

preprint

Effective October 1, 2007

RATES

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 | \$61.00 | \$65.00 | \$61.00 | \$61.00 | \$65.00 | \$61.00 | \$62.00 | \$66.00 | \$62.00 | \$61.00 |
| 4 pg tab | \$65.00 | \$67.00 | \$65.00 | \$65.00 | \$67.00 | \$65.00 | \$62.00 | \$66.00 | \$62.00 | \$65.00 |
| 4 pg std./ 8 pg tab | \$67.00 | \$70.00 | \$67.00 | \$67.00 | \$70.00 | \$67.00 | \$72.00 | \$74.00 | \$66.00 | \$67.00 |
| 6 pg std./ 12 pg tab | \$71.00 | \$74.00 | \$71.00 | \$71.00 | \$74.00 | \$71.00 | \$76.00 | \$78.00 | \$70.00 | \$71.00 |
| 8 pg std./16 pg tab | \$76.00 | \$79.00 | \$76.00 | \$76.00 | \$79.00 | \$76.00 | \$80.00 | \$82.00 | \$74.00 | \$76.00 |
| 10 pg std./20 pg tab | \$81.00 | \$84.00 | \$81.00 | \$81.00 | \$84.00 | \$81.00 | \$84.00 | \$86.00 | \$78.00 | \$81.00 |
| 12 pg std./24 pg tab | \$86.00 | \$89.00 | \$86.00 | \$86.00 | \$89.00 | \$86.00 | \$90.00 | \$92.00 | \$82.00 | \$86.00 |
| 14 pg std./28 pg tab | \$91.00 | \$94.00 | \$91.00 | \$91.00 | \$94.00 | \$91.00 | \$94.00 | \$96.00 | \$86.00 | \$91.00 |
| 16 pg std./32 pg tab | \$96.00 | \$99.00 | \$96.00 | \$96.00 | \$99.00 | \$96.00 | \$98.00 | \$100.00 | \$94.00 | \$96.00 |
| 18 pg std/36 pg tab | \$100.50 | \$103.50 | \$100.50 | \$100.50 | \$103.50 | \$100.50 | \$103.00 | \$105.00 | \$99.00 | \$100.50 |
| 20 pg std/40 pg tab | \$105.00 | \$108.00 | \$105.00 | \$105.00 | \$108.00 | \$105.00 | \$107.00 | \$109.00 | \$103.00 | \$105.00 |
| 22 pg std/44 pg tab | \$109.50 | \$112.50 | \$109.50 | \$109.50 | \$112.50 | \$109.50 | \$111.00 | \$113.00 | \$107.00 | \$109.50 |
| 24 pg std/48 pg tab | \$114.00 | \$117.00 | \$114.00 | \$114.00 | \$117.00 | \$114.00 | \$115.00 | \$117.00 | \$111.00 | \$114.00 |
| 26 pg std/52 pg tab | \$118.50 | \$121.50 | \$118.50 | \$118.50 | \$121.50 | \$118.50 | \$119.00 | \$121.00 | \$115.00 | \$118.50 |
| 28 pg std/56 pg tab | \$123.00 | \$126.00 | \$123.00 | \$123.00 | \$126.00 | \$123.00 | \$123.00 | \$125.00 | \$119.00 | \$123.00 |
| 30 pg std/60 pg tab | \$127.50 | \$130.50 | \$127.50 | \$127.50 | \$130.50 | \$127.50 | \$127.00 | \$129.00 | \$123.00 | \$127.50 |
| 32 pg std/64 pg tab | \$132.00 | \$135.00 | \$132.00 | \$132.00 | \$135.00 | \$132.00 | \$131.00 | \$133.00 | \$127.00 | \$132.00 |

Over 32 pg std./64 pg tab please contact your sales representative.

\$5.00 CPM zoning fee surcharge.

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 RESERVATION 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 - 5% overage)

DELIVERY ADDRESSES

The Daily Progress

685 West Rio Road
 Charlottesville, VA 22901
 dailyprogress@mgads.com
 434-978-7227

Culpeper Star-Exponent

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

The News Virginian

Deliver to The Daily Progress
 685 West Rio Road
 Charlottesville, VA 22901
 dailyprogress@mgads.com
 434-978-7227

Weekly Publications

110 Berryhill Road
 Orange, VA 22960
 ads@orangenews.com
 540-672-1266

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

Insert Sizes:

Maximum: 12.5" x 11"
 (before quarterfolding)

Minimum paper stock:
 50 lbs. coated
 60 lbs. 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) 978-7209**

Circulation

The Daily Progress (Charlottesville)

Paid circulation daily 29,722; Sunday 32,983 total paid circulation (Source: Annual ABC Audit 9/25/05)

The News Virginian (Waynesboro)

Paid circulation daily 7,793; Sunday 7,423 total paid circulation (Source: Annual ABC Audit 9/26/04)

The Culpeper Star Exponent (Culpeper)

Paid circulation daily 6,850; Sunday 6,670 total paid circulation (Source: Annual ABC Audit 3/28/04)

The Central Virginia Weekly Group

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



RICHMONDTIMES-DISPATCH • BRISTOL HERALD COURIER
 THE DAILY PROGRESS • CULPEPER STAR-EXPONENT
 DANVILLE REGISTER & BEE • THE LYNCHBURG NEWS & ADVANCE
 MANASSAS JOURNAL MESSENGER
 POTOMAC NEWS • THE NEWS VIRGINIAN