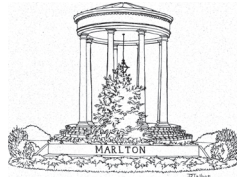


Marlborough Publishing

PO Box 448, Prince Frederick, MD 20678-0448 ♦ 301-855-9650
E-Mail: MarlPub@comcast.net ♦ Web Site: MPublishing.net



The Marlton Community Advocate

Dear Local Businessperson,

We would like to introduce you to our local publication that can serve as a valuable resource to promote your business or service throughout this thriving community.

• ***The Marlton Community Advocate*** •

Since 1975, we have been publishing the community's monthly news in *The Marlton Community Advocate*. Our magazine is home-delivered to ALL Marlton owners and renters (approximately 3,250+). We also mail magazines to non-resident homeowners, local businesses, schools, and government offices – a total distribution of more than 3,500 at this time.

Invitation to Become an Advertiser

We invite you to become an advertiser in our monthly magazine for this prestigious golf-club community in Upper Marlboro. Enclosed with this letter is our current Rate Sheet and information on the mechanical requirements and deadlines.

We believe you will find that advertising in the *Advocate* will strengthen your local presence for the following reasons:

- You will be reaching thousands of new potential customers.
- Many residents use our magazine before any other “yellow pages” when they need a particular service or product. They know that our advertisers are local business men and women who support our community and take pride in their reputations among their neighbors.
- More people will recognize your business as a key local resource.
- Magazines are delivered FREE to ALL residents, as well as to local advertisers.

We enjoy producing the *Advocate* and treasure our long-lasting relationships with our advertisers, many of whom tell us how pleased they are with the response to their ads. Please call us with any questions or suggestions on how we might improve our magazine or services.

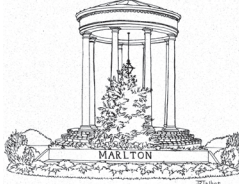
Sincerely,

Brian, Fran, and Colleen

Brian R. Poling, Publisher, 301-627-4220

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

Colleen Baxter, Advertising, 443-249-3601 (*NEW*)



The Marlton Community Advocate

PO Box 448, Prince Frederick, MD 20678-0448 ♦ 301-855-9650

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Dear Advertiser:

We are pleased to present our **rate structure** for advertising in *The Marlton Community Advocate*. Our circulation has increased to over 3,500 and grows whenever there is new construction in Marlton. We value your business and look forward to working with you! Please give us a call if you have any questions or concerns.

2008-2011 Advertising Rates

<u>Size of Ad</u>	<u>Commitment</u>	<u>Monthly Rate</u>	<u>Monthly Rate with Spot Color</u>
Business Classified Ad Maximum of 40 words (no pictures) Additional words are 25¢ each	N/A <i>(Business Classified Ads must be paid in advance. Terms and billing not available)</i>	\$15.00	N/A
Business Card Ad (3 5/8" wide x 1 15/16" high)	1 month 3 months 6 months 12 months	\$65.00 \$62.00 \$58.00 \$55.00	\$75.00 <i>(with spot color)</i> \$72.00 <i>(with spot color)</i> \$68.00 <i>(with spot color)</i> \$65.00 <i>(with spot color)</i>
1/4 Page Ad (3 5/8" wide x 4 7/8" high) or (7 1/2" wide x 2 3/8" high)	1 month 3 months 6 months 12 months	\$116.00 \$109.00 \$102.00 \$ 95.00	\$132.00 <i>(with spot color)</i> \$125.00 <i>(with spot color)</i> \$118.00 <i>(with spot color)</i> \$111.00 <i>(with spot color)</i>
1/2 Page Ad (3 5/8" wide x 9 7/8" high) or (7 1/2" wide x 4 7/8" high)	1 month 3 months 6 months 12 months	\$203.00 \$191.00 \$179.00 \$167.00	\$228.00 <i>(with spot color)</i> \$216.00 <i>(with spot color)</i> \$204.00 <i>(with spot color)</i> \$192.00 <i>(with spot color)</i>
Full Page Ad (7 1/2" wide x 9 7/8" high)	1 month 3 months 6 months 12 months	\$355.00 \$334.00 \$313.00 \$292.00	\$400.00 <i>(with spot color)</i> \$379.00 <i>(with spot color)</i> \$358.00 <i>(with spot color)</i> \$337.00 <i>(with spot color)</i>
Insert (3,300 to be supplied by advertiser) <i>(Inserts are included in the home-delivered Advocates, but not in the magazines we mail.)</i>	N/A	\$250.00	N/A

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

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

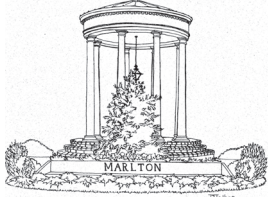
Deadline: The 15th of the month preceding publication (though we can be flexible for special situations). Ads received via FAX cannot be used as camera-ready copy – they do not come through sharp enough to reproduce well.

Billing: New advertisers are requested to pay in advance for one month. Thereafter, we will bill on a Net-20 basis. Payment should be by check or money order, payable to Marlborough Publishing.

For Additional Information: Contact Colleen Baxter, Advertising Editor, 443-249-3601; e-mail colleen_baxter@msn.com;

FAX 443-249-3601 *(call first to request connection)*

or e-mail Fran Poling, Publisher, at MarlbPub@comcast.net



The Marilton Community Advocate

PO Box 448, Prince Frederick, MD 20678-0448 ♦ 301-855-9650

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Advertising Order Contract

Name of Business _____ Contact Person _____

Work # _____ Fax # _____ Home/Cell # _____

Street Address _____

City _____ State _____ Zip _____

E-Mail _____

Ad Commitment

Commitment Length _____ End of Commit _____ Ad Size _____ Color (specify "none" or "spot color") _____

Space \$ _____ Special Placement \$ _____ Type/Layout \$ _____ Color \$ _____ Total Monthly Cost \$ _____

Special Placement Request _____

Ad Copy (Specify: enclosed, e-mailed on, pick-up from, approved, etc.) _____

Agreement to Ad Contract and Early Termination Policy – SIGNATURE REQUIRED

I agree to the terms of advertising on this **Ad Order 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 are required to pay in advance, by CHECK or MONEY ORDER for the first month.*

Enclose a check or money order for the first month's cost, payable to "M Publishing," and mail to:

M Publishing, PO Box 448, Prince Frederick, MD 20678 *(Thereafter, we can bill you monthly.)*

AD COPY – Send ads via e-mail to MarlbPub@comcast.net *(preferred method)*, or via U.S. Mail *(with no folds in the ad)*.

Faxed ads are not sharp enough to be used as print-ready copy.

QUESTIONS? – Please contact Colleen Baxter, Advertising Manager, 443-249-3601 or e-mail colleen_baxter@msn.com.