

## 2012 Washingtonian Classifieds Advertising Rates Rate Card #48 Effective January 2012 Issue

### Classifieds Business Advertising:

LINE ADS	1x	3x	6x	12x
15-word minimum	(\$5.20/word)	(\$4.94/word)	(\$4.68/word)	(\$4.42/word)
Minimum price:	\$78.00	\$74.10	\$70.20	\$66.30

Line ad color options: Add \$25

### DISPLAY ADS (All rates are net. Rates are per month)

One column width: 2.25"	1x	3x	6x	12x
1 column x 1" tall	\$272.00	\$258.40	\$244.80	\$231.20
1 column x 1.5" tall	\$399.00	\$379.05	\$359.10	\$339.15
1 column x 2" tall	\$522.00	\$495.90	\$469.80	\$443.70
1 column x 2.5" tall	\$650.00	\$608.00	\$576.00	\$544.00
1 column x 3" tall	\$750.00	\$712.50	\$675.00	\$637.50
1 column x 4" tall	\$980.00	\$931.00	\$882.00	\$833.00
1 column x 5" tall	\$1210.00	\$1149.50	\$1089.00	\$1028.50
Two column width: 4.68"	1x	3x	6x	12x
2 column x 2" tall	\$980.00	\$931.00	\$882.00	\$833.00
2 column x 2.5" tall	\$1210.00	\$1149.50	\$1089.00	\$1028.50
2 column x 3.5" tall	\$1673.00	\$1589.35	\$1505.70	\$1422.05
2 column x 5" tall	\$2370.00	\$2251.50	\$2133.00	\$2014.50
Full page: 7" wide	1x	3x	6x	12x
3 column x 10" tall	\$6930.00	\$6583.50	\$6237.00	\$5890.50

All rates are based on running an ad consecutively

### SPECIAL SECTIONS:

PETterritory: (1.5" wide x 2" tall) (3.5" wide x 2" tall) (1/4 page)	\$100.00 b/w	\$150.00 4/color
	\$190.00 b/w	\$265.00 4/color
	\$450.00 b/w	\$600.00 4/color

.com Directory: \$35.00

1828 L Street NW, Suite 200, Washington, DC 20036  
phone: 202-296-7580 fax: 202-785-1822  
classads@washingtonian.com  
www.washingtonian.com