

Richmond Times-Dispatch

inRich.com

P. O. BOX 85333 RICHMOND VA 23293-0001 804.649.6251

12-MONTH AGREEMENT

ACCOUNT NUMBER _____

NIC CODE _____

12-MONTH AGREEMENT Retail Display Advertising

In consideration of the discount specified below I authorize Richmond Times-Dispatch to publish advertising in the Richmond Times-Dispatch in accordance with the following requirements:

CHECK ONE

- | | |
|--|--|
| <input type="checkbox"/> \$1,500 - \$2,999 | <input type="checkbox"/> \$80,000 - \$114,999 |
| <input type="checkbox"/> \$3,000 - \$5,999 | <input type="checkbox"/> \$115,000 - \$159,999 |
| <input type="checkbox"/> \$6,000 - \$11,999 | <input type="checkbox"/> \$160,000 - \$204,999 |
| <input type="checkbox"/> \$12,000 - \$17,999 | <input type="checkbox"/> \$205,000 - \$259,999 |
| <input type="checkbox"/> \$18,000 - \$27,999 | <input type="checkbox"/> \$260,000 - \$359,999 |
| <input type="checkbox"/> \$28,000 - \$39,999 | <input type="checkbox"/> \$360,000 - \$499,999 |
| <input type="checkbox"/> \$40,000 - \$57,999 | |
| <input type="checkbox"/> \$58,000 - \$79,999 | |

Display ad and insert expenditures apply towards fulfillment.

Do not auto-increase investment level.

PROGRAMS

	Retail Rate	Category Rate	Zoned Rate
Power Buy	<input type="checkbox"/>		
Frequency Program	<input type="checkbox"/> 6 wk <input type="checkbox"/> 12 wk <input type="checkbox"/> 18 wk	<input type="checkbox"/>	<input type="checkbox"/>
Business Builder	<input type="checkbox"/>		
Impact Ads	<input type="checkbox"/>		
Zone Frequency	<input type="checkbox"/>		<input type="checkbox"/>
Preprints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preprint Discount	Preprint CPM \$ _____		
	<small>(off open rate)</small>		

It is understood by all parties hereto that in the event (1) the expenditure level contracted is not satisfied during the 12-month agreement period, effective with the first insertion date, or (2) the advertiser cancels this agreement before satisfying its minimum requirements, Richmond Times-Dispatch will compute the cost difference between the open or applicable earned rate and the discount amount and will bill advertiser for this additional difference, which advertiser agrees to pay within 30 days. The current Richmond Times-Dispatch Advertising Rate Card determines the rates of this agreement.

An agreement may be terminated if written notice is given by either party 30 days prior to its expiration date and/or the terms of the agreement are not fulfilled. The Richmond Times-Dispatch reserves the right to increase the rates specified, or modify the terms in this agreement at any time with the understanding that the new rates and modifications will apply unless the advertiser elects to cancel this agreement, in which case such cancellation may be done without discount adjustment. Advertiser will be given 30 days advance written notice before a rate change is made.

Except as to matters specifically superseded by this agreement, all provisions of the September 29, 2008 Retail Advertising Rate Card shall apply as if written herein and shall be incorporated herein by reference.

It is expressly understood that the space contracted for is to be used by the advertiser exclusively and for his own present business and cannot be sold, given or transferred in whole or in part in any way, to any other firm, individual or corporation.

The undersigned advertiser agrees to the terms and conditions herewith set forth and accepts this agreement as of this date:

_____	NAME OF BUSINESS
_____	AUTHORIZED SIGNATURE
_____	DATE
_____	ADDRESS
_____	CITY / STATE
_____	PHONE NUMBER
_____	ZIP CODE
_____	E-MAIL
_____	RETAIL ADVERTISING MANAGER

Accepted by Richmond Times-Dispatch

I would like more information regarding a Richmond Times-Dispatch subscription for my business. Please contact me.