RETAIL, CLASSIFIED & INTERNET ADVERTISING RATES
(Effective January 1, 2017)

PRINT DISPLAY RATES - Sliding Scale
(All rates are net and are uploaded to our web site at no additional charge)

Local Rate from 1 to 32 inches .............................................. $9.00
32 inches to 64 inches .................................................. $8.00
64 inches to 129 inches ................................................. $7.00
129 inches - Full Page .................................................. $6.00
National Rate .......................... Local Rate Plus Commission

Frequency or Repeating an ad
Ads must be placed with one order and run without changes.
3-5 times within 13 weeks .................................................. 15%
6-9 times within 13 weeks .................................................. 20%
10-13 times within 13 weeks ............................................. 25%
Call for bulk inch and/or contract rates

Color Charges (Process):
> 25” $ 2.00 pci, 1/4 page $ 50, 1/2 page $ 75, Full page $ 100

Other Information
• Guaranteed positioning 25% surcharge
  (some space limitations)
• One tear sheet per billing cycle provided - upon request
• Additional tear sheets $ 1.00 each

BUSINESS & SERVICE DIRECTORY
• 13 week minimum run • Thursday noon deadline
Weekly Rate ................................................................. $12.50

PUBLIC NOTICE (LEGAL) ADVERTISING
Rates available upon request. subs@carrollcountycomet.com

CLASSIFIED RATES
• Out-of-state classifieds must be paid in advance
Line Ad Rate: (Up to 25 words)
First Week (includes internet advertising) .............. $10.00
Second Week ............................................................ $9.00
Subsequent Weeks ...................(no changes) ........... 25% Off
Cancellation of line classified by Monday noon entitles
you to in-house credit.

Miscellaneous Charges:
Highlight Classified ad in yellow (per insertion) ........ $10.00
Logo Placement ......................................................... $10.00
Blind Box Number ................................................... $5.00
Tear Sheet ............................................................... $1.00
Billing Fee - if not prepaid ................................. $2.00

PREPRINTED INSERTS
Call for rates
Distributed as follow
• Total circulation 3,600 •
• Carroll County circulation 3,050 •
• By Zip Code •

INTERNET RATES
Banner & Button .......................................................... $10.00

ADVERTISING DEADLINES: ADS 1/2 PAGE & LARGER - FRI. AT NOON, ALL OTHER ADS - MON. AT NOON
Acceptance of late display advertising subject to time & space availability; 15% surcharge on Monday afternoon, 25% surcharge on Tuesday.
Please remember that holidays may advance deadlines by one full day!

MECHANICAL SPECIFICATIONS
The newspaper is a standard six (6) column broad sheet format, using Standard Advertising Unit (22 inch web) sizes.
Image area is 10.389” wide by 21 1/2” deep. All ads over 19 1/2” billed at 21 1/2”.
Minimum size for double trucks is four (4) columns on each page by 2” deep.

<table>
<thead>
<tr>
<th>WIDTH</th>
<th>POINTS*</th>
<th>INCHES</th>
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<tr>
<td>1 column</td>
<td>118</td>
<td>1.639</td>
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<tr>
<td>2 columns</td>
<td>244</td>
<td>3.389</td>
</tr>
<tr>
<td>3 columns</td>
<td>370</td>
<td>5.139</td>
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<td>6.889</td>
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<tr>
<td>5 columns</td>
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<td>8.639</td>
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<tr>
<td>6 columns</td>
<td>748</td>
<td>10.389</td>
</tr>
</tbody>
</table>

* 72 points per inch

GENERAL ADVERTISING POLICY
D. Liability for errors in advertising shall not exceed the cost of space occupied
by the error. The Comet will not be liable for non-insertion of any advertisement
beyond the amount prepaid for such advertisement. The Comet is responsible
for only one incorrect insertion or omission and requests that errors be
reported immediately and prior to next deadline.
E. All advertising is accepted subject to approval of the publishers. Advertising
simulating news copy will carry the word “ADVERTISEMENT.” The Comet will
not knowingly publish any false, misleading, obscene or defamatory ads.