



The Baltimore Times, Inc.

• The Baltimore Times • The Annapolis Times • established 1986

“positive stories about positive people”



The Baltimore Times, Inc. is the publisher of two weekly newspapers: *The Baltimore Times*, *The Annapolis Times*, and a variety of *Special Supplements*. *The Baltimore Times* readers are cultivated African American consumers who have significant buying power. Our publications are distributed to churches, public libraries, colleges, and retail outlets throughout Maryland and neighboring areas of Washington, D.C.

Our motto: “Positive Stories About Positive People,” represents our commitment to deliver informative, inspirational and empowering stories to Maryland’s African American community. Annual events and activities, such as the Positive People Awards, are sponsored by The Baltimore Times, reflecting our pledge to recognize achievements of African Americans.

Our publications have grown and expanded immensely for 33 years. The Baltimore Times newspapers focus on local community events, as well as topics related to personal finance, health, religion, business, education, sports, entertainment, and real estate. Collectively, our publications provide information that enhance the quality of life of our readers.

In 1998, Times Community Services, Inc., a 501(c)(3) company, was developed to continue the philanthropic work of The Baltimore Times, Inc. The Foundation is designed for “charitable and educational” purposes and is a nonprofit organization, which enables tax-deductible gifts or donations, grants, contracts, and in-kind contributions. Please join this new and innovative Foundation in making a difference in enhancing the well-being of the Maryland community.

mediakit 2019

www.baltimoretimes-online.com

410.366.3900



The Baltimore Times, Inc

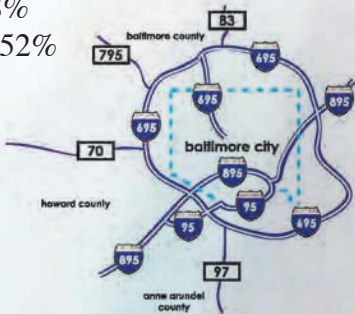
• The Baltimore Times •

The Annapolis Times

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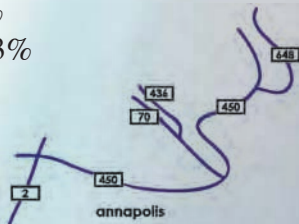
The Baltimore Times

- Gender Male 48% Female 52%
- Age 18-49 51%
- Household Income of 40,000+ 58%
- Professional Occupation 47%
- Circulation 20,000



The Annapolis Times

- Gender Male 47% Female 53%
- Age 18-49 52%
- Household Income of 40,000+ 62%
- Professional Occupation 54%
- Circulation 4,000



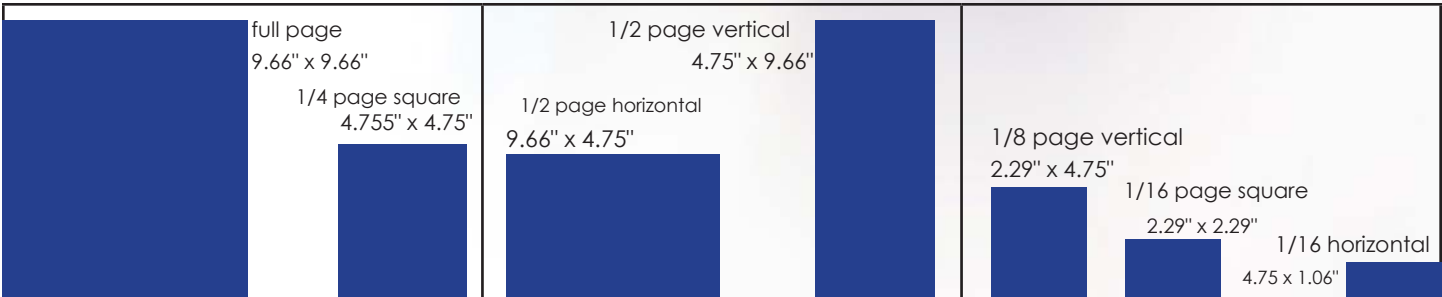
Community Awards

- Mayor's Business Recognition Award: "Legacy 2000 Men's Forum"
- City of Baltimore Presidential Citation: "Outstanding Community Service"
- Kool Achiever Award: "National Recognition for Creating a Better Inner City"
- A. Philip Randolph Award: "Outstanding Journalism in the Area of Civil Rights"
- Mayoral and Gubernatorial Citations

* Distribution in the Baltimore City & surrounding Baltimore, and Howard, Counties.

** Distribution in the Annapolis Metropolitan area and Anne Arundel County.

All Newspapers published by The Baltimore Times Publications, Inc. are CAC Audited.





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Client Check

- Virus Check all supplied disks prior to delivery.
- Deadline Checks—ensure preprint and regular.
- File Integrity—file is not supplied corrupt.
- Contact numbers (business and after hours) are supplied.
- All electronic files contain screen preview.
- Ad material matches size of space reservation.
- All ads to occupy an individual disk
- Hard copy proof to be supplied with file(s).
- Ad(s) labeled with Advertiser name and run date (e.g. ABC_Contractors-060809).

Press Ready

- Client must provide all files necessary to successfully output a complete, press-ready job.
- Ads will not be changed by The Baltimore Times Publications, Inc. Clients must make changes and re-send a new PDF.
- All ads supplied press-ready will be assumed in compliance with The Baltimore Times Publications, Inc. published specs.
- Clear reproduction of supplied advertisements will rely on the correct production specifications being followed.

Digital Requirements

- PDF format ONLY.
- Color ads—CMYK.
- Distiller Job Options—Press Quality.
- Maximum Ink Density—240%.
- Embed ALL fonts.
- File Resolution—200 dpi Minimum.
- Macintosh formats are recommended to ensure the integrity of your ad.
- Delivery:
Email the file to both your rep and ads@btimes.com.

Position

- The Baltimore Times Publications, Inc. reserves the right to determine an ad's position in its publications. Special positioning is available for an additional 15% of the ad's cost.

In-House Creative Work

- There will be an additional 15% of the cost of the ad or a minimum charge of \$150 for any creative work, (e.g. ad development, typesetting, etc...) done by The Baltimore Times Publications, Inc.
- The Baltimore Times Publications, Inc. is not responsible for errors, once client approves proofs.

Inserts

- Please ship inserts to:
Baltimore Sun
300 E. Cromwell Street
Baltimore, MD 21230
Attn: Receiving Dept

- *The Baltimore Times* and *The Annapolis Times* are dated and distributed every Friday
- Press-ready (PDF digital format) files must be received by 5 p.m. Monday.
- All copy and materials for ads requiring production work must be received by 12 noon Friday before run date.
- Both ad reservations and cancellations must be made on the Friday before insertion by 12:00 PM.
- No cancellations / changes after insertion order closing.
- Advertiser will be charged for ads that have been reserved and not received or cancelled by closing date.

Payment and Credit Policy

- Payment in advance is required with submission of ad until credit account has been established. Once billed account has been established, payment is due upon receipt of invoice. An account is considered past due if payment is not received within 30 days of the invoice date.

Contact Information

- DVDs and CD-ROMs can be sent care of your advertising representative to:
The Baltimore Times
2513 N. Charles Street
Baltimore, MD 21218
Tel: 410.366.3900
Fax: 410.243.1627
Email: ads@btimes.com



ratecard 2019

Table 1: **The Baltimore Times

Size	Open	13-Week	26-Week	52-Week
Full Page	\$2,529	\$2,149	\$1,896	\$1,695
1/2 Page	\$1,362	\$1,157	\$1,022	\$912
1/4 Page	\$817	\$695	\$613	\$549
1/8 Page	\$389	\$331	\$292	\$261
1/16 Page	\$233	\$198	\$175	\$156

Table 2: **The Annapolis Times

Size	Open	13-Week	26-Week	52-Week
Full Page	\$1,509	\$1,283	\$1,133	\$1,009
1/2 Page	\$812	\$691	\$609	\$544
1/4 Page	\$487	\$415	\$366	\$327
1/8 Page	\$232	\$197	\$174	\$155
1/16 Page	\$139	\$119	\$104	\$93

Baltimore Times Online Rates

Rectangle 300 x 250	\$300/weekly
Full Banner 1-6 Months	\$700/month
7-12 Months	\$625/month
Rectangle 1-6 Months	\$550/month
7-12 Months	\$450/month

File Format

We accept the following online banner file types: JPEG, GIF, PNG.

Page Peel Ads: Only JPEG or Flash files are acceptable.

Flash Banner Ads: File type is SWF.

Text Link Ads: Up to 20 words with no graphics.

Files over 2 MB should be uploaded to <ftp://baltimoretimes-online.com>.

Username and password will be provided upon receiving contract signature

www.baltimoretimes-online.com

Table 4: Specifications

Full Page (Tabloid)	9.66" x 9.66"
Half Page Horizontal	9.66" x 4.75"
Half Page Vertical	4.75" x 9.66"
Quarter Page Horizontal	9.66" x 2.29"
Quarter Page Vertical	2.29" x 9.66"
Quarter Page Square	4.75" x 4.75"
Eighth Page Horizontal	4.75" x 2.29"
Eighth Page Vertical	2.29" x 4.75"
Sixteenth Page Horizontal	4.75" x 1.06"
Sixteenth Page Square	2.29" x 2.29"
Double Truck	20.39 x 9.66"

• two columns = 4.75" wide • three columns = 7.218" wide

Table 4: Inserts

1,000	\$65.00 Net***
25,000	Baltimore
4,000	Annapolis

*** 10% increase for tabloid size • 5,000 insert minimum

Table 6: Color

Spot Color	\$150 / Color
4-Color Process	\$500

• prices above are per publication insertion

All rates indicated on this card are net and subject to change.

****NATIONAL RATES- Please call 410-366-3900**

Please contact your Advertising Rep or the Advertising Department for Special Issue and Supplement rate information.

410.366.3900

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