

MT. AIRY MESSENGER

P.O. Box 897
Mt. Airy, MD 21771-0897
(301) 829-2814
Fax (301) 829-1011
ads@mtairy-messenger.com

2012 Display Advertising Rates

Single Insertion Rates

Full Page (10-5/16" x 12-5/8")	\$560.00
6 issues - \$540 ea. 11 issues - \$515 ea. 22 issues - \$475 ea.*	
1/2 Page.	\$320.00
Horizontal — 10-5/16" x 6-1/8"	
Vertical — 5" x 12-5/8"	
6 issues - \$305 ea. 11 issues - \$285 ea. 22 issues - \$260 ea.	
1/4 Page (5" x 6-1/8")	\$188.00
6 issues - \$178 ea. 11 issues - \$168 ea. 22 issues - \$152 ea.	
1/8 Page.	\$100.00
Horizontal — 5" x 2-7/8"	
Vertical — 2-5/16" x 6-1/8"	
6 issues - \$96 ea. 11 issues - \$89 ea. 22 issues - \$78 ea.	
1/16 Page (2-5/16" x 2-7/8")	\$59.00
No multi-issue breaks for this size	
Back Page, includes one color*	\$655.00
6 issues - \$635 ea. 11 issues - \$595 ea. 22 issues - \$555 ea.	

Ad sizes are given as width by height.

Spot color is available. Add \$75 per color.

Add 15% for guaranteed position.

Extensive composition or original artwork billed on a per job basis.

Contracted, multi-issue discounts for 6 (quarter-year), 11 (half-year) and 22 (one year) issues are available as listed above and discounts are available on consecutive runs only.

Inserts: \$55/1,000 (Mt. Airy only – 11,440; New Market only – 3,763; Full run – 15,203)
Inserts must be no larger than 8-1/2" x 11"

Service Directory Advertising Rates: Single issue – \$57
(2-5/16" x 2-1/2") Contracted, multi-issue – \$44 per issue

A \$25 service charge will be applied to all returned checks.

*Includes one spot color of publisher's choice. Specific color or page placement additional \$75 per ad.

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2012 Advertising Schedule

January 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
²³ / ₃₀	24	25	26	27	28	29

October 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
²³ / ₃₀	²⁴ / ₃₁	25	26	27	28	29

 = Ad submission deadline

 = Mailing date