




Maryland • Delaware • DC Press Service

Proudly serving the region's newspapers since 1908.



Which MDDC Advertising Service is Right for Your Needs?

	 MANSI Media	 2x2 Ad Network	 Classified Ad Network	 Daily Classified Network
Ad Size	You decide	2x2: 3.79" w x 2" h 2x4: 3.79" w x 4" h	You decide the number of words, but the price is based on a minimum of 25 words	Up to 25 words.
Circulation	Depends on the newspaper(s) you choose	Around 2 Million	Around 2 Million	Over 1 Million
Number of Newspapers	You decide	Around 80	Over 100	14 Newspapers
Can I run an ad in the newspapers of my choice?	Yes	You get the whole Network, or you can opt for targeted zones within the Network.	You get the whole Network, or you can opt for targeted zones within the Network.	No, you get the whole Network.
Price	Set by the papers based on your ad specifications. Call MANSI for a specific quote.	\$1,495 per insertion, or save with frequency discounts. Call MDDC for Zone rates.	\$495 for the first 25 words; \$8 for each additional. Call MDDC for Zone rates.	\$995 per week
Positioning	You may make specific positioning requests. A fee may be assessed.	Ad the discretion of the newspapers.	You select a reasonable classification for your ad.	You may request a reasonable classification, but papers have final discretion.
Can I choose the date my ad runs?	Yes	You designate the week, the newspapers decide the exact day.	You designate the week, the newspapers decide the exact day.	You designate the week. Most papers run ads Monday thru Friday.
What are my design options?	Text, graphics, color, inserts, etc.	Text and graphics	Text only	Text only
How is proof of publication provided?	Tearsheets	Affidavits and sample tearsheets if requested	Affidavits and sample tearsheets if requested	Affidavits and sample tearsheets if requested
What payment methods are accepted?	Billing is available pending credit approval.	Prepayment via check, money order or credit card	Prepayment via check, money order or credit card	Prepayment via check, money order or credit card