

CLASSIFIEDS, POST-IT NOTES & INSERTS

Classified Advertising

Classified By-the-Word

- ♦ All classified advertising must be prepaid.
- ♦ Classifieds will be accepted under these headings: EMPLOYMENT, CHILD CARE, FOR SALE, FOR RENT, ROOMMATES, SERVICES, WANTED, MISCELLANEOUS, RIDES, ADOPTIONS, PERSONALS, TRAVEL.
- ♦ Charge per insertion:
 - 35 cents per word, \$3.50 minimum
 - ALL CAPITAL LETTERS 35 cents per word extra
 - BOLD WORDS** 70 cents per word extra

Classified Display Ads

For more impact, display ads in our classified section may have bolder, larger type, a logo or small artwork (no reversals, please).

- ♦ Classified display ads, or CDs, are one column in width and are sold in one inch increments (1", 2", 3", etc.).
- ♦ Classified display ads are \$33.00 per column inch.
- ♦ Ask your advertising representative for more information.

Classified Display & By-the-Word Online Bonus

Your ad will run in our online edition at no additional charge for as long as your ad runs in our print edition.



Special: Run an ad for 4 consecutive days, get the 5th day free.

Cancellations: Cancellations for all ads must be given by 2PM, two (2) days prior to publication.

Post-It Notes

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Pre-printed post-it note advertising can be placed on the front page in the upper right corner at a cost of \$100/thousand (5,000 minimum). **The Diamondback** also can print your post-it notes. Ask your advertising sales representative for a price quote and further restrictions.

Inserts

Preprinted Inserts

- ♦ \$60.00 per thousand, up to 16 pages.
- ♦ Contact **The Diamondback** at 301.314.8000 regarding inserts over 16 pages.
- ♦ Minimum of 5,000 inserts.
- ♦ Single sheet inserts must be at least 70 pound stock to ensure proper insertion.
- ♦ No inserts on Wednesdays or Thursdays. Dates for inserts must be reserved no later than one week in advance.
- ♦ Ship one week in advance of the insertion to:

Chesapeake Publishing Corp.
 Attn: Joanne Gowe/Diamondback Inserts
 29088 Airpark Drive
 Easton, MD 21601