

# Classified Rates

Effective August 17, 2010

## The Daily Progress

P.O. Box 9030 • Charlottesville, VA 22906  
434-978-7200 • dailyprogress@mgads.com

### Frequency Discounts Per 28 days

2-3 days.....	25%
4-5 days.....	35%
6-7 days.....	45%
8 or more days .....	50%

Daily Progress	Open	\$1,000	\$3,000	\$6,000	\$12,000	\$25,000	\$50,000	\$100,000
Per Column Inch	\$105	\$90	\$80	\$76	\$66	\$62	\$57	\$54
Additional 1/4 inch	\$26.25	\$22.50	\$20.00	\$19.00	\$16.50	\$15.50	\$14.25	\$13.50
1/16 pg	\$515	\$443	\$371	\$391	\$324	\$304	\$278	\$263
1/8 pg	\$985	\$847	\$709	\$749	\$621	\$581	\$532	\$502
1/4 pg square/strip	\$1765	\$1518	\$1271	\$1341	\$1112	\$1041	\$953	\$900
1/3 page	\$2350	\$2021	\$1692	\$1786	\$1481	\$1387	\$1269	\$1199
1/2 pg vertical/horiz	\$3310	\$2847	\$2383	\$2516	\$2085	\$1953	\$1787	\$1688
3/4 pg horiz	\$4675	\$4021	\$3366	\$3553	\$2945	\$2758	\$2525	\$2384
Full page	\$5735	\$4932	\$4129	\$4359	\$3613	\$3384	\$3097	\$2925

### Ad color to any ad size for an additional 25% of ad cost.

The Publisher shall not be liable for discrepancies between any measurements of dimensions provided herein and the actual space occupied by any advertisement hereunder that do not materially affect the proportional visual impact of the advertisement. Rates are net and non-commissionable.

**Progress Plus** \$6.13 Per Column Inch Pick Up Rate  
**Rural Virginian** \$6.13 Per Column Inch Pick Up Rate

### AD RESERVATION DEADLINE Daily Publications

#### Publication Day

Monday  
Tuesday  
Wednesday  
Thursday  
Friday  
Saturday  
Sunday

#### Classified Display & Legals

Thursday, 5 pm  
Friday, 5 pm  
Monday, 12 noon  
Monday, 5 pm  
Tuesday, 5 pm  
Wednesday, 5 pm  
Thursday, 12 noon

#### Classified Line

Friday, 5 pm  
Monday, 5 pm  
Tuesday, 5 pm  
Wednesday, 5 pm  
Thursday, 5 pm  
Friday, 3 pm  
Friday, 3 pm

Non-Subscriber Publication Deadline: Monday at 5pm, 10 days prior to publication.

Holidays: 24 hours earlier than above regular deadlines

Preprint Reservation Deadline: 10 business days prior to publication

### AD SIZE REFERENCE CHART - 4 COLUMN FORMAT

