

2008 Washingtonian Classifieds Advertising Rates

Rate Card #45

Effective January 2008 Issue

■ Classified Business Advertising:

LINE ADS	1x	3x	6x	12x
15-word minimum	(\$5.00/word)	(\$4.75/word)	(\$4.50/word)	(\$4.25/word)
Minimum price:	\$75.00	\$71.25	\$67.50	\$63.75

DISPLAY ADS

One column width: 2.25"	1x	3x	6x	12x
1 column x 1" tall	\$264.00	\$250.80	\$237.60	\$224.40
1 column x 1.5" tall	\$396.00	\$376.20	\$356.40	\$336.60
1 column x 2" tall	\$528.00	\$501.60	\$475.20	\$448.80
1 column x 2.5" tall	\$660.00	\$627.00	\$594.00	\$561.00
1 column x 3" tall	\$792.00	\$752.40	\$712.80	\$673.20
1 column x 4" tall	\$1056.00	\$1003.20	\$950.40	\$897.60
1 column x 5" tall	\$1320.00	\$1254.00	\$1188.00	\$1122.00
Two column width: 4.68"	1x	3x	6x	12x
2 column x 2" tall	\$1056.00	\$1003.20	\$950.40	\$897.60
2 column x 2.5" tall	\$1320.00	\$1254.00	\$1188.00	\$1122.00
2 column x 3.5" tall	\$1848.00	\$1755.60	\$1663.20	\$1570.80
2 column x 5" tall	\$2640.00	\$2508.00	\$2376.00	\$2244.00
Full page: 7" wide	1x	3x	6x	12x
3 column x 10" tall	\$7920.00	\$7524.00	\$7128.00	\$6732.00

Digitally ready: 15% discount

Line ad color options: \$25 - copy color
\$100 - background color

Display ad color option (4/color) : Add \$75.00

■ **PETterritory:** (3.5" wide x 2" tall) \$190.00 b/w \$265.00 4/color
(1/4 page) \$450.00 b/w \$600.00 4/color

■ **Everything Baby:** \$225.00 b/w \$300.00 4/color

■ **Museum Directory:** \$60.00

■ **.com Directory:** \$35.00

■ **Personals:** \$3/word with a 15 word minimum.

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