

# CENTRAL VIRGINIA NEWSPAPERS

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**national advertising**

Effective September 14, 2009

**RATES**

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

### DISPLAY - 6 Column

	Daily	Sun./Hol.	Non-Subscriber
Retail	\$57.88	\$61.36	\$28.39

	Daily	Sun./Hol.	Non-Subscriber
	\$23.85	\$27.26	\$18.17

Thurs.
\$39.75

### DISPLAY - 10 Column

Classified National	\$56.78	\$60.58	\$28.39
Recruitment	\$64.90	\$80.65	\$45.45

	\$24.44	\$25.85	\$17.31
	\$28.55	\$29.80	\$21.58

\$22.17
\$24.88

### LINE - 10 Column

Classified National	\$5.51	\$5.56	
Recruitment	\$6.29	\$7.38	

	\$2.37	\$2.38	
	\$2.74	\$2.78	

### Color Rates

Ad size	Spot Color	Full Color
126"	27%	35% of ad cost
63" - 125.75"	29%	37% of ad cost
31.5" - 62.75"	31%	39% of ad cost
15.25" - 31.25"	33%	41% of ad cost
3" - 15"	35%	43% of ad cost

Rates are gross.

Ad size	Full Color
31.5" - 126"	25% of ad cost
15.25" - 31.25"	30% of ad cost
3" - 15"	35% of ad cost

Rates are gross.

### Preprints

Full Run	Daily	Sun./Hol.	Non-Subscriber
Single	\$86.00	\$90.20	\$86.00
2pg std./4 pg tab	\$91.25	\$95.50	\$91.25
4 pg std./ 8 pg tab	\$96.50	\$101.00	\$96.50
6 pg std./ 12 pg tab	\$101.75	\$106.00	\$101.75
8 pg std./16 pg tab	\$107.00	\$111.00	\$107.00
10 pg std./20 pg tab	\$112.00	\$116.00	\$112.00
12 pg std./24 pg tab	\$117.50	\$121.00	\$117.50
14 pg std./28 pg tab	\$123.00	\$126.00	\$123.00
16 pg std./32 pg tab	\$128.50	\$132.00	\$128.50

Daily	Sun./Hol.	Non-Subscriber
\$86.00	\$90.20	\$86.00
\$91.25	\$95.50	\$91.25
\$96.50	\$101.00	\$96.50
\$101.75	\$106.00	\$101.75
\$107.00	\$111.00	\$107.00
\$112.00	\$116.00	\$112.00
\$117.50	\$121.00	\$117.50
\$123.00	\$126.00	\$123.00
\$128.50	\$132.00	\$128.50

Weekly
\$86.00
\$91.25
\$96.50
\$101.75
\$107.00
\$112.00
\$117.50
\$123.00
\$128.50

Over 16 pg std./32 pg tab add \$1.25 per tab page.

All advertising placed by a manufacturer, wholesaler or distributor of products or services sold generally through retail outlets, by mail or any other manner is deemed national advertising. Advertisers who do not publish a local phone number or do not have a physical location within our area of distribution, operates retail locations in multiple DMA's or has a billing address outside our PMA may also qualify for national rates. All national advertising is subject to the terms and conditions of the rate card in effect at that time. Rates are commissionable. Rate Card #DNO2061

## AD RESERVATION DEADLINE

### Daily Publications

Publication Day	Display	Classified Line
Monday	Thursday, 5 pm	Friday, 5 pm
Tuesday	Friday, 5 pm	Monday, 5 pm
Wednesday	Monday, 12 noon	Tuesday, 5 pm
Thursday	Monday, 5 pm	Wednesday, 5 pm
Friday	Tuesday, 5 pm	Thursday, 5 pm
Saturday	Wednesday, 12 noon	Friday, 3 pm
Sunday	Wednesday, 5 pm	Friday, 3 pm

### Weekly Publications\*\* (Orange County Review, Madison Eagle, & Greene County Record)

Publication Day	Display	Classified Line
Thursday	Monday, 3 pm	Tuesday, 10 am

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

**Holiday Deadline:** 24 hours earlier than above regular deadlines

**Preprint Reservation Deadline:** 10 business days prior to publication

Sunday Circulation and Advertising rates will apply to New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day and Christmas Day.

## Special Advertising Incentives

To improve results, increase the frequency, and reach of your advertising message. Earn additional discounts as you enhance the value of your message.

### COMBINATION/DISCOUNT DAYS

Pick up Sunday's display ad on the following Wednesday or Thursday for 33% OFF!

\* Holidays do not apply. Discount applies to the daily rate. No other discounts apply.

### MULTIPLE PAPER DISCOUNT

Advertise in:

- 2 publications and receive 15% OFF
- 3 publications and receive 30% OFF

The same ad must publish in the following newspapers: The Daily Progress, The News Virginian, and The Weekly Group and/or the non-subscriber publications. Same ROP ad/insert must publish within six consecutive days to qualify for discount. Discounts apply to full-run only. No other discounts apply.

### Circulation

#### The Daily Progress (Charlottesville)

Paid circulation daily 27,379; Sunday 30,546 total paid circulation (Source: Annual ABC Audit 9/28/08)

#### The News Virginian (Waynesboro)

Paid circulation daily 7,288; Sunday 6,920 total paid circulation (Source: Annual ABC Audit 9/28/08)

#### The Central Virginia Weekly Group

Publishing in the counties of Orange, Madison, and Greene. Combined paid and rack distribution: 13,100.