

2021



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

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

2021 Weekly Advertising Rates:

DESCRIPTION	DIMENSIONS	NON-PROFIT B/W*	NON-PROFIT COLOR*	B/W	COLOR
Full Back Page.....	9.75" wide x 12.5" tall	N/A.....	\$415.00/wk	N/A.....	\$520.00/wk
Full Page	9.75" wide x 12.5" tall	\$236.25/wk*.....	\$336.25/wk*	\$315.00/wk.....	\$415.00/wk
Fold	6" wide x 9.75" tall	\$157.50/wk*.....	\$232.50/wk*	\$210.00/wk.....	\$285.00/wk
Half Page	9.75" wide x 6" tall	\$123.75/wk*.....	\$198.75/wk*	\$165.00/wk.....	\$240.00/wk
Quarter Page	4.75" wide x 6" tall	\$82.50/wk*.....	N/A	\$110.00/wk.....	N/A
Eighth Page	4.75" wide x 3" tall	\$45.00/wk*.....	N/A	\$60.00/wk.....	N/A
Modified Sixteenth	4.75" wide x 2" tall	\$37.50/wk*.....	N/A	\$50.00/wk.....	N/A
Sixteenth Page	2.25" wide x 3" tall	\$30.00/wk*.....	N/A	\$40.00/wk.....	N/A
Business Card	3.5" wide x 1.5" tall	\$16.50/wk*.....	N/A	\$22.00/wk.....	N/A

*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.

Size of Ad	Full Page	Back Page	Half Page <i>jr. vert.</i>	Fold		
	Quarter	Eighth <i>vert.</i>	Modified Sixteenth	Sixteenth	BC	
Insertion Dates 2021	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____	_____

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 January 1, 2020.

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: