

CENTRAL VIRGINIA NEWSPAPERS

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

general 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		Weekly Publications**	
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Display	Line
\$1,000-\$2,999	\$40.48	\$41.12	\$4.63	\$4.70	\$18.56	\$21.16	\$1.70	\$1.81	\$21.04	\$3.55
\$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

Pick-up

Progress Plus (Wed)

Display Line

\$2.45 \$1.00

Rural Virginian (Wed)

Display Line

\$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%