	\$300	\$500	\$200	\$400

DESIGN SERVICES: Ad alterations at a \$65/hr. rate, charged in 30-min. increments. For complete ad design services, please email request to ads@northpotomactimes.com.

Advertising Specifications

- Color:** All spot colors are to be converted to CMYK
- File Types:** pdf • eps • jpg • tif (pdf and eps formats preferred)
For maximum quality, artwork should be 300 dpi+.
- Deadline:** Ads to be received by the 20th day of the month preceding the month of publication.
- Email:** ads@northpotomactimes.com by ad deadline.
- Payment*:** Cash or checks accepted.
- Checks:** Payable to **Business Visions LLC** at
P.O. Box 83552 Gaithersburg, MD 20883-3552

*Ads must be paid in full prior to the scheduled publishing date.

A	Full	9.5w x 13h
B	Half, horiz.	9.5w x 6.5h
C	Half, vert.	4.65w x 13h
D	Quarter, horiz.	4.65w x 6.5h
E	Quarter, vert.	2.25w x 13h
F	Eighth, horiz.	4.65w x 3.25h
G	Eighth, vert.	2.25w x 6.5h
H	Business Card	3.5w x 2h

All measurements are in inches.

Contact Rod Mayer for more information:
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THE NORTH POTOMAC TIMES
is a publication of Business Visions, LLC