

CENTRAL VIRGINIA NEWSPAPERS

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recruitment classified

Effective October 1, 2008

RATES

The Daily Progress

THE NEWS VIRGINIAN

Weekly Publications**

DISPLAY - 10 Column

Annual \$ Commitment

Open Rate	Display		Line		Display		Line		Display	Line
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.		
\$1,000-\$2,999	\$37.70	\$38.31	\$3.98	\$4.05	\$15.68	\$17.87	\$1.36	\$1.45	\$17.88	\$3.02
\$3,000-\$5,999	\$33.32	\$33.86	\$3.52	\$3.58	\$14.87	\$16.95	\$1.34	\$1.44	\$15.98	\$2.69
\$6,000-\$8,999	\$31.56	\$32.06	\$3.34	\$3.39	\$13.86	\$15.80	\$1.31	\$1.39	\$15.78	\$2.66
\$9,000-\$11,999	\$30.25	\$30.74	\$3.19	\$3.24	\$13.27	\$15.12	\$1.28	\$1.36	\$15.35	\$2.59
\$12,000-\$14,999	\$27.62	\$28.06	\$2.92	\$2.96	\$13.06	\$14.89	\$1.26	\$1.34	\$14.94	\$2.52
\$15,000-\$19,999	\$26.75	\$27.17	\$2.83	\$2.87	\$12.66	\$14.43	\$1.23	\$1.30	\$14.72	\$2.49
\$20,000-\$29,999	\$25.86	\$26.29	\$2.74	\$2.78	\$12.06	\$13.75	\$1.21	\$1.29	\$14.51	\$2.44
\$30,000-\$49,999	\$24.11	\$24.49	\$2.55	\$2.59	\$11.66	\$13.28	\$1.18	\$1.25	\$14.30	\$2.41
\$50,000-\$74,999	\$23.67	\$24.05	\$2.50	\$2.54	\$11.45	\$13.05	\$1.15	\$1.23	\$13.89	\$2.34
\$75,000-\$99,999	\$22.80	\$23.15	\$2.41	\$2.44	\$11.26	\$12.83	\$1.12	\$1.20	\$13.76	\$2.31
\$100,000-\$199,999	\$22.35	\$22.71	\$2.36	\$2.40	\$10.86	\$12.37	\$1.09	\$1.16	\$13.63	\$2.24
\$200,000-\$299,999	\$21.48	\$21.83	\$2.27	\$2.31	\$10.05	\$11.45	\$1.05	\$1.12	\$13.50	\$2.19
\$300,000 +	\$21.05	\$21.38	\$2.23	\$2.26	\$ 9.65	\$11.00	\$1.04	\$1.10	\$13.37	\$2.13

Non-Subscriber Publications

Pick-up

Progress Plus (Wed)

Display Line

Rural Virginian (Wed)

Display Line

The Shenandoah Shopper (Wed)

Display Line

N.A.

Color Rates

Please call our office for these rates.

Please call our office for these rates.

Local

\$260.00

\$325.00

\$450.00

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. Rate Card #DNO2062. Rates are net and non-commissionable.

AD RESERVATION DEADLINE

Daily Publications

Publication Day Classified 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, 5 pm	Friday, 3 pm
Sunday	Thursday, 12 noon	Friday, 3 pm

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

Publication Day Classified Display Classified Line

Thursday	Monday, 3 pm	Tuesday, 10 am
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Non-Subscriber Publication Deadline: Monday at 5pm, 10 days prior to publication

Holiday Deadline: 24 hours earlier than above regular deadlines

Pre Deadline: 24 hours earlier than above regular deadlines

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 size, frequency, and reach of your advertising message. Earn additional discounts as you enhance the value of your message by combining the following discounts:

SIZE DISCOUNTS (4 Line Minimum)

Classified Display

- Inches:
- 1 to 9.5 - 8%
 - 9.51 to 50.50 - 12%
 - 50.51 to 102.5 - 20%
 - 102.51+ - 25%

Classified Line

- Lines:
- 5 to 13 - 3%
 - 14 to 139 - 8%
 - 140+ - 15%

DAILY PUBS FREQUENCY DISCOUNTS*

Classified Display

- Advertise for:
- 2 days - 25%
 - 3 days - 35%
 - 4 days - 45%
 - 5 days - 55%
 - 6 days - 65%

Classified Line

- Advertise for:
- 2 days - 20%
 - 3 - 4 days - 30%
 - 5 - 8 days - 35%
 - 9 - 14 days - 40%
 - 15+ days - 45%