CLASSIFIED ADVERTISING (PRINT AND ONLINE)

PRINT
Regular line classified ads are priced by the number of words. Each word is $0.50. A minimum purchase of $15 is required.

Optional extras:
- Bold words.................................$1 per issue
  *Make individual words or an entire ad stand out*
- Large headline..........................$1.50 per issue
  *One line of 16-pt. bold font, centered and capitalized*
- Two-line large headline..............$2.50 per issue
- Boxed ad..................................$2 per issue
  *Add a one-point box around your ad*
- Company logo.............................$3 per issue
  *Lead off with a logo up to one inch high*

ONLINE
All classifieds placed online will be placed at a standard rate for a week-long placement on our website www.TheHoya.com.

- Regular rate..........................$10 per week
- Student group rate....................$5 per week
- Textbook rate..........................$0

Each ad listing is limited to 50 words. Formatting is available upon request for no extra charge. All ads will be categorized on the classified ads webpage as deemed appropriate by the Classified Ads Assistant. Students are able to list textbooks for sale at no charge.

LINE AD POLICIES
Phone numbers and email addresses will count as one word. Check your ad for the first time it runs; The Hoy will only assume responsibility for any errors the first time that the ad runs. Tear-sheets and proofs are not supplied for classified ads.

PAYMENT
Copy must be received by noon, one business day before the ad is placed. All classified ads must be paid in full at the time of placement. Cash, check, Visa and Mastercard are accepted. There is a minimum of $15 for payment by Visa or Mastercard.

PRE-PRINTED INSERTS
Inserts are sold in increments of 500 with a 3,000 minimum and 6,500 maximum order. Inserts must be pre-folded to a maximum size of 8.5 in x 11 in.

<table>
<thead>
<tr>
<th>No. of Inserts</th>
<th>Price</th>
<th>No. of Inserts</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,000</td>
<td>$225</td>
<td>5,000</td>
<td>$375</td>
</tr>
<tr>
<td>3,500</td>
<td>$262.50</td>
<td>5,500</td>
<td>$412.50</td>
</tr>
<tr>
<td>4,000</td>
<td>$300</td>
<td>6,000</td>
<td>$450</td>
</tr>
<tr>
<td>4,500</td>
<td>$337.50</td>
<td>6,500</td>
<td>$487.50</td>
</tr>
</tbody>
</table>

Pre-printed inserts must be shipped at the advertiser’s expense directly to the newspaper’s printed to arrive at least three days prior to distribution:

FNP Printing and Publishing
Attn: The Hoy Inserts MM/DD/YYYY
351 Ballenger Center Drive
Frederick, MD 21703

All advertising is subject to The Hoy’s Policies and Terms of Agreement. The Hoy reserves the right to reject or cancel any advertisement for any reason and to regulate the typographical tone, design and size of ads to comply with The Hoy’s format.