

# Rates & Schedule

ADVERTISING RATES (gross)\* MECHANICALS (in inches, width x height)

Ad Size	dimensions	1month	3months	6months
Full Page	8.75 x 11	\$1500	\$1290	\$1215
2/3 vertical	6.6 x 11	1010	965	930
1/2 vertical	4.25 x 11	820	795	770
1/2 horizontal	8.75 x 5.5	820	795	770
1/2 magazine	6.6 x 8.917	820	795	770
1/3 vertical	3.25 x 11	595	565	540
1/3 square	6.6 x 6.5	595	565	540
1/4 vertical	4.25 x 5.5	485	460	440
1/4 horizontal	6.6 x 4.417	485	460	440
1/5 vertical	3.25 x 6.5	370	360	335
1/7 vertical	3.25 x 4.417	255	245	235
1/7 wide	6.6 x 2.167	255	245	235
1/8 horizontal	4.25 x 2.75	255	245	235
1/10 square	3.25 x 3.25	195	185	175
1/15 horizontal	3.25 x 2.167	140	135	130

Color included. There is a 25% premium for guaranteed position for smaller ads. We reserve the right to reorder nonstandard camera-ready ads. The publisher reserves the right to approve all copy.

## 2011 PRINTING SCHEDULE

Month	Hill Rag	MCDC/EOR
Jan	Jan 1	Jan 8
Feb	Jan 29	Feb 5
March	March 5	March 12
April	April 2	April 9
May	April 30	May 7
June	May 28	June 4
July	June 25	July 2
Aug	July 30	Aug 6
Sep	Aug 27	Sep 3
Oct	Oct 1	Oct 8
Nov	Oct 29	Nov 5
Dec	Nov 26	Dec 3
Jan-'12	Dec 31	Jan 7

### PAYMENT TERMS

Prepayment is required for all initial ad placements. Contract advertising will be billed net 10 days, provided credit has been established. No ad will be published if a previous invoice remains unpaid by press time. All ads under \$200 must be paid with a credit card every month prior to publication.

### AGENCY COMMISSION

A standard agency commission of 15% on camera-ready display advertising is paid to recognized agencies on gross rates for space only.

### DISCOUNTS:

- An 8% discount is available for prepayment of the entire contract (three month minimum).
- A 10% discount on display advertising space at the open rate, to non-profit organizations.
- A 20% discount applies to advertising in all three papers.
- A 10% discount applies to advertising in two papers.
- Limit one discount per insertion.

### CLASSIFIED AD RATES

Line classifieds: \$25 for the first 15 words, 25¢ for each additional word. The bold heading (25 characters max) is free. Deadline for line classifieds is the 10th of the month (unless heading is sales or rentals) and prepayment by check or credit card is required.

Box classifieds: Box Classifieds are \$50 for a 2"x2" box (minimum size). Larger ads are billed in increments of 1/2". Thus a 2 1/2" box ad is \$65, 3" is \$75, etc. Box classifieds are billed quarterly and prepayment is required. Deadline for box classifieds is the 10th of the month. Send all classifieds requests to: [Carolina@hillrag.com](mailto:Carolina@hillrag.com) or call 202-543-8300 x.12.

### AD DESIGN CHARGES

Ad design is provided free of charge including one revision. **If the advertiser does not send their revision, then CCN has the right to publish the ad.** Any additional changes to the ad will be billed at \$50 per additional revision.

### DEADLINES

The Hill Rag, MIDCITY DC and East of the River are published monthly, 12 times a year at the beginning of the month (see above). The deadline to reserve advertising space and submit editorial is the 15th of the month prior to publication. A Rush Charge of \$50 will be charged for ads submitted after the 15th deadline. **Cancellations of advertising cannot be accepted after the 20th. Advertisers will be held responsible for space reserved.**



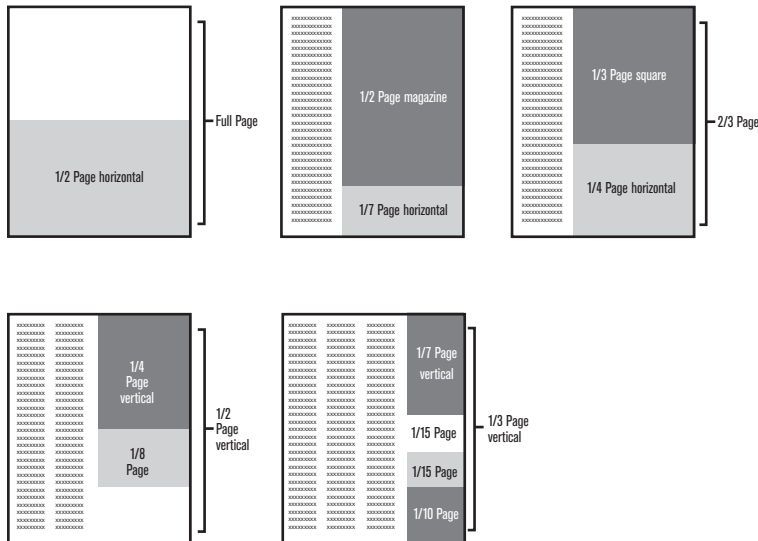
# Specifications

## AD MATERIALS VIA E-MAIL

Ad files should be sent by e-mail to your sales representative in TIFF, PDF, EPS, and/or JPEG format (300 dpi minimum). We use Adobe InDesign CS2, Photoshop CS2, Illustrator CS2 and QuarkXPress 7.0. For more information, call the Graphics Department at 202-543-8300 x21. The deadline to reserve advertising space is the 15th of the month prior to publication. A Rush Charge of \$50 will be charged for ads submitted after the 15th deadline. Cancellations of advertising cannot be accepted after the 20th prior to 5 pm.

## MECHANICALS (in inches, width x height)

Ad Size	dimensions
Full Page	8.75 x 11
2/3 vertical	6.6 x 11
1/2 vertical	4.25 x 11
1/2 horizontal	8.75 x 5.5
1/2 magazine	6.6 x 8.917
1/3 vertical	3.25 x 11
1/3 square	6.6 x 6.5
1/4 vertical	4.25 x 5.5
1/4 horizontal	6.6 x 4.417
1/5 vertical	3.25 x 6.5
1/7 vertical	3.25 x 4.417
1/7 wide	6.6 x 2.167
1/8 horizontal	4.25 x 2.75
1/10 square	3.25 x 3.25
1/15 horizontal	3.25 x 2.167



# Distribution

DISTRIBUTED AT THESE LOCATIONS:  
supermarkets, CVS, real estate offices, banks,  
metro stations, libraries, local businesses and  
boxes around Washington, DC.

## HILL RAG Ward 6 | 13,000 copies

- Capitol Hill
- Southwest
- Congressional Offices
- Navy Yard
- Library of Congress
- Downtown
- Union Station
- Dupont Circle
- Penn Quarter
- Golden Triangle
- Includes Zips: 20002, 20003, 20004, 20024

## MIDCITY DC Ward 1,2,4,5 | 13,000 copies

- Logan Circle & U Street
- Bloomingdale
- Adams Morgan
- Mt. Pleasant
- Columbia Heights
- LeDroit Park
- Shaw
- Brentwood
- Brookland
- Takoma
- Eckington
- Edgewood
- Petworth
- Riggs & Michigan Park
- Mount Vernon Square
- Trinidad
- Woodridge
- Brightwood
- Crestwood
- Includes Zips: 20001, 20005, 20009, 20010, 20011, 20012, 20017, 20018

## EAST OF THE RIVER Ward 7, 8 | 13,000 copies

- Anacostia
- Benning Road
- Minnesota Avenue
- Goodhope Road
- Deanwood
- Capital View
- Congress Heights
- Fairfax Village
- Fort Davis Park
- Fort Dupont Park
- Hillcrest
- Marshall Heights
- River Terrace
- Includes Zips: 20019, 20020, 20032

