

The Neighborhood News...

Beulah Corridor

M Publishing • Post Office Box 448 • Prince Frederick, MD 20678-0448

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We're in our 11th year of publishing *The Neighborhood News... Beulah Corridor*, a magazine for the Beulah Street area communities, including: Amberleigh, Autumn Chase, Brocketts Crossing, Crestleigh, Franconia Commons, Georgetown Woods, Island Creek, Kathmoor, Landsdowne, Manchester Lakes, Potters Glen, Townes at Manchester Park, Walhaven, and Windsor Park.

The *Beulah Corridor* is delivered to all residents and businesses of these communities — a total of nearly 6,200 at this time. Our publication is a fantastic, cost-effective method for you to advertise to your neighbors. We value your business and look forward to working with you.

2008-2012 Advertising Rates

<u>Size of Ad</u> <i>(including border line)</i>	<u>Length of Commitment</u>	<u>Basic Monthly Rate</u>	<u>Monthly Rate with Spot Color*</u>	<u>Monthly Rate with Full Color</u> <small>Inside Front Cover / Inside Back Cover</small>
1/8 Page (3 3/8" wide x 2 1/4" high)	1 month	\$104.00	\$124.80	\$350.00 / \$315.00
	3 months	\$96.00	\$115.20	\$325.00 / \$290.00
	6 months	\$88.00	\$105.60	\$300.00 / \$270.00
	12 months	\$80.00	\$96.00	\$275.00 / \$245.00
1/4 Page (3 3/8" wide x 4 5/8" high) or (7" wide x 2 1/4" high)	1 month	\$170.00	\$204.00	\$580.00 / \$520.00
	3 months	\$159.00	\$190.80	\$540.00 / \$485.00
	6 months	\$148.00	\$177.60	\$500.00 / \$450.00
	12 months	\$137.00	\$164.40	\$465.00 / \$415.00
1/2 Page (3 3/8" wide x 9 1/2" high) or (7" wide x 4 5/8" high)	1 month	\$287.00	\$344.40	\$985.00 / \$880.00
	3 months	\$269.00	\$322.80	\$920.00 / \$820.00
	6 months	\$251.00	\$301.20	\$860.00 / \$770.00
	12 months	\$233.00	\$279.60	\$795.00 / \$715.00
Full Page (7" wide x 9 1/2" high)	1 month	\$520.00	\$624.00	\$1770.00 / \$1580.00
	3 months	\$485.00	\$582.00	\$1655.00 / \$1480.00
	6 months	\$450.00	\$540.00	\$1545.00 / \$1380.00
	12 months	\$415.00	\$498.00	\$1435.00 / \$1280.00

Spot Color, Guaranteed Placement, and Premium Placement Cover Options

* **Spot Color** is one color, in addition to the standard black and white in an ad.

Each month, there is one "Spot Color" throughout the entire magazine, which changes monthly.

INSIDE FRONT COVER AND INSIDE BACK COVER: Sold as Full Color Only; see Full Color Prices above.

OUTSIDE BACK COVER: Already SOLD.

SPECIAL PLACEMENT: On Any Other Specific Page or Position (e.g. right side of page), as available, Add \$10 per month.

Mechanical Requirements and Content:

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

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

Minor changes to existing ad:	\$5.00 to \$10.00 (depending on extent of changes)
Creation of new ad or major changes:	1/8 Page Ad \$20.00
	1/4 Page Ad \$30.00
	1/2 Page Ad \$45.00
	Full Page Ad \$70.00

Deadline: The 10th of the month preceding publication. (Example: April 10th is the deadline for the May issue.)

Beulah Corridor delivery is during the the second week of the month.

Mail Your Payment and Signed Contract To: M Publishing, PO Box 448, Prince Frederick, MD 20678.

Email Your Ad To: MPubVictoria@comcast.net (preferred method), or send it via U.S. Mail (with no folds in the ad) to the address listed above, along with your contract and payment. ***Faxed ads are not sharp enough to be used as print-ready copy***

Billing: New advertisers must pay in advance for their first month of advertising. Thereafter, we will bill on a Net-20 basis.

All checks should be made payable to **M Publishing**.

M Publishing

PO Box 448, Prince Frederick, MD 20678

Check All That Apply

Northern Virginia Magazines

BEULAH CORRIDOR (BC)

KINGSTONIAN (K)

Advertising Order Form

Name of Business _____ Contact Person _____

Work # _____ Fax # _____ Home/Cell # _____

Street Address _____

City _____ State _____ Zip _____

Email _____ (For monthly ad deadline reminders, and to communicate with you about your ad.)

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:** 20__-__ **End of Commitment:** 20__-__
(# of months, please circle one) (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 one) (please circle one) (enclosed, emailed on Month/Day, pick-up from Month/Year issue of magazine, etc.)

Ad Base Price: \$ _____

+ 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:** 20__-__ **End of Commitment:** 20__-__
(# of months, please circle one) (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 one) (please circle one) (enclosed, emailed on Month/Day, pick-up from Month/Year issue of magazine, etc.)

Ad Base Price: \$ _____

+ 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 based on the expectation that the initial multiple-month agreement will be fulfilled and, 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. I understand my ad will run automatically for the months specified, unless I send changes/ provide new ad copy to M Publishing before the next issue's deadline.

Authorized Signature REQUIRED _____ Today's Date _____

PAYMENT – *New advertisers must pay in advance for the first month.*

Enclose a check 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 email to Victoria@MPublishing.net (*preferred method*), or via U.S. Mail to address above (*with no folds in the ad*) along with your contract and payment. *Faxed ads are not sharp enough to be used as print-ready copy*