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## **Bay Weekly's Mission**

Bay Weekly is working toward a dream.

It's a dream where people enjoy a high quality of life in a sustainable way that they'll be able to hand down for generations to come.

It's a dream in which people aren't interested only with dismal, doom-and-gloom news and mind-numbing entertainment.

In a world bombarded with the sights and sounds of everything that's wrong in society, we are at risk of taking on the characteristics of those dark elements we see and hear.

Bay Weekly's goal is to provide a quality alternative, to focus on the good in society, and to explore ways to improve our world.

We at Bay Weekly invite you to join us. Together, we can make this dream a reality.

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## Bay Weekly Fast Facts

Bay Weekly — the greater Annapolis area's only independent newspaper — has the kind of upscale demographics that dailies can only dream about. As *Advertising Age* says, weeklies "offer a different kind of total-market coverage. They don't target a neighborhood or zip code; they cover a generation."

Dailies across the country continue to suffer declining readerships. People have less and less time to read newspapers every day, which in turn deprives advertisers of promised readers.

That's why *The Wall Street Journal* calls weeklies "attractive to main-stream advertisers."

- Readership** Bay Weekly's readers live on and around Chesapeake Bay and care about its continued well-being. They are among the thousands of people in the fast-growing Chesapeake Corridor. Many readers live on the Bay; others come on weekends. Some live off the Bay's riches; others spend their riches on the Bay. They all trust Bay Weekly to reflect the area's values and to reinforce its quality of life.
- Circulation** 20,000 copies with an estimated readership of more than 50,000. Bay Weekly is delivered to 500-plus locations from Severna Park through Annapolis and Southern Anne Arundel County and to all of Calvert County.
- Frequency** Bay Weekly hits the streets every Thursday with the exception of Thanksgiving and the occasional major holiday that falls on a Thursday, when the paper comes out Wednesday.
- Format** 10½" wide x 14" newsprint tabloid, with an image size of 9¾" wide x 13" deep. Black-and-white and full-color.

## Bay Weekly's Targeted Distribution

- **50,000-Plus Readers Weekly** ~ 20,000 issues x 2.625 readers per issue –NEWSPAPER ASSOCIATION OF AMERICA
- **Targeted Distribution** ~ where readers are already out spending money
- **Weekly News Offers Timely Visibility** ~ Bay Weekly hits the streets Thursdays, as readers are winding down their week and planning their weekends.
- **FREE!** people pick it up because they *want* to read it ~ not because it is dropped on their doorstep or shoved in their mailbox
- **Controlled Circulation** throughout the greater Annapolis-Chesapeake Bay region ~ from Severna Park to Solomons, from Crofton to the Bay Bridge
- **You're in Good Company** ~ Bay Weekly reflects and caters to a community you'll be proud to be a part of.



## BAY WEEKLY'S SATURATION RATE

Community	ZIP Code	Pop.	Papers delivered	saturation rate
Crofton	21114	15,529	1,000	12%
Severna Park	21146	23,473	2,000	15%
Arnold	21012	19,201	1,000	10%
Annapolis	21401	44,920	5,000	25%
Annapolis	21403	26,588	3,000	22%
Riva	21140	3,224	500	30%
Edgewater	21037	14,539	1,500	20%
Galesville	20765	1,000	300	70%
ShadySide	20764	2,983	300	22%
Churchton	20733	2,650	350	35%
Deale	20751	1,843	500	64%
Lothian	20711	5,173	300	14%
North Beach	20714	2,365	300	20%
Ches. Beach	20732	4,862	700	29%
Owings	20736	6,889	300	13%
Dunkirk	20754	5,726	500	15%
Pr. Fred.	20678	6,839	1,500	34%
Solomons	20688	8,299	1,000	28%
<b>TOTAL DIST.</b>		<b>174,492</b>	<b>20,000</b>	<b>23.5%</b>

SOURCES: 2000 U.S. Census; Maryland Office of Planning

\* Saturation rate based on papers delivered multiplied by the Newspaper Association of America's 2.625 readers per paper, divided by population.

## 2010 Display Advertising Rates (Cost per Run)

	Open Rate	4 ads non-consec.	4 ads in 4 weeks	8 ads non-consec.	8 ads in 8 weeks	13 ads non-consec.	13 ads in 13 weeks	26 ads non-consec.	26 ads in 26 weeks	52 ads in 52 weeks
Full Page	1,000	900	850	800	750	700	650	600	550	500
Back Cover*	1,600†	1,440†	1,360†	1,280†	1,200†	1,120†	1,040†	960†	880†	800†
Inside Front/Back Cover*	1,250†	1,125†	1,062†	1,000†	937†	875†	812†	750†	687†	625†
Cheater (¾)	775	697	658	620	581	542	503	465	426	387
Half	600	540	510	480	450	420	390	360	330	300
Third	460	414	391	368	345	322	299	276	253	230
Quarter	380	342	323	304	285	266	247	228	209	190
Sixth	285	257	242	228	214	200	185	171	157	142
Eighth	225	203	191	180	169	158	146	135	124	112
Twelfth	160	144	136	128	120	112	104	96	88	80
Sixteenth	126	114	107	101	95	88	82	76	70	63
Skeeter (½)	72	65	61	58	54	50	47	43	40	36
<b>Approximate Weekly Savings</b>	<b>—</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>

### Color

Full color may be added to any ad for a 25 percent surcharge per ad run.

\* Back cover and inside front and back cover pricing includes full color.

### Placement

All placement is at Bay Weekly's discretion. Specifically requested placement is given, space allowing and at a surcharge of 25 percent per ad run.

### Special Rates

National: \$35 per column inch.  
Non-profits, as defined under IRS Code, Section 501-C3, receive a 10 percent discount.  
Rates are non-commissioned. Agencies add 15 percent.

### Mechanical Data

Full Image Size: 9¾" wide x 13" deep

1 column	2¼" wide	13 picas, 6 points
2 columns	4¾" wide	28 picas, 6 points
3 columns	7¼" wide	43 picas, 6 points
4 columns	9¾" wide	58 picas, 6 points

† subject to availability

11/05/09

### Deadlines

All space reservations must be made and all ads requiring Bay Weekly typesetting must reach our office by Noon Wednesday one week prior to publication. Camera-ready ads must reach our office by 5PM Thursday prior to publication.  
Ads received after these deadlines may be held until the next week's publication.

### Credit, Terms & Conditions

Pre-payment required for all first-time advertisers and for all advertisers without approved credit. Bay Weekly reserves the right to extend or deny credit at its own discretion.  
**SAVE 5 percent** with monthly pre-payment charged to your credit card with any series of eight or more ads.  
**SAVE 10 percent** with pre-payment on any series of four or more ads.  
Bay Weekly accepts **Visa, Mastercard & American Express**. Advertisers with unfulfilled contracts will be will be back-charged at Bay Weekly's open rates for all ads run.  
Accounts in arrears more than 30 days will be charged monthly interest of 2 percent.  
Accounts overdue more than 90 days may be be turned over for collection. In such case, advertisers will be back-charged at Bay Weekly's open rates for all ads run and will be liable for any and all collection costs.

## Bay Weekly Ad Sizes

<p><b>Full Page</b></p> <p>9.75"W x 13"H</p>	<p><b>1/2</b></p> <p>4.75"W x 13"H</p>	<p><b>1/4</b> (1 column)</p> <p>2.25"W x 13"H</p>	<p><b>1/8</b></p> <p>2.25"W x 6.25"H</p>	<p><b>1/2</b></p> <p>9.75"W x 6.25"H</p>
			<p><b>1/16</b></p> <p>2.25"W x 3"H</p>	<p><b>1/8</b></p> <p>4.75"W x 3"H</p>
			<p><b>skeeter</b></p> <p>2.25"W x 1.375"H</p>	<p><b>1/4</b></p> <p>4.75"W x 6.25"H</p>
				<p><b>1/16</b></p> <p>4.75"W x 1.375"H</p>
<p><b>1/3</b></p> <p>4.75"W x 8.5"H</p>	<p><b>1/6</b></p> <p>4.75"W x 4.25"H</p>	<p><b>1/4 (4 columns)</b></p> <p>9.75"W x 3"H</p>		
	<p><b>1/6</b></p> <p>4.75"W x 4.25"H</p>	<p><b>1/6</b></p> <p>2.25"W x 8.5"H</p>	<p><b>Cheater</b></p> <p>7.25"W x 9.5"H</p>	
<p><b>1/3</b></p> <p>9.75"W x 4.25"H</p>			<p><b>1/4</b> (1 column)</p> <p>2.25"W x 13"H</p>	<p><b>1/12</b></p> <p>2.25"W x 4.25"H</p>
				<p><b>1/6</b></p> <p>2.25"W x 8.5"H</p>
				<p><b>1/12</b></p> <p>4.75"W x 2"H</p>
				<p><b>1/4 (3 columns)</b></p> <p>7.25"W x 4.25"H</p>

## Mechanical Data

Full Image Size — 9.75" wide x 13" deep

1 column	2.25" wide	13 picas, 6 points
2 columns	4.75" wide	28 picas, 6 points
3 columns	7.25" wide	43 picas, 6 points
4 columns	9.75" wide	58 picas, 6 points

## Digital Guidelines

Camera ready ads must be made to size. Provide your ad on a compatible CD or email to ads@bayweekly.com

**Preferred Formats:** PDF (process at 1,200 dpi, 100 lpi and **embed all fonts**). EPS, TIF, JPEG.

### Accepted Programs:

- **QuarkXPress:** Include Quark document, all fonts and artwork.
- **Adobe Illustrator:** Convert all fonts to outline. Do not use Illustrator's transparency feature.
- **Photoshop 7.0:** 200 dpi for grayscale or color images; 1,200 dpi for line art.

## Bay Weekly Classifieds

**L**ooking to reach a large audience but not wanting to spend a king's ransom? Bay Weekly classifieds get great mileage, reaching more than 40,000 readers each week in the Chesapeake Corridor stretching from Severna Park to Solomons Island.

### ✓ Line Classifieds ~ The results you want at prices you can afford!

- ☆ \$10 for 20 words for one week; 50¢ for each additional word. ☆
  - Run your ad **4 weeks** and **SAVE 5%** (standard 20-word ad only \$38);
  - Run **8 weeks** and **SAVE 15%** (standard 20-word ad only \$68);
  - Run **13 weeks** and **SAVE 25%** (standard 20-word ad only \$97.50);
  - Run **26 weeks** and **SAVE 35%** (standard 20-word ad only \$169);
  - Run **52 weeks** and **SAVE 45%** (standard 20-word ad only \$286).

☆ Line classifieds also appear free of charge online at [www.bayweekly.com](http://www.bayweekly.com) ☆

### ✓ Guaranteed Ads ~ One item, one price, as long as it takes to sell!

- ☆ Advertise any single item priced under \$5,000 until it sells for only \$50 (20 words; \$1 for each additional word).
- ☆ Advertise any single item priced \$5,000 and up until it sells for only \$100 (20 words; \$3 for each additional word).


*(Not available for commercial items. Price must be listed in ad to qualify.)*

### ✓ Display Classifieds ~ Show 'em what you've got!


Display classifieds — boxed with text and graphics — don't just tell readers what you have to offer ... they show them what you've got! Plus, with Bay Weekly you won't pay extra for our award-winning typesetting and ad design.

- ☆ **\$20 per column inch** (1 col. = 1½"; 2 col's = 3¼"; 3 col's = 4¾"; 4 col's = 6½"; 5 col's = 8½"; 6 col's = 9¾"). ☆
  - Run your ad **4 weeks** and **SAVE 5%** (1-column-inch ad only \$76)
  - Run **8 weeks** and **SAVE 15%** (1-column-inch ad only \$136)
  - Run **13 weeks** and **SAVE 25%** (1-column-inch ad only \$195)
  - Run **26 weeks** and **SAVE 35%** (1-column-inch ad only \$338)
  - Run **52 weeks** and **SAVE 45%** (1-column-inch ad only \$572)

**1-column x 1-inch ad ~**



**Only \$20 per run**



**1-column  
by 2-inches**

**Only \$40 per run**

**2 columns  
by 2 inches**



**Only \$80  
per run**