



HARFORD BUSINESS LEDGER

SERVING THE BUSINESS COMMUNITY OF HARFORD COUNTY

It's our business to help **your** business do **more** business.

This resourceful publication focuses on the companies, business associations and Chambers of Commerce driving the growth of Harford County – one of the fastest growing regions in the central Maryland area.



Local & regional **business news** delivered right to you every month!



- Personnel file
- Profiles & Interviews on Businesses
- Features on Managers/Entrepreneurs
- Business Calendar
- Local Chambers and Business Association Reports
- BRAC Business Updates
- Opinion Page
- Office/Technology News
- Financial News Including Banking, Investments and Financial Planning
- Commercial Real Estate
- Building Permits, Liens and Incorporations

Special **supplements** highlight valuable business topics and events:

- Commercial Construction, Development & Real Estate
- Business to Business Trade Show Directory
- Business Survival Guide

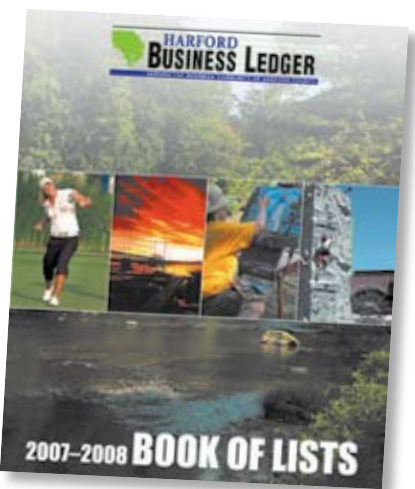
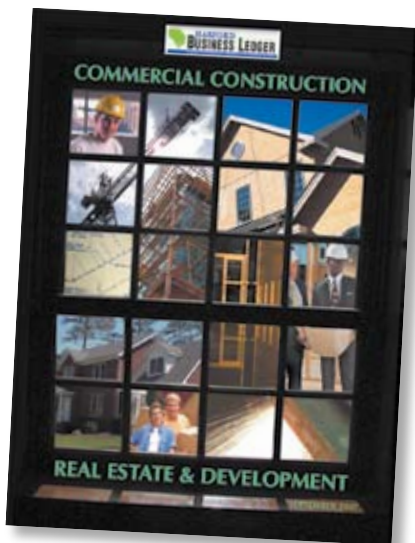
BOOK OF LISTS:

This guide gives you essential information on the leading businesses and employers in Harford County; a snapshot of our local economy with a perspective you cannot get anywhere else.

DEDICATED PAGES:

- Travel & Tourism • Culture & The Arts
- Family Business • Philanthropy

AD DEADLINES - DISPLAY & SPECIAL SECTIONS 2008



JANUARY ISSUE

MONDAY, NOVEMBER 26

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, NOVEMBER 30 **ROP ADS DUE**
TUESDAY, DECEMBER 4 ROP DIGITAL ADS DUE
MONDAY, DECEMBER 17 IN-HOME

FEBRUARY ISSUE

FRIDAY, JANUARY 4 **ROP ADS DUE**
TUESDAY, JANUARY 8 ROP DIGITAL ADS DUE
TUESDAY, JANUARY 22 IN-HOME

MARCH ISSUE

MONDAY, JANUARY 28

TRADE SHOW SPECIAL SECTION *ADS DUE
FRIDAY, FEBRUARY 1 **ROP ADS DUE**
TUESDAY, FEBRUARY 5 ROP DIGITAL ADS DUE
MONDAY, FEBRUARY 18 IN-HOME

APRIL ISSUE

MONDAY, FEBRUARY 25

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, FEBRUARY 29 **ROP ADS DUE**
TUESDAY, MARCH 4 ROP DIGITAL ADS DUE
MONDAY, MARCH 17 IN-HOME

MAY ISSUE

FRIDAY, APRIL 4 **ROP ADS DUE**
TRAVEL & TOURISM SPECIAL PAGES ADS DUE
FAMILY BUSINESS SPECIAL PAGES ADS DUE
TUESDAY, APRIL 8 ROP DIGITAL ADS DUE
MONDAY, APRIL 21 IN-HOME

JUNE ISSUE

MONDAY, APRIL 28

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, MAY 2 **ROP ADS DUE**
TUESDAY, MAY 6 ROP DIGITAL ADS DUE
MONDAY, MAY 19 IN-HOME

JULY ISSUE

FRIDAY, MAY 23

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, MAY 30 **ROP ADS DUE**
TUESDAY, JUNE 3 ROP DIGITAL ADS DUE
MONDAY, JUNE 16 IN-HOME

AUGUST ISSUE

WEDNESDAY, JUNE 25**

BUSINESS SURVIVAL GUIDE *ADS DUE
WEDNESDAY, JULY 2** **ROP ADS DUE**
TUESDAY, JULY 8 ROP DIGITAL ADS DUE
MONDAY, JULY 21 IN-HOME

SEPTEMBER ISSUE

MONDAY, JULY 28

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, AUGUST 1 **ROP ADS DUE**
CULTURES/ARTS SPECIAL PAGES ADS DUE
TUESDAY, AUGUST 5 ROP DIGITAL ADS DUE
MONDAY, AUGUST 18 IN-HOME

OCTOBER ISSUE

WEDNESDAY, AUGUST 27**

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, SEPTEMBER 5 **ROP ADS DUE**
TUESDAY, SEPTEMBER 9 ROP DIGITAL ADS DUE
MONDAY, SEPTEMBER 22 IN-HOME

NOVEMBER ISSUE

MONDAY, SEPTEMBER 22

BOOK OF LISTS ADS DUE
THURSDAY, SEPTEMBER 25
BOOK OF LISTS DIGITAL ADS DUE
FRIDAY, OCTOBER 3 **ROP ADS DUE**
TUESDAY, OCTOBER 7 ROP DIGITAL ADS DUE
MONDAY, OCTOBER 20 IN-HOME

DECEMBER ISSUE

FRIDAY, OCTOBER 31 **ROP ADS DUE**
PHILANTHROPY SPECIAL PAGES ADS DUE
TUESDAY, NOVEMBER 4 ROP DIGITAL ADS DUE
MONDAY, NOVEMBER 17 IN-HOME

JANUARY 2009 ISSUE

MONDAY, DECEMBER 1

REAL ESTATE SPECIAL SECTION *ADS DUE
FRIDAY, DECEMBER 5 **ROP ADS DUE**
TUESDAY, DECEMBER 9 ROP DIGITAL ADS DUE
MONDAY, DECEMBER 22 IN-HOME

*Special section digital/email ads due within 24 hours.

**Early deadline due to holidays.

For more information please call:

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410.838.2843 FAX

10 Hays Street • Bel Air, MD 21014

2008 DISPLAY RATES

SIZE	OPEN	6X	12X
Full	\$1670	\$1320	\$1155
Junior	\$1405	\$1070	\$940
Half	\$940	\$825	\$710
Quarter	\$480	\$410	\$360
Eighth	\$295	\$235	\$205

All rates are net and non-commissionable

2008 SUPPLEMENT RATES

Full Page	\$1890
Junior Page	\$1510
Half Page	\$1055
Quarter Page	\$580
Eighth Page	\$370

COLOR RATES

- Spot Color \$60 each color
- Full Color \$125

PREPRINTED INSERTS

- \$70 per M, full run only

Up to 4 page tab. Larger inserts accepted.

Call for pricing and policy details.

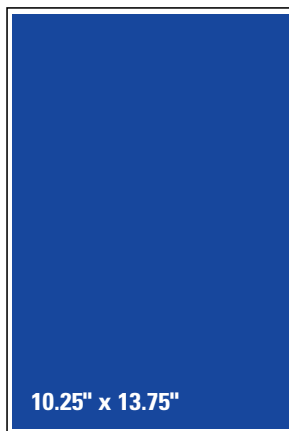
DISPLAY AD SIZES

Full	10.25" x 13.75"
JR Vert	7.62" x 13.75"
JR Horz	10.75" x 10.06"
Half Vert	5.00" x 13.75"
Half Horz	10.25" x 6.75"
Quarter	5.00" x 6.75"
Eighth Vert	2.43" x 6.75"
Eighth Horz	5.00" x 3.18"

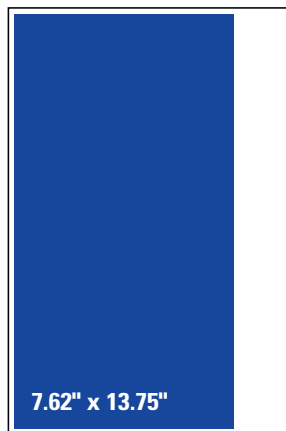
BOOK OF LISTS AD SIZES

Full	9.50" x 11.50"
Half Vert	4.50" x 11.50"
Half Horz	9.50" x 5.50"
Quarter	4.50" x 5.50"
Eighth Vert	2.15" x 5.50"
Eighth Horz	4.50" x 2.60"

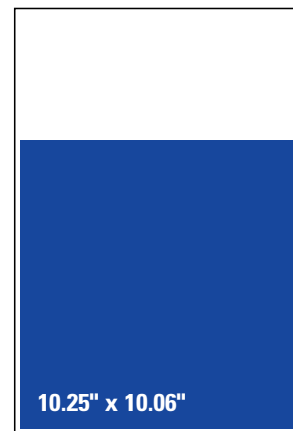
DISPLAY AD SIZES



Full Page



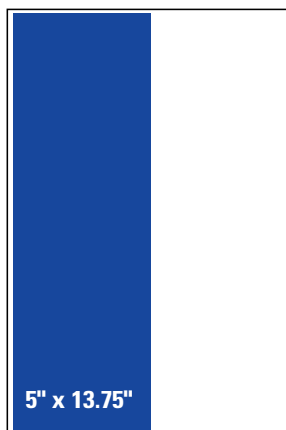
Junior Page V



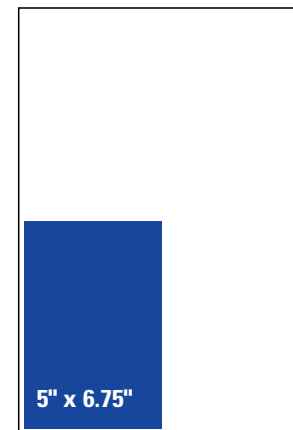
Junior Page H



1/2 Page H



1/2 Page V



1/4 Page

DIGITAL AD REQUIREMENTS

PDFs are preferred for black & white and full color ads only. A PDF will not separate to spot color.

InDesign and Quark files also accepted. MAC format only.

Include printed composite with all digital ads.

All ads must be exact size.

Please refer to "Digital Ad Requirement" sheet for details.

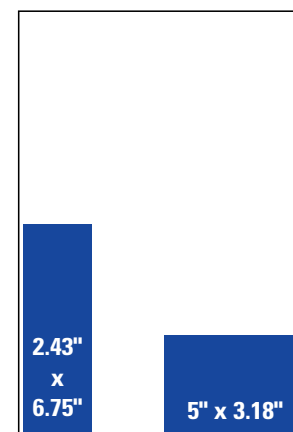
SCANNING

Halftones - min. 200 dpi., 300 dpi preferred

Bitmap - minimum 600 dpi

85 lpi (line screen)

EPS files must be BINARY



1/8 Page V

1/8 Page H