

## Advertising Rates – STANDARD

### DISPLAY ADVERTISING RATES

FOUR COLOR	1x	3x	6x	9x	11x
Full	\$2,600.00	\$2,392.00	\$2,200.64	\$2,024.59	\$1,862.62
1/2*	\$1,950.00	\$1,794.00	\$1,650.48	\$1,518.44	\$1,396.97
1/4	\$1,462.50	\$1,345.50	\$1,237.86	\$1,138.83	\$1,047.72
1/8*	\$1,096.87	\$1,009.12	\$928.39	\$854.12	\$785.79

ADDITIONAL 30% CHARGE FOR ALL ADS PLACED ON THE BACK COVER.

\*The 1/2 and 1/8 ad sizes are available in horizontal or vertical orientation.

### CLASSIFIED ADVERTISING RATES

BLACK & WHITE	1x	3x	6x	9x	11x
First 30 Words	\$150.00	\$138.00	\$126.96	\$116.80	\$107.46
Each Additional Word	\$0.55	\$0.51	\$0.47	\$0.43	\$0.39

### SUBMISSION INSTRUCTIONS

- Fill out and sign the insertion order form, including VISA, MasterCard, AMEX or Discover information and FAX TO: 410.534.6700 or EMAIL TO: ads@msda.com
- Fill out and sign the insertion order form, and send check (made payable to MSDA) to: MSDA Ads, c/o FatCat Studios, Inc., 2901 E Baltimore Street, 3rd Fl, Baltimore, MD 21224

### PAYMENT & SUBMISSION DEADLINES

- Classified Ad Copy AND Payment MUST BE RECEIVED by the date listed on the Insertion Order Form.
- Display Ad Art MUST BE RECEIVED by the date listed on the Insertion Order Form.
- An invoice for Display Ads, net 15 days, will be emailed upon publication completion.

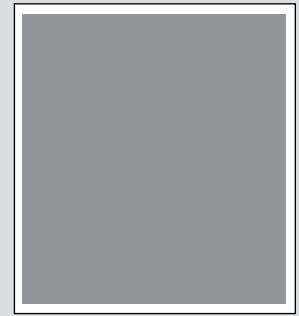
### DISPLAY AD SPECS & SUBMISSION

- Artwork is accepted in the following formats: PDF, TIF, JPEG & PNG. WE WILL NOT ACCEPT WORD FILES AS DISPLAY ADS.
- Artwork must be submitted at appropriate ad size.
- Artwork must be submitted as CMYK (not spot color or RGB).
- Submit art to ads@msda.com

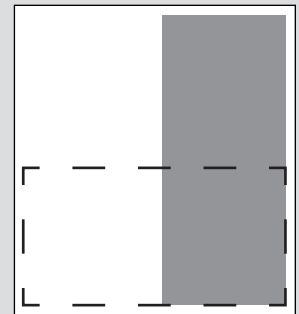
Production Charges are in addition to ad space. Charges will be incurred for ad design and layout, re-sizing artwork, converting files to CMYK and editing existing art. Please contact FatCat Studios at 410.534.8700 if you are interested in having an ad designed.

QUESTIONS: CALL 410.534.6700 or EMAIL ads@msda.com

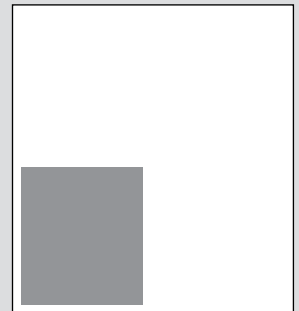
### DISPLAY AD SIZES



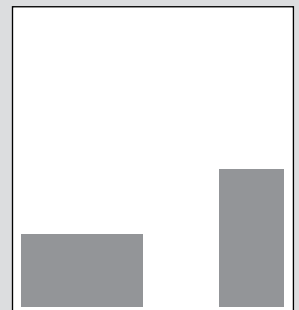
Full pg  
10.25" x 12.25"



1/2 pg  
H .....10.25" x 5"  
V .....5" x 11.5"



1/4 pg  
5" x 5"



1/8 pg  
H ..... 5" x 2.5"  
V ..... 2.5 x 5"