

## Advertising (Chapter and Verse)

**If you elect to pay as you go, you must do so by 6 p.m. Tuesday for a Thursday publication. See Payment section below.** You may request monthly invoicing. Fill out the included credit form and submit to the business office or (preferably) use the online credit application form (click on Forms on the website). Credits are applied for discounts once the threshold is reached.

### Sizing and Pricing

- A display ad is **defined by the number of columns it occupies.** Columns are not exact multiples wide because of the gutters between them. There is no extra charge for color.
  - Printed widths: **1.9375"** (1 column); **4"** (2 columns); **6.125"** (3 columns); **8.1825"** (4 columns) or **10.25"** (full width).
  - The standard pricing unit is per CI, i.e., N columns wide x 1" tall.
- The standard rate is \$11.50 per CI. Discounted rates are \$10.50 per CI for 45 CI to 99.5 CI, and to \$9.50/CI for between 100 CI and 399 CI. To qualify for a discount, enough CI must be purchased in total.
- Minimum ad height is 1.5" and a full page is 16" tall. Ads between 14.5 and 15.5" high are not feasible as they leave only a sliver at the top. See the pricing table.
- If ads are not camera ready or not a standard column width we must manipulate them, and we may charge \$25/hour to do so. We do not guarantee such ads will meet the publication deadline for their intended issue and adjustments may change the price.
- You may reserve a particular page of the newspaper with a 25% surcharge. Full page ads requesting a particular page have priority over partial page ads. The back page may be reserved for one issue a month only, unless still available by the previous Friday.
- We permit QR codes but they must print least 1" square to reproduce accurately.
- To submit an ad, email as an attachment to [ads@greenbeltnewsreview.com](mailto:ads@greenbeltnewsreview.com). We accept most graphic formats. **IMPORTANT:** Include the candidate's name in the filename.

### Advertising Tips

- Before going to a design program, mock up your ad in PowerPoint or a similar program. Pick a valid width and print out your result to make sure the fonts are readable.
- Do not use too many fonts and colors or pack in too much information because the impression is then muddled looking. Less and big are good.
- Send us the ad EARLY so there's time to fix it.

### Deadlines

**We aren't kidding about deadlines.** We recommend submitting by Monday at 2 p.m. to allow time for corrections if necessary. All ads must be paid for prior to publication.

If you require design services, we recommend asking us two Tuesdays before you wish to publish as resources are limited. We will provide a scheduling/cost estimate after discussion.

### Payment

Ads must be in and paid for by 6 p.m. the Tuesday of the week of publication. We accept cash or checks payable to Greenbelt News Review left in the Co-op box or the office mail slot, credit cards (Monday and Tuesday, 2 to 4 p.m. by phone or in-person). We use SQUARE to send a payment link by email. We accept Zelle (send to [business@greenbeltnewsreview.com](mailto:business@greenbeltnewsreview.com)).

**Get general help by emailing [ads@greenbeltnewsreview.com](mailto:ads@greenbeltnewsreview.com) or phoning during office hours (see below). For inquiries specific to election ads call 301-655-7088.**

**Office Phone:** 301-474-4131 (2 to 4 p.m. Monday and Tuesday). **Number for Election Ads:** 301-655-7008.  
**Community Center:** *Exterior:* Door 30' to the left of the East Door (faces New Deal) and up a short flight of stairs. *Interior:* Go in East Door of the Community Center, up short stairs and sharp left. **Co-op:** wood 'bird house' on window wall, behind checkouts near office.

## How Much Does it Cost?

New ads are initially assessed at the basic rate of \$11.50 per CI\*. To qualify for discounts, you must purchase 45 or more column inches to get Tier B and 100 inches or more for Tier C.

To price an ad, it must first match a standard width: **1.9375"** (1 column); **4"** (2 columns); **6.125"** (3 columns); **8.1825"** (4 columns) or **10.25"** (full width) – then measure the height and round up to the nearest half inch. Then look it up in the appropriate table.

\* A Column Inch is one column wide and 1" tall. If an ad is 3 columns wide (~6.1") x 2.3" tall, it is 7.5 Column Inches for pricing (height rounds up to nearest half inch, i.e. 2.5") and at the basic rate, this would be \$86.25 (as shown below in red).

	Tier A (Basic)			<45 CI	
\$ <b>11.50</b>	Columns Wide Tier A Rate \$11.50				
Height	1	2	3	4	5
1.50	\$ 17.25	\$ 34.50	\$ 51.75	\$ 69.00	\$ 86.25
2.00	\$ 23.00	\$ 46.00	\$ 69.00	\$ 92.00	\$ 115.00
2.50	\$ 28.75	\$ 57.50	\$ 86.25	\$ 115.00	\$ 143.75
3.00	\$ 34.50	\$ 69.00	\$ 103.50	\$ 138.00	\$ 172.50
3.50	\$ 40.25	\$ 80.50	\$ 120.75	\$ 161.00	\$ 201.25
4.00	\$ 46.00	\$ 92.00	\$ 138.00	\$ 184.00	\$ 230.00
4.50	\$ 51.75	\$ 103.50	\$ 155.25	\$ 207.00	\$ 258.75
5.00	\$ 57.50	\$ 115.00	\$ 172.50	\$ 230.00	\$ 287.50
5.50	\$ 63.25	\$ 126.50	\$ 189.75	\$ 253.00	\$ 316.25
6.00	\$ 69.00	\$ 138.00	\$ 207.00	\$ 276.00	\$ 345.00
6.50	\$ 74.75	\$ 149.50	\$ 224.25	\$ 299.00	\$ 373.75
7.00	\$ 80.50	\$ 161.00	\$ 241.50	\$ 322.00	\$ 402.50
7.50	\$ 86.25	\$ 172.50	\$ 258.75	\$ 345.00	\$ 431.25
8.00	\$ 92.00	\$ 184.00	\$ 276.00	\$ 368.00	\$ 460.00
8.50	\$ 97.75	\$ 195.50	\$ 293.25	\$ 391.00	\$ 488.75
9.00	\$ 103.50	\$ 207.00	\$ 310.50	\$ 414.00	\$ 517.50
9.50	\$ 109.25	\$ 218.50	\$ 327.75	\$ 437.00	\$ 546.25
10.00	\$ 115.00	\$ 230.00	\$ 345.00	\$ 460.00	\$ 575.00
10.50	\$ 120.75	\$ 241.50	\$ 362.25	\$ 483.00	\$ 603.75
11.00	\$ 126.50	\$ 253.00	\$ 379.50	\$ 506.00	\$ 632.50
11.50	\$ 132.25	\$ 264.50	\$ 396.75	\$ 529.00	\$ 661.25
12.00	\$ 138.00	\$ 276.00	\$ 414.00	\$ 552.00	\$ 690.00
12.50	\$ 143.75	\$ 287.50	\$ 431.25	\$ 575.00	\$ 718.75
13.00	\$ 149.50	\$ 299.00	\$ 448.50	\$ 598.00	\$ 747.50
13.50	\$ 155.25	\$ 310.50	\$ 465.75	\$ 621.00	\$ 776.25
14.00	\$ 161.00	\$ 322.00	\$ 483.00	\$ 644.00	\$ 805.00
14.50	\$ 166.75	\$ 333.50	\$ 500.25	\$ 667.00	\$ 833.75
16.00	\$ 184.00	\$ 368.00	\$ 552.00	\$ 736.00	\$ 920.00
Note: 15" and 15.5" in height not permitted					

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**Interior:** Go in East Door of the Community Center, up short stairs and sharp left. **Co-op:** wood 'bird house' on window wall, behind checkouts near office.

If your 7.5 CI ad was part of a campaign that accrued 45 CI or more, the cost would be as shown below, \$78.75.

<b>\$ 10.50</b>	<b>Columns Wide - Tier B Rate \$10.50</b>				
Height	1	2	3	4	5
1.50	\$ 15.75	\$ 31.50	\$ 47.25	\$ 63.00	\$ 78.75
2.00	\$ 21.00	\$ 42.00	\$ 63.00	\$ 84.00	\$ 105.00
2.50	\$ 26.25	\$ 52.50	\$ 78.75	\$ 105.00	\$ 131.25
3.00	\$ 31.50	\$ 63.00	\$ 94.50	\$ 126.00	\$ 157.50
3.50	\$ 36.75	\$ 73.50	\$ 110.25	\$ 147.00	\$ 183.75
4.00	\$ 42.00	\$ 84.00	\$ 126.00	\$ 168.00	\$ 210.00
4.50	\$ 47.25	\$ 94.50	\$ 141.75	\$ 189.00	\$ 236.25
5.00	\$ 52.50	\$ 105.00	\$ 157.50	\$ 210.00	\$ 262.50
5.50	\$ 57.75	\$ 115.50	\$ 173.25	\$ 231.00	\$ 288.75
6.00	\$ 63.00	\$ 126.00	\$ 189.00	\$ 252.00	\$ 315.00
6.50	\$ 68.25	\$ 136.50	\$ 204.75	\$ 273.00	\$ 341.25
7.00	\$ 73.50	\$ 147.00	\$ 220.50	\$ 294.00	\$ 367.50
7.50	\$ 78.75	\$ 157.50	\$ 236.25	\$ 315.00	\$ 393.75
8.00	\$ 84.00	\$ 168.00	\$ 252.00	\$ 336.00	\$ 420.00
8.50	\$ 89.25	\$ 178.50	\$ 267.75	\$ 357.00	\$ 446.25
9.00	\$ 94.50	\$ 189.00	\$ 283.50	\$ 378.00	\$ 472.50
9.50	\$ 99.75	\$ 199.50	\$ 299.25	\$ 399.00	\$ 498.75
10.00	\$ 105.00	\$ 210.00	\$ 315.00	\$ 420.00	\$ 525.00
10.50	\$ 110.25	\$ 220.50	\$ 330.75	\$ 441.00	\$ 551.25
11.00	\$ 115.50	\$ 231.00	\$ 346.50	\$ 462.00	\$ 577.50
11.50	\$ 120.75	\$ 241.50	\$ 362.25	\$ 483.00	\$ 603.75
12.00	\$ 126.00	\$ 252.00	\$ 378.00	\$ 504.00	\$ 630.00
12.50	\$ 131.25	\$ 262.50	\$ 393.75	\$ 525.00	\$ 656.25
13.00	\$ 136.50	\$ 273.00	\$ 409.50	\$ 546.00	\$ 682.50
13.50	\$ 141.75	\$ 283.50	\$ 425.25	\$ 567.00	\$ 708.75
14.00	\$ 147.00	\$ 294.00	\$ 441.00	\$ 588.00	\$ 735.00
14.50	\$ 152.25	\$ 304.50	\$ 456.75	\$ 609.00	\$ 761.25
16.00	\$ 168.00	\$ 336.00	\$ 504.00	\$ 672.00	\$ 840.00
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Or if a campaign exceeded 99 CI, the cost of 7.5 CI would be \$71.25

		Tier C		100-359 CI		
\$ 9.50	Columns Wide - Tier C Rate \$9.50					
Height	1	2	3	4	5	
1.50	\$ 14.25	\$ 28.50	\$ 42.75	\$ 57.00	\$ 71.25	
2.00	\$ 19.00	\$ 38.00	\$ 57.00	\$ 76.00	\$ 95.00	
2.50	\$ 23.75	\$ 47.50	\$ 71.25	\$ 95.00	\$ 118.75	
3.00	\$ 28.50	\$ 57.00	\$ 85.50	\$ 114.00	\$ 142.50	
3.50	\$ 33.25	\$ 66.50	\$ 99.75	\$ 133.00	\$ 166.25	
4.00	\$ 38.00	\$ 76.00	\$ 114.00	\$ 152.00	\$ 190.00	
4.50	\$ 42.75	\$ 85.50	\$ 128.25	\$ 171.00	\$ 213.75	
5.00	\$ 47.50	\$ 95.00	\$ 142.50	\$ 190.00	\$ 237.50	
5.50	\$ 52.25	\$ 104.50	\$ 156.75	\$ 209.00	\$ 261.25	
6.00	\$ 57.00	\$ 114.00	\$ 171.00	\$ 228.00	\$ 285.00	
6.50	\$ 61.75	\$ 123.50	\$ 185.25	\$ 247.00	\$ 308.75	
7.00	\$ 66.50	\$ 133.00	\$ 199.50	\$ 266.00	\$ 332.50	
7.50	\$ 71.25	\$ 142.50	\$ 213.75	\$ 285.00	\$ 356.25	
8.00	\$ 76.00	\$ 152.00	\$ 228.00	\$ 304.00	\$ 380.00	
8.50	\$ 80.75	\$ 161.50	\$ 242.25	\$ 323.00	\$ 403.75	
9.00	\$ 85.50	\$ 171.00	\$ 256.50	\$ 342.00	\$ 427.50	
9.50	\$ 90.25	\$ 180.50	\$ 270.75	\$ 361.00	\$ 451.25	
10.00	\$ 95.00	\$ 190.00	\$ 285.00	\$ 380.00	\$ 475.00	
10.50	\$ 99.75	\$ 199.50	\$ 299.25	\$ 399.00	\$ 498.75	
11.00	\$ 104.50	\$ 209.00	\$ 313.50	\$ 418.00	\$ 522.50	
11.50	\$ 109.25	\$ 218.50	\$ 327.75	\$ 437.00	\$ 546.25	
12.00	\$ 114.00	\$ 228.00	\$ 342.00	\$ 456.00	\$ 570.00	
12.50	\$ 118.75	\$ 237.50	\$ 356.25	\$ 475.00	\$ 593.75	
13.00	\$ 123.50	\$ 247.00	\$ 370.50	\$ 494.00	\$ 617.50	
13.50	\$ 128.25	\$ 256.50	\$ 384.75	\$ 513.00	\$ 641.25	
14.00	\$ 133.00	\$ 266.00	\$ 399.00	\$ 532.00	\$ 665.00	
14.50	\$ 137.75	\$ 275.50	\$ 413.25	\$ 551.00	\$ 688.75	
16.00	\$ 152.00	\$ 304.00	\$ 456.00	\$ 608.00	\$ 760.00	
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Tables for all discount levels are available online at [www.greenbeltnewsreview.com/advertising](http://www.greenbeltnewsreview.com/advertising).

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