

The Kingstonian

Marlborough Publishing • Post Office Box 448 • Prince Frederick, MD 20678-0448
 301-855-9650 or 301-627-4220 • E-mail: MarlbPub@comcast.net • Web site: MPublishing.net

Dear Advertiser:

Marlborough Publishing has been under contract with the Kingstowne Residential Owners Corporation (KROC) to publish the community's official news in *The Kingstonian* since May 1995.

The current circulation is nearly 6,100 homes and businesses. In addition, several hundred copies are picked up by visitors to the KROC Business Office each month. As the official KROC newsletter, our publication is a fantastic, cost-effective method for you to advertise to your neighbors. We value your business and look forward to working with you!

Sincerely,

Fran and Victoria

Frances D. Poling, Publisher, 301-855-9650

Victoria Poling, Director of Ad Sales, 301-627-4220

2008 Advertising Rates

| <u>Size of Ad</u> <i>(including border line)</i> | <u>Length of Commitment</u> | <u>Basic Monthly Rate</u> | <u>Monthly Rate with Spot Color*</u> | <u>Monthly Rate with Full Color</u> |
|--|-----------------------------|---------------------------|--------------------------------------|-------------------------------------|
| 1/8 Page (3 3/8" wide x 2 1/4" high) | 1 month | \$185.00 | \$203.50 | \$277.50 |
| | 3 months | \$172.00 | \$189.20 | \$258.00 |
| | 6 months | \$159.00 | \$174.90 | \$238.50 |
| | 12 months | \$146.00 | \$160.60 | \$219.00 |
| 1/4 Page (3 3/8" wide x 4 5/8" high) or (7" wide x 2 1/4" high) | 1 month | \$306.00 | \$336.60 | \$459.00 |
| | 3 months | \$286.00 | \$314.60 | \$429.00 |
| | 6 months | \$266.00 | \$292.60 | \$399.00 |
| | 12 months | \$246.00 | \$270.60 | \$369.00 |
| 1/2 Page (3 3/8" wide x 9 1/2" high) or (7" wide x 4 5/8" high) | 1 month | \$520.00 | \$572.00 | \$780.00 |
| | 3 months | \$487.00 | \$535.70 | \$730.50 |
| | 6 months | \$454.00 | \$499.40 | \$681.00 |
| | 12 months | \$421.00 | \$463.10 | \$631.50 |
| Full Page (7" wide x 9 1/2" high) | 1 month | \$935.00 | \$1,028.50 | \$1,402.50 |
| | 3 months | \$876.00 | \$963.60 | \$1,314.00 |
| | 6 months | \$817.00 | \$898.70 | \$1,225.50 |
| | 12 months | \$758.00 | \$833.80 | \$1,137.00 |

* *Spot Color* is one color, in addition to the standard black and white in an ad. Each month, there is one "Spot Color" throughout the entire magazine, and that color changes monthly—usually determined by the season.

INSIDE FRONT COVER AND OUTSIDE BACK COVER: Add 40% to Full Color Prices above (Both are already SOLD)

INSIDE BACK COVER: Sold as Full Color Only—Add 25% to Full Color Prices above

SPECIAL PLACEMENT: On Any Other Specific Page or Position (e.g. right side of page), as available, Add \$10

Mechanical Requirements and Content:

- Prices given above are for camera-ready ads in tiff, jpg, or pdf. (No charge for proportional reduction or enlargement.)
- KROC exercises full editorial control over advertisements in their publication.

Typesetting and Layout Fees: Charges for art work or typesetting that you request will be as follows:

| | |
|--------------------------------------|--|
| Minor changes to existing ad: | \$5.00 to \$10.00 (depending on extent of changes) |
| Creation of new ad or major changes: | |
| | 1/8 Page Ad \$20.00 |
| | 1/4 Page Ad \$30.00 |
| | 1/2 Page Ad \$45.00 |
| | Full Page Ad \$70.00 |



Deadline: The 7th of the month preceding publication. *Kingstonian* delivery is during the first week of the month.

Mail Your Payment and Signed Contract To: Marlborough Publishing, PO Box 448, Prince Frederick, MD 20678.

Email Your Ad To: Victoria@mpublishing.net (preferred method), or send it via U.S. Mail (with no folds in the ad) to the address listed above, along with your contract and payment. ***Faxed ads are not sharp enough to be used as print-ready copy***

Billing: New advertisers must pay in advance for their first month of advertising. Thereafter, we will bill on a Net-20 basis.

All checks should be made payable to **M Publishing**. We also accept **VISA, MasterCard, and AmX**.

Questions? Call Victoria Poling at 301-627-4220 or Fran Poling at 301-855-9650.

M Publishing

Marlborough Publishing
PO Box 448, Prince Frederick, MD 20678

Check All That Apply

Northern Virginia Magazines

BEULAH CORRIDOR (BC)

KINGSTONIAN (K)

Advertising Order Form/Contract

Name of Business _____ Contact Person _____

Work # _____ Fax # _____ Home/Cell # _____

Street Address _____

City _____ State _____ Zip _____

Email _____ Please email me monthly Ad Deadline Reminders
(check box)

Ad Commitment(s) (If you are advertising in more than one publication, please complete two separate entries below)

BEULAH CORRIDOR

Commitment Length: 1 • 3 • 6 • 12 (# of months, please circle one) Start of Commitment: 20__-__ End of Commitment: 20__-__
(Year-Month) (Year-Month)

Ad Size: 1/8 • 1/4 • 1/2 • Full Page (please circle one) Color: None • Spot Color (please circle one) Ad Copy Status: _____
(enclosed, emailed on Month/Day, pick-up from Month/Year issue of magazine, etc.)

Ad Base Price: \$ _____

+ Optional Special Placement: \$ _____ Special Placement Request: _____

+ Optional Type/Layout Services: \$ _____ Layout/Type Change Request: _____

Total Monthly Cost: \$ _____

KINGSTONIAN

Commitment Length: 1 • 3 • 6 • 12 (# of months, please circle one) Start of Commitment: 20__-__ End of Commitment: 20__-__
(Year-Month) (Year-Month)

Ad Size: 1/8 • 1/4 • 1/2 • Full Page (please circle one) Color: None • Spot Color • Full Color (please circle one) Ad Copy Status: _____
(enclosed, emailed on Month/Day, pick-up from Month/Year issue of magazine, etc.)

Ad Base Price: \$ _____

+ Optional Special Placement: \$ _____ Special Placement Request: _____

+ Optional Type/Layout Services: \$ _____ Layout/Type Change Request: _____

Total Monthly Cost: \$ _____

Advertising Agreement

I agree to the terms of advertising on this **Advertising Contract** and will be responsible for payments on a monthly basis. Reduced monthly rates are a benefit based on the understanding that the initial multiple-month agreement will be fulfilled. If an advertiser terminates an advertising contract prior to expiration, the advertiser will be liable for the monthly advertisement rate difference for all months prior to termination, plus a \$25 cancellation fee. *(The amount owed for early termination will be the difference between the rate of the initial commitment and the rate for the number of months the advertisement actually ran, plus a \$25 early cancellation fee for voiding the initial agreement.)*

Authorized Signature **REQUIRED** _____ Today's Date _____

PAYMENT – New advertisers must pay in advance, by CHECK or CREDIT CARD, for the first month.

Enclose a check for the first month's cost, payable to "M Publishing," or fill in the Credit Card Authorization below and mail to:

M Publishing, PO Box 448, Prince Frederick, MD 20678 *(Thereafter, we can bill you monthly or charge your credit card each month.)*

AD COPY – Send ads via email to Victoria@MPublishing.net *(preferred method)*, or via U.S. Mail to address above *(with no folds in the ad)* along with your contract and payment. *Faxed ads are not sharp enough to be used as print-ready copy*

Credit Card Use Authorization as Advertiser's Payment Method

Please sign and return if you want to use this option.



I, _____, as a representative of (business name) _____, authorize

M Publishing to charge my ad cost for the above ad or ads. Use for ongoing ads Use for first payment only

Card Number _____ Type (V, MC, AmX) _____ Exp. Date _____

Card Issued in Name of _____

Complete Billing Address for Card _____

Authorized Signature _____ Today's Date _____