

# media kit

Effective January 1, 2009



**THE NEWS VIRGINIAN**  
[NewsVirginian.com](http://NewsVirginian.com) THE VALLEY. IN DEPTH. DAILY.

1300 West Main Street  
Waynesboro, Virginia 22980  
540.932.3545

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# why advertise with us?

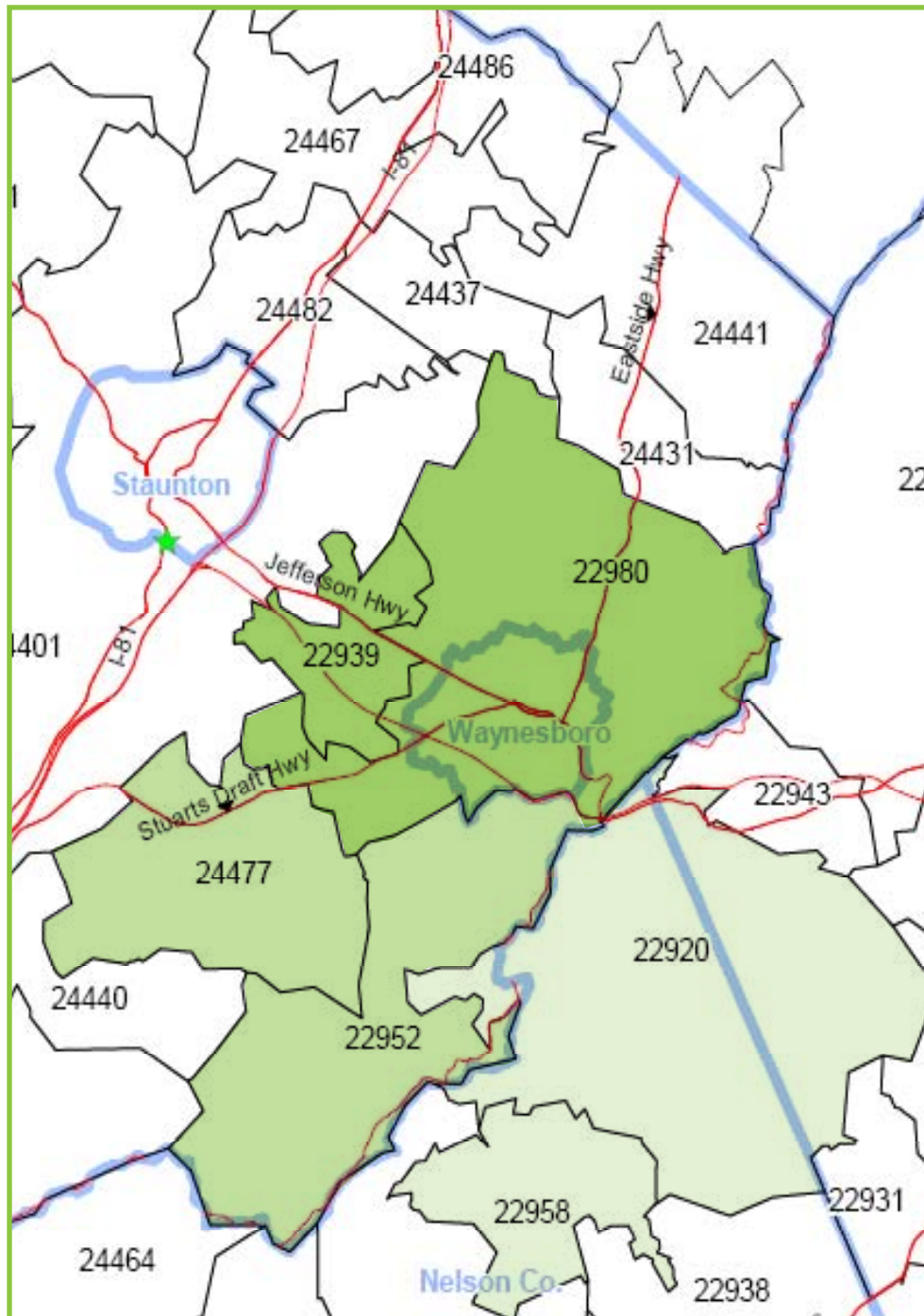
Want to reach thousands of consumers in the Waynesboro market? Look to the region's Number one local daily newspaper, The News Virginian. The Waynesboro News Virginian offers both print and web campaigns to meet your needs.

Business owners often think that newspaper advertising is too costly. We're here to dispel that myth and assure you that The News Virginian has programs for every budget level. We refer to our Sales Representatives as Solutions Experts, because they work with all sorts of different businesses to create ways for those businesses to achieve their marketing goals.

## TOP 10 REASONS TO ADVERTISE IN THE NEWS VIRGINIAN

- 1. NEWS VIRGINIAN AD CAMPAIGNS GET RESULTS.** When your ad runs, the phone rings, people come in, your web site gets visits and your sales potential grows.
- 2. NEWS VIRGINIAN ADVERTISING LETS YOU REACH NEW CUSTOMERS.** Whether you've been in business for 50 years or 50 days, you need to reach new people to keep your business growing.
- 3. NEWS VIRGINIAN ADVERTISING CAN TARGET SPECIFIC AREAS, READERS AND AREAS OF INTEREST.** We offer many programs and publications in addition to the "daily paper" that are designed to help you target specific customers.
- 4. NEWS VIRGINIAN ADVERTISING REACHES MORE PEOPLE EVERY DAY THAN ANY OTHER MEDIUM,** which means that when our readers are in the market for your product, service or event, your name is the one they'll remember if they've seen you advertise in the paper on a regular basis.
- 5. NEWS VIRGINIAN ADVERTISING IS TANGIBLE,** which means that your ad has a long shelf life and your customers will retain your ad message indefinitely.
- 6. NEWS VIRGINIAN ADVERTISING CAN RUN TOMORROW!** We have short deadlines, which means that you can get your message out quickly and can change that message quickly, if you need to.
- 7. NEWS VIRGINIAN ADVERTISING DOESN'T CHARGE YOU MORE TO CREATE AND PRODUCE YOUR AD,** it's already included in the price you're quoted – that saves you money.
- 8. NEWS VIRGINIAN ADVERTISING IS CONSIDERED "CONTENT" IN THE PAPER.** This means that your customers look to the paper to find the best deals when they're in the market to buy.
- 9. NEWS VIRGINIAN READERS HAVE MONEY TO SPEND.** We reach people with the highest household incomes, levels of education and home ownership. This means that our readers are the customers that you want.
- 10. NEWS VIRGINIAN READERS (YOUR CUSTOMERS) LOOK FOR THEIR PAPER EVERY DAY.** Whether in their driveway or in the box at area locations, The News Virginian is a sought-after product.

The News Virginian is a reliable, award winning source of news and advertising that invests in the community. We are Augusta County's best source of news and advertising information.



Penetration by ZIP code (average daily circulation, from 2004 ABC audit).

ZIP codes that are not highlighted have penetration of less than 10 percent.

- 30% +
- 20%-30%
- 14%- 20%

## Circulation:

**Daily:** 7,288

**Sunday:** 6,920

## Demographics:

**Population:** 112,690

**Readers:** 18,220 (daily)

17,300 (Sunday)

**Median Age in Augusta County:** 39

**Median Household Income:** \$48,276

**Male:** 48.2%

**Female:** 51.8%

Overall, **73%** of the market  
relies on **The News Virginian**  
when shopping  
for retail goods.



# How Can The News Virginian Help You?

## **We'll find the right marketing solution for you.**

As the leading information provider in Central Virginia, we have many ways in addition to the newspaper itself to help you reach your customers. Whether it's brochure design, event planning, commercial printing, product sampling, copywriting, media planning, online campaigns, contests or promotions, we have the ability to help you target your best customers.

## **We'll do the work for you.**

With your input, our Solutions Experts and award-winning design staff will come up with creative and affordable ways for you to identify and meet your key marketing challenges.

## **You'll get results.**

The bottom line for any business nowadays is return on investment. We work with self-employed entrepreneurs as well as large corporations to ensure that their marketing is smart marketing, and that it gets them the results they need.

**THE NEWS VIRGINIAN**  
NewsVirginian.com THE VALLEY. IN DEPTH. DAILY.

The News Virginian Marketing Services  
Your income is the outcome.

**(540) 932-3545**



# THE NEWS VIRGINIAN

NewsVirginian.com THE VALLEY. IN DEPTH. DAILY.

## Monthly List of Special Sections

### January

Home Style  
Living Healthy  
I Do Bridal Guide

### February

Home Style  
Business Honor Roll  
Planning Your Future

### March

Home Style  
Living Healthy  
Home and Garden

### April

Home Style  
Spring Tourist Guide  
Easter Church Guide

### May

Home Style  
Living Healthy  
Protecting Your Children  
Mother's Day Contest  
Soap Box Derby  
Graduation

### June

Home Style  
Senior Lifestyles

### July

Home Style  
Explore the Valley  
How To Guide

### August

Home Style  
Valley Favorites  
Football Preview

### September

Home Style  
Living Healthy  
Proud to Serve

### October

Home Style  
Fall Tourist and Foliage Guide  
School and College Guide

### November

Home Style  
Living Healthy  
Taste of Home

### December

Home Style  
Holiday Destination Pages

\* Publish months subject to change.

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
<b>Non-Subscriber Publications</b>	<b>Progress Plus (Wed)</b>	<b>Rural Virginian (Wed)</b>	<b>Shenandoah Shopper (Wed)</b>		
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		
<b>Color Rates</b>	Please call our office for these rates.		Please call our office for these rates.		<b>Local</b>
					\$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.

### MODULAR AD DISCOUNTS

- Full page (6 column x 21") – 15%
- 1/2 page (6 column x 10.5" or 3 column x 21") – 10%
- 1/4 page (3 column x 10.5") - 7%
- 1/8 page (3 column x 5") – 5%
- 1/16 page (2 column x 3") – 3%

### FREQUENCY DISCOUNTS

- |              |              |
|--------------|--------------|
| 2 days – 4%  | 5 days – 15% |
| 3 days – 7%  | 6 days – 20% |
| 4 days – 10% | 7 days – 25% |

Repeat the same ad in any 7 consecutive day period and receive the above discount on each ad. Must be the same ad/no changes. Entire schedule must be booked at the same time. Use any mix of days, start on any day of the week. Discount is per ad, off price otherwise payable. Modular ad discount may apply. No other discounts apply.

### MULTIPLE PAPER DISCOUNT

**Advertise in The Daily Progress & The News Virginian and receive 10% 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 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.

## 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

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.

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	Weekly
\$86.00	\$90.20	\$86.00	\$86.00
\$91.25	\$95.50	\$91.25	\$91.25
\$96.50	\$101.00	\$96.50	\$96.50
\$101.75	\$106.00	\$101.75	\$101.75
\$107.00	\$111.00	\$107.00	\$107.00
\$112.00	\$116.00	\$112.00	\$112.00
\$117.50	\$121.00	\$117.50	\$117.50
\$123.00	\$126.00	\$123.00	\$123.00
\$128.50	\$132.00	\$128.50	\$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.

# pre-print rates

effective Sept. 14, 2009

## The Daily Progress

## THE NEWS VIRGINIAN

## Culpeper Star-Exponent

## Weekly Publications\*

Full Run	The Daily Progress			THE NEWS VIRGINIAN			Culpeper Star-Exponent			Weekly Publications*
	Daily	Sun./Hol.	Non-Subscriber	Daily	Sun./Hol.	Non-Subscriber	Daily	Sun./Hol.	Non-Subscriber	
Single	\$62.00	\$66.00	\$62.00	\$62.00	\$66.00	\$62.00	\$62.00	\$66.00	\$62.00	\$62.00
4 pg tab	\$66.00	\$68.00	\$66.00	\$66.00	\$68.00	\$66.00	\$64.00	\$68.00	\$64.00	\$66.00
4 pg std./ 8 pg tab	\$68.00	\$71.00	\$68.00	\$68.00	\$71.00	\$68.00	\$74.00	\$76.00	\$68.00	\$68.00
6 pg std./ 12 pg tab	\$72.00	\$75.00	\$72.00	\$72.00	\$75.00	\$72.00	\$78.00	\$80.00	\$72.00	\$72.00
8 pg std./16 pg tab	\$77.00	\$80.00	\$77.00	\$77.00	\$80.00	\$77.00	\$82.00	\$84.00	\$76.00	\$77.00
10 pg std./20 pg tab	\$82.00	\$85.00	\$82.00	\$82.00	\$85.00	\$82.00	\$86.00	\$88.00	\$80.00	\$82.00
12 pg std./24 pg tab	\$87.00	\$90.00	\$87.00	\$87.00	\$90.00	\$87.00	\$92.00	\$94.00	\$84.00	\$87.00
14 pg std./28 pg tab	\$92.00	\$95.00	\$92.00	\$92.00	\$95.00	\$92.00	\$96.00	\$98.00	\$88.00	\$92.00
16 pg std./32 pg tab	\$97.00	\$100.00	\$97.00	\$97.00	\$100.00	\$97.00	\$100.00	\$102.00	\$96.00	\$97.00
18 pg std./36 pg tab	\$101.50	\$104.50	\$101.50	\$101.50	\$104.50	\$101.50	\$104.00	\$106.00	\$100.00	\$101.50
20 pg std./40 pg tab	\$106.00	\$109.00	\$106.00	\$106.00	\$109.00	\$106.00	\$108.00	\$110.00	\$104.00	\$106.00
22 pg std./44 pg tab	\$110.50	\$113.50	\$110.50	\$110.50	\$113.50	\$110.50	\$112.00	\$114.00	\$108.00	\$110.50
24 pg std./48 pg tab	\$115.00	\$118.00	\$115.00	\$115.00	\$118.00	\$115.00	\$116.00	\$118.00	\$112.00	\$115.00
26 pg std./52 pg tab	\$119.50	\$122.50	\$119.50	\$119.50	\$122.50	\$119.50	\$120.00	\$122.00	\$116.00	\$119.50
28 pg std./56 pg tab	\$124.00	\$127.00	\$124.00	\$124.00	\$127.00	\$124.00	\$124.00	\$126.00	\$120.00	\$124.00
30 pg std./60 pg tab	\$128.50	\$131.50	\$128.50	\$128.50	\$131.50	\$128.50	\$128.00	\$130.00	\$124.00	\$128.50
32 pg std./64 pg tab	\$133.00	\$136.00	\$133.00	\$133.00	\$136.00	\$133.00	\$132.00	\$134.00	\$128.00	\$133.00

Over 32 pg std./64 pg tab please contact your sales representative. Rate Card #DN02071

\$5.00 CPM zoning fee surcharge applied to less than full run quantities.

### Preprint Frequency Discounts

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

Level 1	6 - 12 times	3%
Level 2	13 - 26 times	6%
Level 3	27 - 52 times	9%
Level 4	53 - 104 times	12%
Level 5	105+	15%

Preprints and press-fed inserts inserted in the following newspapers: The Daily Progress, The News Virginian, The Weekly Group (Orange County Review, Greene County Record, and Madison Eagle) and/or the non-subscriber publications will count separately towards frequency contract fulfillment. Preprint revenue applies toward fulfillment of dollar volume agreements. Requires annual commitment. Discount applies to full run preprint rates only. No other discounts apply. **Preprints for separate publications need to be wrapped and labeled separately.**

### PREPRINT DEADLINE

**10 business days prior to publication for space and materials.**

- Sunday Circulation and Advertising rates will apply to New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day and Christmas Day.
- Pre-printed quantities will vary due to seasonality and spoilage. Please contact your sales representative for press order quantities. (usually 2.5 - 3% overage)

### DELIVERY ADDRESSES

#### The Daily Progress

Deliver to The Richmond Times Dispatch  
8460 Times Dispatch Blvd.  
Door 24  
Mechanicsville, VA 23116  
804-559-8272

#### Culpeper Star-Exponent

122 West Spencer Street  
Culpeper, VA 22701  
ndwyer@starexponent.com  
540-948-5121

#### The News Virginian

Deliver to The Lynchburg News & Advance  
101 Wyndale Drive  
Lynchburg, VA 24501  
434-385-5588

#### Weekly Publications

122 West Spencer Street  
Culpeper, VA 22701  
ndwyer@starexponent.com  
540-948-5121

**Deliveries are accepted Monday through Friday, 8:00 a.m. - 4:00 p.m.**

### Insert Sizes:

**Maximum: 11" x 11"**

(before quarterfolding)

**Minimum paper stock:**

70 lbs. coated or uncoated

### Post-It Notes

**You can be front page news!**

Post your advertising message on the front page. Perfect for grand openings, special events and coupons. Certain terms and conditions apply. Call your local sales representative for more information. **(434) 978-7200**

### 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 Culpeper Star Exponent (Culpeper)**

Paid circulation daily 7,326; Sunday 7,456 total paid circulation (Source: Annual ABC Audit 3/30/08)

**The Central Virginia Weekly Group**

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

# general classified rates

effective Sept. 14, 2009

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

### DISPLAY - 10 Column Annual \$ Commitment

	Display		Line		Display		Line		Weekly Publications**	
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Display	Line
Open Rate	\$40.48	\$41.12	\$4.63	\$4.70	\$18.56	\$21.16	\$1.70	\$1.81	\$21.04	\$3.55
\$1,000-\$2,999	\$34.81	\$35.37	\$3.98	\$4.05	\$14.47	\$16.50	\$1.36	\$1.45	\$17.88	\$3.02
\$3,000-\$5,999	\$30.76	\$31.26	\$3.52	\$3.58	\$13.73	\$15.65	\$1.34	\$1.44	\$15.98	\$2.69
\$6,000-\$8,999	\$29.15	\$29.61	\$3.34	\$3.39	\$12.80	\$14.59	\$1.31	\$1.39	\$15.78	\$2.66
\$9,000-\$11,999	\$27.93	\$28.38	\$3.19	\$3.24	\$12.24	\$13.96	\$1.28	\$1.36	\$15.35	\$2.59
\$12,000-\$14,999	\$25.49	\$25.91	\$2.92	\$2.96	\$12.06	\$13.74	\$1.26	\$1.34	\$14.94	\$2.52
\$15,000-\$19,999	\$24.69	\$25.09	\$2.83	\$2.87	\$11.69	\$13.33	\$1.23	\$1.30	\$14.72	\$2.49
\$20,000-\$29,999	\$23.88	\$24.26	\$2.74	\$2.78	\$11.14	\$12.69	\$1.21	\$1.29	\$14.51	\$2.44
\$30,000-\$49,999	\$22.26	\$22.61	\$2.55	\$2.59	\$10.77	\$12.27	\$1.18	\$1.25	\$14.30	\$2.41
\$50,000-\$74,999	\$21.85	\$22.21	\$2.50	\$2.54	\$10.58	\$12.05	\$1.15	\$1.23	\$13.89	\$2.34
\$75,000-\$99,999	\$21.05	\$21.38	\$2.41	\$2.44	\$10.39	\$11.85	\$1.12	\$1.20	\$13.76	\$2.31
\$100,000-\$199,999	\$20.64	\$20.97	\$2.36	\$2.40	\$10.03	\$11.42	\$1.09	\$1.16	\$13.63	\$2.24
\$200,000-\$299,999	\$19.83	\$20.15	\$2.27	\$2.31	\$9.28	\$10.57	\$1.05	\$1.12	\$13.50	\$2.19
\$300,000 +	\$19.43	\$19.74	\$2.23	\$2.26	\$8.91	\$10.15	\$1.04	\$1.10	\$13.37	\$2.13

### Non-Subscriber Publications

Progress Plus (Wed)		Rural Virginian (Wed)	
Display	Line	Display	Line
\$2.45	\$1.00	\$2.45	\$0.27

The Shenandoah Shopper (Wed)	
Display	Line
\$1.07	\$1.00

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

**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

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%

### 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%



RICHMOND TIMES-DISPATCH • BRISTOL HERALD COURIER  
THE DAILY PROGRESS • CULPEPER STAR-EXPONENT  
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THE NEWS & MESSENGER • THE NEWS VIRGINIAN

Same ad must publish in the same publication, on consecutive days to qualify for discount.\* Percentage discounts are applied one after the other, not added together. Ad rate may vary slightly due to rounding.

# real estate classified rates

effective Sept. 14, 2009

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

### DISPLAY - 10 Column Annual \$ Commitment

Open Rate
\$1,000-\$2,999
\$3,000-\$5,999
\$6,000-\$8,999
\$9,000-\$11,999
\$12,000-\$14,999
\$15,000-\$19,999
\$20,000-\$29,999
\$30,000-\$49,999
\$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$199,999
\$200,000-\$299,999
\$300,000 +

Display		Line	
Daily	Sun./Hol.	Daily	Sun./Hol.
\$42.17	\$42.84	\$4.63	\$4.70
\$36.27	\$36.85	\$3.98	\$4.05
\$32.05	\$32.56	\$3.52	\$3.58
\$30.36	\$30.85	\$3.34	\$3.39
\$29.10	\$29.57	\$3.19	\$3.24
\$26.57	\$26.99	\$2.92	\$2.96
\$25.73	\$26.13	\$2.83	\$2.87
\$24.88	\$25.28	\$2.74	\$2.78
\$23.19	\$23.57	\$2.55	\$2.59
\$22.77	\$23.14	\$2.50	\$2.54
\$21.93	\$22.27	\$2.41	\$2.44
\$21.51	\$21.85	\$2.36	\$2.40
\$20.66	\$21.00	\$2.27	\$2.31
\$20.25	\$20.57	\$2.23	\$2.26

Display		Line	
Daily	Sun./Hol.	Daily	Sun./Hol.
\$19.34	\$22.04	\$1.70	\$1.81
\$15.09	\$17.19	\$1.36	\$1.45
\$14.31	\$16.30	\$1.34	\$1.44
\$13.34	\$15.20	\$1.31	\$1.39
\$12.77	\$14.54	\$1.28	\$1.36
\$12.57	\$14.33	\$1.26	\$1.34
\$12.18	\$13.88	\$1.23	\$1.30
\$11.60	\$13.22	\$1.21	\$1.29
\$11.22	\$12.78	\$1.18	\$1.25
\$11.02	\$12.56	\$1.15	\$1.23
\$10.83	\$12.34	\$1.12	\$1.20
\$10.45	\$11.90	\$1.09	\$1.16
\$ 9.67	\$11.02	\$1.05	\$1.12
\$ 9.28	\$10.58	\$1.04	\$1.10

Display	Line
\$21.04	\$3.55
\$17.88	\$3.02
\$15.98	\$2.69
\$15.78	\$2.66
\$15.35	\$2.59
\$14.94	\$2.52
\$14.72	\$2.49
\$14.51	\$2.44
\$14.30	\$2.41
\$13.89	\$2.34
\$13.76	\$2.31
\$13.63	\$2.24
\$13.50	\$2.19
\$13.37	\$2.13

### Non-Subscriber Publications

Pick-up

### Progress Plus Rural Virginian

Display	Line	Display	Line
\$2.38	\$1.00	\$2.38	\$0.27

### The Shenandoah Shopper

Display	Line
\$1.04	\$1.00

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

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  - 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%

Same ad must publish in the same publication, on consecutive days to qualify for discount.\* Percentage discounts are applied one after the other, not added together. Ad rate may vary slightly due to rounding.

# recruitment classified rates

effective Sept. 14, 2009

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

### DISPLAY - 10 Column Annual \$ Commitment

	Display		Line		Display		Line		Display	Line
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.		
Open Rate	\$43.83	\$44.54	\$4.63	\$4.70	\$20.11	\$22.91	\$1.70	\$1.81	\$21.04	\$3.55
\$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

Progress Plus (Wed)		Rural Virginian (Wed)		
Display	Line	Display	Line	
Pick-up	\$2.48	\$1.00	\$2.48	\$0.27

The Shenandoah Shopper (Wed)		
Display	Line	
Pick-up	\$1.08	\$1.00

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

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#### Publication Day Classified Display Classified Line

Thursday	Monday, 3 pm	Tuesday, 10 am
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## 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%

# automotive classified rates

effective Sept. 14, 2009

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

DISPLAY - 10 Column Annual \$ Commitment	Display		Line		Display		Line		Display	Line
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.		
Open Rate	\$40.48	\$41.12	\$4.63	\$4.70	\$18.56	\$21.16	\$1.70	\$1.81	\$21.04	\$3.55
\$1,000-\$2,999	\$34.81	\$35.37	\$3.98	\$4.05	\$14.47	\$16.50	\$1.36	\$1.45	\$17.88	\$3.02
\$3,000-\$5,999	\$30.76	\$31.26	\$3.52	\$3.58	\$13.73	\$15.65	\$1.34	\$1.44	\$15.98	\$2.69
\$6,000-\$8,999	\$29.15	\$29.61	\$3.34	\$3.39	\$12.80	\$14.59	\$1.31	\$1.39	\$15.78	\$2.66
\$9,000-\$11,999	\$27.93	\$28.38	\$3.19	\$3.24	\$12.24	\$13.96	\$1.28	\$1.36	\$15.35	\$2.59
\$12,000-\$14,999	\$25.49	\$25.91	\$2.92	\$2.96	\$12.06	\$13.74	\$1.26	\$1.34	\$14.94	\$2.52
\$15,000-\$19,999	\$24.69	\$25.09	\$2.83	\$2.87	\$11.69	\$13.33	\$1.23	\$1.30	\$14.72	\$2.49
\$20,000-\$29,999	\$23.88	\$24.26	\$2.74	\$2.78	\$11.14	\$12.69	\$1.21	\$1.29	\$14.51	\$2.44
\$30,000-\$49,999	\$22.26	\$22.61	\$2.55	\$2.59	\$10.77	\$12.27	\$1.18	\$1.25	\$14.30	\$2.41
\$50,000-\$74,999	\$21.85	\$22.21	\$2.50	\$2.54	\$10.58	\$12.05	\$1.15	\$1.23	\$13.89	\$2.34
\$75,000-\$99,999	\$21.05	\$21.38	\$2.41	\$2.44	\$10.39	\$11.85	\$1.12	\$1.20	\$13.76	\$2.31
\$100,000-\$199,999	\$20.64	\$20.97	\$2.36	\$2.40	\$10.03	\$11.42	\$1.09	\$1.16	\$13.63	\$2.24
\$200,000-\$299,999	\$19.83	\$20.15	\$2.27	\$2.31	\$ 9.28	\$10.57	\$1.05	\$1.12	\$13.50	\$2.19
\$300,000 +	\$19.43	\$19.74	\$2.23	\$2.26	\$ 8.91	\$10.15	\$1.04	\$1.10	\$13.37	\$2.13
Non-Subscriber Publications	Progress Plus (Wed)		Rural Virginian (Wed)		The Shenandoah Shopper (Wed)					
	Display	Line	Display	Line	Display	Line				
Pick-up	\$2.43	\$1.00	\$2.43	\$0.27	\$1.07	\$1.00			N.A.	

### Color Rates

Please call our office  
for these rates.

Please call our office  
for these rates.

### Local

\$260.00

\$325.00

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Monday	Thursday, 5 pm	Friday, 5 pm
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Publication Day	Classified Display	Classified Line
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### (4 Line Minimum)

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- 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%

### 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%

Same ad must publish in the same publication, on consecutive days to qualify for discount.\* Percentage discounts are applied one after the other, not added together. Ad rate may vary slightly due to rounding.

Now you can post your advertising message on the front page of The News Virginian.

Your message will **stick** in people's minds like never before.



Place your ad alongside tomorrow's headlines on Page One...using our Post-It Note advertising program to make your message stick out.

Your ad will be seen as soon as they open the paper. Post-It Notes grab the reader's attention, providing high visibility and immediate impact like no other type of print advertising.

They take it with them. Post-It Notes are saved by consumers as handy reminders on their computers, dashboards, notebooks, refrigerator doors, phones, bulletin boards and more.

Coupons without the clipping. Post-It Notes are convenient coupons - convenient for the consumer, who can keep the coupon without cutting the rest of the paper, and convenient for you in tracking your sales success.

Perfect for grand openings, special events and product premieres. Post-It Notes deliver customers to your sales, events, contests, special products or incentives, and your one-of-a-kind-services.

**Placement: Front Page**  
**Availability: Monday - Sunday**

**Rates:**

Annual Frequency*	OPEN	2-6x	7-12x	13-24x	25-52x	53+
2.875" x 2.875" 1-4 ink color	\$70	\$65	\$60	\$55	\$50	\$40

**Deadlines:**  
 Space reservation: 10 days prior

**Quantity:**  
 7,500: The News Virginian

**Image sizes:**  
 2.875" x 2.875"

**Paper size:**  
 2.875" x 2.875"

No additional charge for special shapes.

## What Makes A Good Note?

Identity or brand

Offer or event



Call to action

Actual size

# Color Rates

Rates are based on a percentage of the black and white ad cost. Percentage is in addition to the cost of the black and white ad.

Minimum ad size for color is 3"

## Ad Size

## Full Color

118.5" .....	10% of ad cost
15.25" to 31.25" .....	15% of ad cost
3" to 15" .....	\$25 flat charge



## Advertising Rate Card Contract & Copy Regulations

### 1. Retail advertising rates apply only to:

A. the sale of advertising space to any single firm or individual advertiser to promote its selling at retail directly to the public within the publisher's retail trading area, typically defined as a 50 mile radius around the newspaper's plant.

B. the sale of advertising space to promote some special interest or event occurring in [the publisher's] retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of the publisher and is acceptable only if the reference to the individual sponsors appears only in a list of sponsors' names, unless the advertisement is an insert that includes advertisers who are predominantly located outside of the retail trading area:

C. the sale of advertising space to promote retail sales directly to the public from on-going, non-transient inventories by a group of retailers in contiguous locations within the retail trading area; or

D. the sale of space for political advertising.

2. General advertising rates apply to the sale of all advertising space that does not otherwise meet the criteria of paragraphs 1 or 2, above, including but not limited to the sale of advertising space for employment/recruiting purposes and the sale of advertising space to businesses not having an established or permanent location in the publisher's retail trading area.

3. An advertising agency commission program is available to recognized advertising agencies for national advertising at 15%. Local advertising is generally non-commissionable. However, commission on the local rate will be paid to all national and state associations of which Media General and/or the newspaper is a current dues paying member, as well as to other newspaper-owned or affiliated organizations that place advertising with our newspapers on a regular basis. Such commissions may include payments for new business, existing business, major accounts and one-order-one-billing services, each of which will be determined by the then current rates of each organization, established on an equitable basis for all participating newspapers. The local rates of Media General's newspapers will not be grossed up to include commissions. Any commissions due to networks should be deducted from the local rate.

4. Forwarding of an order by the advertiser is construed as an acceptance by the advertiser of all rates and conditions under which advertising space is at the time sold by the publisher. Failure to make an order correspond in price, or otherwise, with the applicable rate card is regarded only as a clerical error and publication shall be made and charged for based upon the rates and terms of the applicable rate card, without further notice. Special clauses in an order shall not be accepted if they relate to legal liability or circulation guarantees; the terms and conditions of any form advertising contract prepared and tendered by the advertiser shall be inapplicable to the extent that they are inconsistent with the terms and conditions stated herein. Execution of the publisher's form advertising contract by the advertiser is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publisher; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of [the publisher's] form advertising contract, the provisions of the contract shall apply.

5. Submission of an advertisement to a sales representative of the publisher does not constitute a commitment by the publisher to publish the advertisement. Only publication of an advertisement constitutes acceptance of the advertiser's order. Publication of an advertisement does not constitute an agreement for continued publication. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by the publisher shall be refunded.

6. Acceptance and publication of advertising does not constitute any extension of credit. The publisher may, at its sole discretion, extend credit upon completion of an application for credit, and/or personal guarantees by the advertiser, and/or any additional information and references deemed necessary. The advertiser should allow 7 working days for the processing of its credit application. When the publisher extends credit, payments are due by the 15th of the month following publication. Continuation of credit privileges is dependent upon full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which may be changed by the publisher upon 7 days' prior written notice to the advertiser.

7. Except as otherwise provided herein, all bills for advertising are net and are due and payable upon submission of statement. A charge of 1.5% per month, which accrues to 18% annually, shall be made on all unpaid advertising when the account becomes 30 days past due, and such charges shall appear on the subsequent monthly statement.

8. When the publisher sets copy, a charge shall be made for the actual space occupied if such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, the publisher shall bill the advertiser for the exact space ordered.

9. The publisher reserves the right to amend or revise rates, terms, conditions, etc. upon 30 days' written notice; all advertising contracts are accepted subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the publisher prior to the effective date of the amendments, cancel its advertising contract without liability for future obligations there under. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract between the advertiser and the publisher shall be void and of no effect.

10. The publisher reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration, or phraseology.

11. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The publisher shall make any other changes if time permits and at an additional charge of \$15 per hour, with a \$30 minimum charge. If the advertiser is furnished such proofs, the publisher shall not be held liable or responsible for any error in any published advertisement unless the advertiser's proof correction requests are returned in ample time before publication and are not met. Whether or not such proofs are furnished, the publisher shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser.

12. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. The publisher shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 30 days of the publication date. Error adjustments shall be given in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of any payment for the advertising space involved. The publisher has the exclusive right to choose the appropriate form of adjustment.

13. In the event of the publisher's error when advertising goods are listed at less than the specified price, the publisher shall furnish a letter to the advertiser to be posted, noting error and stating the correct price. The publisher shall not assume any liability for goods sold at the incorrect price.

14. The publisher shall not be responsible for orders, cancellations, or corrections given over telephone. Written confirmations of orders, cancellations, or corrections must be received by the publisher in ample time to follow. Copy set and not published shall be charged at \$1.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 2:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space cancelled. The publisher shall accept no cancellations after 2:00 p.m. the day prior to printing.

15. Positions may be requested for any page on which advertising is acceptable and shall be filled,

if possible, depending upon editorial make-up and advertising space demands. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. Every effort shall be made to comply with such position requests. Subject to the provisions of paragraph 11 hereof, the publisher shall guarantee page position for an additional 25% of the cost of the advertisement, subject to availability; provided, however, that in no event shall exact placement on a page be guaranteed.

16. Political advertisements must be paid in advance of publication by cash, credit card, or certified check shall be set as display advertisements. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by candidate or candidate's committee and must include the name and residence address of individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

17. Any advertisement simulating news matter must have the word "Advertisement" or the words, "Paid Advertisement" at the top and/or bottom of the advertisement in 10pt. type. The publisher reserves right to include such words if omitted by the advertiser. The advertiser's failure to include such words, may result in a charge for the additional space necessary to include them. In no event may publisher's masthead or news type be used for advertising purposes.

18. No advertising contract is valid unless signed by the publication's Advertising Manager, Director or Publisher. All advertising contracts must be made in the advertiser's name and signed and titled by an owner or officer of the advertiser. All advertisements are accepted for publication entirely upon the representation that the advertiser and its agency (if any) are properly authorized to publish entire contents and subject matter thereof. The advertiser acknowledges and agrees that the space reserved under the advertising contract is to be used by the advertiser signing the contract and used exclusively for the advertiser's present business and cannot be sold, given, transferred, or assigned, in whole or in part, to any other firm, individual, corporation, or other entity.

19. The publisher may cancel any advertising contract at any time for reasons satisfactory to the publisher. If the contract is cancelled because the advertiser defaults in payment of any amount when due there under, becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver is appointed, then the advertiser shall pay at the rate earned. If the contract is cancelled by the publisher for any other reason, the advertiser shall pay at the contract rate. The advertiser may cancel any advertising contract for any reason upon 30 days written notice to the publisher, in which event the advertiser shall pay at the rate earned.

20. The publisher shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond the publisher's control.

21. Any federal, state or local tax imposed on advertising published hereunder shall be an additional charge to the advertiser, over and above the rates set forth herein.

22. All property rights arising from the creation or production of advertisements for the advertiser by the publisher, including but not limited to any copyright interest in any such advertisements which incorporate art work, creative ability, and/or typography furnished or arranged by the publisher, shall be the property of the publisher. No such advertisement or any part thereof may be reproduced without the prior written consent of the publisher. The publisher shall not be held liable or responsible for any original artwork, drawings, or materials supplied by the advertiser that are left at the publisher's offices for over 5 days.

23. Key numbers and coupons in advertisements are accepted at the advertiser's risk.

24. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly separately liable for all such payments.

25. In consideration of the publication of advertising, the advertiser and its agency (if any) hereby indemnify and agree to hold the publisher harmless against any and all liability, loss or expense from any violations of law, claims for libel, unfair competition, unfair trade practice, violation of rights of privacy or rights of publicity, infringement of trademark, trade name, copyright or any other proprietary rights, or any other claims, causes of action or the like arising directly or indirectly from the publication of advertising hereunder. The advertiser and agency (if any) further agree to pay the costs of any such actions, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection.

26. The advertiser agrees to hold the publisher harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection, incurred by [the publisher] in enforcing payment of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceedings that may be taken to enforce and advertising contract hereunder shall be in the publisher's county. The laws of Virginia [without regard to any of its conflicts of laws provisions] shall govern the interpretation and enforcement of this contract and all legal proceedings.

27. Advertising rates are based on column inch size, Fractional page size or number of lines. All measurements or dimensions provided herein are nominal and are subject to change. The Publisher reserves the right to decrease the page and column with along with the depth of the page, to increase or decrease the number of columns per page and to adjust the size of any advertisement to conform to the current page dimensions. All advertisements ordered will still maintain substantially the same proportion of the page (less margins). Ads more than 18" in depth will be billed at the full 21" depth.

28. 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. Claims for any adjustments based upon the Publisher's changes to any advertisement with regard to content, size or position must be made not later than thirty, (30) days after the publication date containing the advertisement for which an adjustment is sought. If an adjustment is requested during the 30 day period, the Publisher will determine if the claim is valid and make any adjustments that the Publisher deems appropriate.

29. Notwithstanding anything to the contrary herein, under no circumstances shall publisher be liable to advertiser or agency for any consequential, punitive, incidental or special damages. In no event will the liability of publisher to advertiser, agency or any third party for damages, direct or otherwise, arising out of or in connection herewith exceed the total value of the monies payable to publisher for the services not performed in accordance with these terms and conditions.

30. Publisher shall use commercially reasonable efforts to in performing the services hereunder. Advertiser hereby acknowledges publisher shall not be liable for immaterial deviations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, or representations are made by publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or other warranties, whether expressed or implied, in law or in fact, oral or writing.

Rates effective September 14, 2009. Rates are net and non-commissionable. Rate card #DN02045. Rev. 6-29

## Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The News Virginian preferred software for electronic ad delivery is Adobe Acrobat Distiller 4.0 (ver. 1.3 pdf). Providing pdf files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using pdf also allows you to embed fonts and graphics within the file rather than sending them separately further ensuring that your ads appear exactly as you intend. All artwork within the pdf's created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color, or Index Color. Please note that our graphic artists are not able to make changes to submitted pdf files. Copies of the The News Virginian's preferred Acrobat Distiller settings (Mac or Windows) are available upon request. Although we prefer pdf, our intent is to serve you in the way you need us to, and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below; we can also make requested changes to files submitted in those formats. Whatever the format, The News Virginian will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The News Virginian will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. If you have questions, please contact The News Virginian Art Department at 540-932-3543. Please email all electronic ad submissions to your sales representative.

### MEDIA

CD-ROM or CD-RW

Electronic ad files will be stored on The News Virginian file servers for 90 days from the original run date.

Ads older than 90 days must be resubmitted.

### SOFTWARE (MAC OR WINDOWS)

Adobe Acrobat Distiller 4.0

Adobe Photoshop CS2

Adobe InDesign CS2

QuarkXpress 4.1

Mac users please include program extension when naming file (ex: .tif, .eps, .qxd etc...)

### COLOR

All Pantone, Index, Lab & RGB colors must be turned to process colors (CMYK) All color scans/bitmaps must be converted to CMYK. The color ink limit for our press is 240%.

### GRAPHICS

- All linked graphics must be included.
- Vector graphics must be saved in EPS format. Type MUST be turned to outlines.
- Scans/bitmap graphics must be in TIFF or Photoshop EPS from at 300 dpi at 100%

### GRAYSCALE IMAGES

A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites - 2%

**Highlights - 4%**

**Midtones - 35%**

**Shadows - 85%**

*The News Virginian is not responsible for reproduction of graphics that do not adhere to these specifications*

### PROOFS

Laser or inkjet proofs must accompany all ads submitted.

Email users must fax proofs at the time of transmission.

## MECHANICAL SPECIFICATIONS

### Retail Column Widths

(Broadsheet 6 column width)

1 column = 1.556 inches

2 column = 3.22 inches

3 column = 4.889 inches

4 column = 6.556 inches

5 column = 8.22 inches

6 column = 9.889 inches

Full page 6 col. x 19.75 inches

Double Truck (Center Spread)

13 column = 24 inches wide (12 columns + gutter)

### Classified Column Widths\*

(Broadsheet 10 column width)

1 column = 0.983 inches

2 column = 1.931 inches

3 column = 2.925 inches

4 column = 3.919 inches

5 column = 4.912 inches

6 column = 5.906 inches

7 column = 6.899 inches

8 column = 7.893 inches

9 column = 8.887 inches

10 column = 9.889 inches

Full Page 9.889" x 19.75 inches

Double Truck (Center Spread)

21 column = 24 inches wide (20 columns + gutter)

\*Please note that sizes will reduce in print due to output process. Actual size will reduce by +/-4% from specs listed above. (Excludes Full Page Size)

## EMAIL ADS & AD MATERIALS

Ads may be sent via email to your advertising representative. Send the ad file(s) as an attachment to the e-mail. Ad submitted by e-mail **must contain the name of The News Virginian sales representative, account name, and run date(s) in the body of the email.** Please note there is a 7MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.

In order to produce a high quality newspaper ad, press considerations must be addressed at each stage of ad preparation. In particular, the texture of newsprint causes significant dot gain on press. This guide includes specifications that will help compensate for press gain and variances. It is our goal to provide you with the necessary information to build and deliver ads that will reproduce well in The News Virginian. If you have questions or wish to test prior to submitting, please contact us.

The News Virginian adheres to SNAP standards. These specifications are designed to improve reproduction quality in the non-heatset process by setting coordinated standards for all processes from image preparation to printing. SNAP is intended to be used by advertisers, agencies, designers, publishers, pre-press managers, material suppliers and printers. Images not conforming to SNAP standards may not meet expectations when printed in The News Virginian.

## FILE PREPARATION GUIDE AND CHECKLIST

### PDF

- Create PDF files with Acrobat Distiller or Adobe PDF Online
- Use PDF/1.3 settings.
- DO NOT create encrypted PDF files. DO NOT use any security including Acrobat Standard Security
- DO NOT create PDF files with Adobe PDF Writer
- DO NOT save as PDF from Adobe Illustrator or Adobe Photoshop
- DO NOT use the default Mac OS X "Save As PDF..." command from the print window when creating PDF files.

### FONTS

- Do not use CID Identity-H or OpenType Fonts
- Minimum black knockout type size is 10 point bold
- Minimum color knockout type size is 18 point (not more than two plates)
- Embed all fonts (including system fonts) when creating PDF files
- Do not apply artificial type styles to fonts (bold, italic, outline, etc.)

### IMAGES & SCANNING

- Include only TIFF or EPS images
- Halftone or photo-quality images must be 254 pixels per inch @ 100% (internet/web images are usually 72 DPI and reproduce poorly)
- All line art and line drawings must be 1016 DPI or higher
- Use binary encoding
- All files must be CMYK/Grayscale/Line Art

### COLOR

- Do not use 4-color black
- Do not use colors with greater than 240% total ink coverage
- Do not save images in RGB, Index color or LAB color. All colors must be CMYK
- Replace Pantone colors with CMYK and give consideration to newspaper Dot Gain
- All color type must be at least 18 points
- Use only two process colors when creating color type
- Use only two process colors when using knockout text on a color
- Do not use knockout text on 4-color images
- Color correct all images for newsprint
- Remove all colors that can contaminate bright colors by using GCR
- Knockout on all plates
- Apply Knockout/Overprint on each element - check individual items

### DOCUMENT

- Create documents at 100% of printed size (ads must not require scaling)
- Include all EPS and/or tiff files (QuarkXPress) including logos and pictures
- Include only the necessary files for the ad on disk
- Use collect for output when preparing QuarkXPress files
- Save images at the same folder level as the QuarkXPress file on disk
- Images should ideally be used at 100% of original scanned size