

Advertising Rates

SERVING OUR COMMUNITY SINCE 1987

UPDATE

Look for us every week!

Ask about one of our many targeted advertising programs!

Per Issue Rates*

SINGLE ZONE RATES PER ISSUE (Deadline Monday at noon)

ZONE 1 - ALL OF QUEEN ANNE'S COUNTY ZONE 2 - ALL OF EASTON

	12+ Issues	24+ Issues	Add Color!
Front Cover (9.75 X 6.5)	\$967.....\$887.....	\$833.....	Incl.
Back Cover (9.75 X 13.0)	\$798 \$743.....	\$684	Incl.
Full Page (9.75 X 13.0)	\$485..... \$451.....	\$415	\$185
Half Page (9.75 X 6.5)	\$335 \$315.....	\$289	\$145
Side Banner (2.37 X 13)	\$265 \$245.....	\$215	\$120
Quarter Page (4.75 X 6.5)	\$189..... \$167.....	\$159	\$105
Eighth Page (4.75 X 3.0)	\$115..... \$105.....	\$97	\$65
Cover Teaser:.....	\$215 Single (3 X 2.5).....\$375, Double (6 x 2.5)		
Business Card (3 X 2)..	\$45 W/ min. 4 issues prepaid \$55 W/ color & min. 4 issues prepaid		

ZONE 1
16,000+
Queen Anne's
County Homes
including
Grasonville,
Queenstown,
Centreville,
Wye Mills,
Church Hill &
Sudlersville
ZONE 2
12,000+
Easton Mailboxes

DUAL ZONE RATES PER ISSUE (Deadline Monday at noon)

DIRECT MAILED TO ALL OF QUEEN ANNE'S COUNTY & EASTON

	12+ Issues	24+ Issues	Add Color!
Front Cover (9.75 X 6.5)	\$1850.....\$1680.....	\$1590.....	Incl.
Back Cover (9.75 X 13.0)	\$1425 \$1290.....	\$1195	Incl.
Full Page (9.75 X 13.0)	\$870..... \$790.....	\$745	\$285
Half Page (9.75 X 6.5)	\$495 \$450.....	\$420	\$245
Side Banner (2.37 X 13)	\$365 \$345.....	\$315	\$220
Quarter Page (4.75 X 6.5)	\$280..... \$250.....	\$230	\$195
Eighth Page (4.75 X 3.0)	\$190..... \$170.....	\$155	\$110
Cover Teaser:.....	\$350, Single (3 X 2.5).....\$695, Double (6 x 2.5)		
Business Card (3 X 2)..	\$65 W/ min. 4 issues prepaid \$75 W/ color & min. 4 issues prepaid		

Insert printing available. Pre-printed insert rate is \$55/1,000 (up to .5 oz. per piece; over .5 oz. per piece additional postage must be calculated). Minimum insert size must be 4"x8" or larger. We take pdf files, .doc files, eps files, jpeg files and InDesign files. Resolution must be 300dpi or larger. Black and white or CMYK files can be mailed to P.O. Box 708, Stevensville, MD 21666 or e-mailed to update@atlanticbb.net. Copy deadline is every Friday. Zone one reaches over 16,000 Queen Anne's County homes. Zone two reaches over 12,000 Easton homes.

AGENT PAGE AD RATES PER ISSUE

All ads include color & have a minimum two issue commitment.

- One House, (3 X 1.75), \$49 Single Zone • \$79 Dual Zone
- Two House, (3 X 3.75), \$69 Single Zone • \$99 Dual Zone
- Three House, (3 X 6), \$99 Single Zone • \$129 Dual Zone
- Four House (3 X 7.75), \$139 Single Zone • \$169 Dual Zone

ShoreUpdate.com RATES

Make Your Presence on the Web!
Compliment Your Print Advertising with
Banner Advertising, Coupons,
Classifieds & Directory Listings

Rate Sheet Revised 1/09/10. Prices are per issue. All rates are subject to change without notice. color prices include separations.

You Can COUNT on the
UPDATE

Local coverage that counts so you can count on increasing your sales!
Certified...over 30,000 homes each week!



Hoffman Publishing, Inc.

410-827-9312

410-827-9314 (Fax) • update@atlanticbb.net
www. ShoreUpdate.com

We thank you for your business and look forward to increasing yours!