

Kingstonian

Marlborough Publishing • Post Office Box 448 • Prince Frederick, MD 20678

See Our Rate Sheets and Magazines at Website: MPublishing.net

Publisher: FranPoling@MPublishing.net; 301-646-5087

Ad Sales: Contact Margaret Dunkle at MPublishingAds@aol.com or 443-968-2500

Marlborough Publishing has been under contract with the Kingstowne Residential Owners Corporation (KROC) to publish the community's official news in the *Kingstonian* magazine since May 1995. The current circulation is nearly 6,300 homes and businesses, via U.S. Mail. In addition, extra copies are available for pick-up by visitors to the KROC Business Office each month. As the official KROC newsletter, our publication is a unique, cost-effective method for you to advertise to your neighbors. We value your business and look forward to working with you.



2008-2017 Advertising Rates

Size of Ad (including border line)	Length of Commitment	Basic Monthly Rate	Monthly Rate with Spot Color*	Monthly Rate with Full Color
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) or (full bleed at 8 1/2" x 11")	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 ink.

INSIDE FRONT COVER AND OUTSIDE BACK COVER: Sold as Full Color only. Add 40% to Full Color prices above.

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 per month.

Questions Regarding Advertising Sales: Contact Margaret Dunkle at MPublishingAds@aol.com or 443-968-2500

Mechanical Requirements and Content:

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

Typesetting and Layout Fees: There is no set-up fee for printer-ready ads. Charges for requested layout work will be as follows:

One Minor Change to Existing Ad (e.g. coupon expiration update) = \$10

Creation of New Ad or Major Changes to Existing Ad: 1/8 Page = \$30 • 1/4 Page = \$60 • 1/2 Page = \$80 • Full Page = \$100

Deadline for Contract and Ad Materials: The 7th of the month preceding publication. (Example: July 7 is deadline for the August issue.)

Home Delivery: The *Kingstonian* home delivery by U.S. Mail is early during the first week each month.

Posted Online: Ten days before home delivery, the *Kingstonian* is posted online at MPublishing.net.

Placing an Ad: Mail your signed contract and first month's payment, payable to "Marlborough Publishing" to:
Marlborough Publishing, PO Box 448, Prince Frederick, MD 20678

Email Your Ad Materials to: FranPoling@MPublishing.net

Billing: New advertisers pay in advance for their first month of advertising. Thereafter, we will bill monthly.

M Publishing

PO Box 448, Prince Frederick, MD 20678
Publisher: FranPoling@mpublishing.net
Ad Sales: Contact Margaret Dunkle at
MPublishingAds@aol.com or 443-968-2500

See Our Rate Sheets and Magazines at
Website: MPublishing.net



Our Northern Virginia Magazines

Select Ad Placement for –

- BEULAH CORRIDOR
 KINGSTONIAN



Display Advertising Order Form

Name of Business _____ Contact Person _____
Work # _____ Home/Cell # _____ Email _____
Mailing Address _____
City _____ State _____ Zip _____

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 **Start of Commitment:** 201□-□□ **End of Commitment:** 201□-□□
Circle number of months Year – Month Year – Month

Ad Size: 1/8 • 1/4 • 1/2 • Full Page **Color:** None • Spot Color • Full Color **Ad Copy Status:** _____
Please circle ad size Enclosed; Emailed on (date); Pick-up from Month/Year of Magazine, etc.

Ad Rate (incl. Color, if chosen): \$ _____
+ **Optional Special Placement:** \$ _____ **Special Placement Request:** _____
+ **Optional Type/Layout Services:** \$ _____ **Layout/Type Change Request:** _____
Total Monthly Cost: \$ _____

KINGSTONIAN

Commitment Length: 1 • 3 • 6 • 12 **Start of Commitment:** 201□-□□ **End of Commitment:** 201□-□□
Circle number of months Year – Month Year – Month

Ad Size: 1/8 • 1/4 • 1/2 • Full Page **Color:** None • Spot Color • Full Color **Ad Copy Status:** _____
Please circle ad size Enclosed; Emailed on (date); Pick-up from Month/Year of Magazine, etc.

Ad Rate (incl. Color, if chosen): \$ _____
+ **Optional Special Placement:** \$ _____ **Special Placement Request:** _____
+ **Optional Type/Layout Services:** \$ _____ **Layout/Type Change Request:** _____
Total Monthly Cost: \$ _____

Advertising Agreement

I agree to the above terms of advertising and will be responsible for payments on a monthly basis. I understand reduced monthly rates are a benefit of multiple-month agreements; my ad must run consecutively through my contract's expiration date in order for the discount rate to be valid and to avoid early termination fees. I understand my ad will run automatically, as-is, for the months specified, unless I send changes/ provide new ad copy to M Publishing before the next issue's deadline.

 Authorized _____ Today's Date _____

 **Questions Regarding Ad Sales: NEW CONTACT:** Margaret Dunkle, MPublishingAds@aol.com or 443-968-2500
Deadline for Contract and Ad Materials:

Beulah Corridor: The 10th of the month preceding publication. (Example: July 10 is deadline for the August issue.)

Kingstonian: The 7th of the month preceding publication. (Example: July 7 is deadline for the August issue.)

Placing an Ad: Mail your signed contract and first month's payment, payable to "Marlborough Publishing" to:
Marlborough Publishing, PO Box 448, Prince Frederick, MD 20678

Email Your Ad Materials to: FranPoling@MPublishing.net, or send it via U.S. Mail (with no folds in the ad) to the address listed above, along with your contract and payment.

Billing: New advertisers pay in advance for their first month of advertising. Thereafter, we will bill monthly.