

CENTRAL VIRGINIA NEWSPAPERS

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

retail advertising

Effective October 1, 2008

RATES

DISPLAY - 6 Column Annual \$ Commitment	The Daily Progress		THE NEWS VIRGINIAN		Weekly Publications** (Includes 30% discount for all 3 publications)
	Daily	Sun./Hol.	Daily	Sun./Hol.	Thurs.
Open Rate	\$44.56	\$49.75	\$19.14	\$22.05	\$31.09
\$1,000-\$2,999	\$32.51	\$36.73	\$15.38	\$16.70	\$21.40
\$3,000-\$5,999	\$31.63	\$34.28	\$14.53	\$15.77	\$21.18
\$6,000-\$8,999	\$29.50	\$32.25	\$13.69	\$14.83	\$20.96
\$9,000-\$11,999	\$29.49	\$32.20	\$13.25	\$14.06	\$20.76
\$12,000-\$14,999	\$28.96	\$31.51	\$12.93	\$13.78	\$20.53
\$15,000-\$19,999	\$28.38	\$30.93	\$12.55	\$13.45	\$19.83
\$20,000-\$29,999	\$28.23	\$30.66	\$12.01	\$12.79	\$19.47
\$30,000-\$49,999	\$27.63	\$30.12	\$11.74	\$12.40	\$18.06
\$50,000-\$74,999	\$27.31	\$29.74	\$11.46	\$12.02	\$16.94
\$75,000-\$99,999	\$27.04	\$29.47	\$11.09	\$11.69	\$16.94
\$100,000-\$199,999	\$26.72	\$28.99	\$10.71	\$11.30	\$16.94
\$200,000-\$299,000	\$26.45	\$28.77	\$10.00	\$10.58	\$16.94
\$300,000+	\$26.07	\$28.39	\$ 9.46	\$ 9.98	\$16.94
Non-Subscriber Publications	Progress Plus (Wed)	Rural Virginian (Wed)	Shenandoah Shopper (Wed)		
Open	\$17.00	\$15.50	\$17.00		N.A.
Contract	\$10.15	\$ 9.00	\$10.15		N.A.
Pick-up	\$ 3.70	\$ 3.45	\$ 4.06		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

Churches and Non-Profit can qualify for the \$6,000 contract level. Political/Advocacy ads are charged at the open rate. Rates are net and non-commissionable.

AD RESERVATION DEADLINE

Daily Publications

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

Weekly Publications**

(Orange County Review, Madison Eagle, & Greene County Record)

Publication Day

Thursday

Display

Monday, 3 pm

Non-Subscriber Publications Deadline:

Monday at 5pm, 10 days prior to publication

Holiday 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 frequency, and reach of your advertising message. Earn additional discounts as you enhance the value of your message.

COMBINATION/DISCOUNT DAYS

Sunday's display ad at full rate.

Monday and/or Tuesday, billed at half of daily rate!

* Same ad must run each day. Holidays do not apply. No other discounts apply.

MULTIPLE PAPER DISCOUNT

Advertise in The Daily Progress & The News Virginian and receive 5% OFF

The same ad must publish in both newspapers.

Same ad must publish within six consecutive days to qualify for discount.

Minor corrections are allowed for timeliness of ad. No other discounts apply.

Circulation

The Daily Progress (Charlottesville)

Paid circulation daily 29,025; Sunday 32,212 total paid circulation (Source: Annual ABC Audit 9/30/07)

The News Virginian (Waynesboro)

Paid circulation daily 7,424; Sunday 7,067 total paid circulation (Source: Annual ABC Audit 3/26/06)

The Central Virginia Weekly Group

Publishing in the counties of Orange, Madison, and Greene. Combined paid and rack distribution: 14,300.