

**2019**



**ADVERTISER** \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Personal Address: \_\_\_\_\_

Phone / Fax / Email: \_\_\_\_\_

Payment: \_\_\_\_\_  
*Amount                      Date                      Check No.                      Cash                        Credit Card No.                      Exp. Date*

**Tidewater Trader, Inc.**

813 High Street, P.O. Box 412, Chestertown, MD 21620 • www.tidewatertrader.com • info@tidewatertrader.com  
 Advertising and Distribution: 410-778-1262 • 410-758-0039 • Fax 410-778-0381 • Billing: 410-778-1262

The Tidewater Trader Is A Weekly Advertising Journal published 50 weeks of the year.

**2019 Weekly Advertising Rates:**

DESCRIPTION	DIMENSIONS	NON-PROFIT RATE*	WEEKLY RATE
Full Back Page .....	9.75" wide x 12.5" tall .....	\$200.00/week* .....	\$400.00/week
Full Page .....	9.75" wide x 12.5" tall .....	\$150.00/week* .....	\$300.00/week
Fold .....	6" wide x 9.75" tall .....	\$100.00/week* .....	\$200.00/week
Half Page .....	9.75" wide x 6" tall .....	\$77.50/week* .....	\$155.00/week
Quarter Page .....	4.75" wide x 6" tall .....	\$49.00/week* .....	\$98.00/week
Eighth Page .....	4.75" wide x 3" tall .....	\$27.50/week* .....	\$55.00/week
Modified Sixteenth .....	4.75" wide x 2" tall .....	\$22.00/week* .....	\$44.00/week
Sixteenth Page .....	2.25" wide x 3" tall .....	\$16.75/week* .....	\$33.50/week
Business Card .....	3.5" wide x 1.5" tall .....	\$10.00/week* .....	\$20.00/week

\*Non-profit rate is available to registered non-profit organizations

**Additional Fees for Color: \$75 for Half Page, \$100 for Full Page, Color Fee Not Discounted**

**Have a Circular or Flyer to Distribute? Ask Your Sales Representative about Circular Insertion Rates - As Low As \$30**

**Contract with Advertiser**

**Timely submission of ad materials is required to allow time for design/production by Tidewater Trader.**

**Deadline for Ads is 12noon Thursday.** *Deadlines will be earlier for holidays, special issues and color ads.*

Submitted ads must be in PDF format. PDF's must be black and white, with all fonts outlined and all artwork at 300 dpi.

Artwork and photos accepted in jpeg or tiff formats. No Publisher files will be accepted. Multiple discretionary changes incur additional charges. Submissions and changes after deadline are not guaranteed, but every effort will be made to accommodate them.

<b>Size of Ad</b>	Full Page	Back Page	Half Page <i>jr. vert.</i>	Fold		
	Quarter	Eighth <i>vert.</i>	Modified Sixteenth	Sixteenth	BC	
<b>Insertion Dates 2019</b>	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____

Advertiser's Signature **X** \_\_\_\_\_

Sales Representative \_\_\_\_\_

All display ads become property of Tidewater Trader, Inc. If the ad or any original artwork done by Tidewater Trader, Inc. is used in any other publication or medium, including flyers, not produced by the Tidewater Trader, Inc., a fee will be charged to the advertiser. If ads are produced by Tidewater Trader but not published in the paper, a fee will be charged for services rendered. Tidewater Trader is a weekly publication that covers Kent, Queen Anne's, and Cecil Counties in Maryland and lower New Castle County in Delaware. Printed circulation is approximately 10,000; web statistics available upon request. Prices effective May 1, 2015.

**Payment Terms: Due upon receipt. Interest will be charged on all accounts 45 days in arrears at rate of 24% annually. Delinquent accounts with INVOICES over 60 days will be removed from publication until account is paid in full. \$30 Service Charge for all returned checks.**

Should circumstances necessitate that Tidewater Trader, Inc. take any account to collection, advertiser is responsible for any and all attorney's fees and court costs.

FOR OFFICE USE ONLY	PB	Q	CC	CCN	NPD
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**Notes/Instructions:**