

# CENTRAL VIRGINIA NEWSPAPERS

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auto classified

Effective October 1, 2007

# RATES

## The Daily Progress

## THE NEWS VIRGINIAN

## Weekly Publications\*\*

### DISPLAY - 10 Column

#### Annual \$ Commitment

Annual \$ Commitment	Display		Line		Display		Line		Display	Line
	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.	Daily	Sun./Hol.		
Open Rate	\$39.30	\$39.93	\$4.63	\$4.70	\$18.02	\$20.54	\$1.70	\$1.81	\$20.43	\$3.55
\$1,000-\$2,999	\$33.80	\$34.34	\$3.98	\$4.05	\$14.05	\$16.02	\$1.36	\$1.45	\$17.36	\$3.02
\$3,000-\$5,999	\$29.87	\$30.35	\$3.52	\$3.58	\$13.33	\$15.19	\$1.34	\$1.44	\$15.52	\$2.69
\$6,000-\$8,999	\$28.30	\$28.75	\$3.34	\$3.39	\$12.43	\$14.16	\$1.31	\$1.39	\$15.32	\$2.66
\$9,000-\$11,999	\$27.11	\$27.55	\$3.19	\$3.24	\$11.89	\$13.55	\$1.28	\$1.36	\$14.90	\$2.59
\$12,000-\$14,999	\$24.75	\$25.16	\$2.92	\$2.96	\$11.71	\$13.34	\$1.26	\$1.34	\$14.50	\$2.52
\$15,000-\$19,999	\$23.97	\$24.36	\$2.83	\$2.87	\$11.35	\$12.94	\$1.23	\$1.30	\$14.29	\$2.49
\$20,000-\$29,999	\$23.18	\$23.56	\$2.74	\$2.78	\$10.82	\$12.32	\$1.21	\$1.29	\$14.09	\$2.44
\$30,000-\$49,999	\$21.61	\$21.95	\$2.55	\$2.59	\$10.45	\$11.91	\$1.18	\$1.25	\$13.88	\$2.41
\$50,000-\$74,999	\$21.22	\$21.56	\$2.50	\$2.54	\$10.28	\$11.70	\$1.15	\$1.23	\$13.48	\$2.34
\$75,000-\$99,999	\$20.44	\$20.76	\$2.41	\$2.44	\$10.09	\$11.50	\$1.12	\$1.20	\$13.27	\$2.31
\$100,000-\$199,999	\$20.04	\$20.36	\$2.36	\$2.40	\$9.73	\$11.09	\$1.09	\$1.16	\$12.86	\$2.24
\$200,000-\$299,999	\$19.25	\$19.56	\$2.27	\$2.31	\$9.01	\$10.26	\$1.05	\$1.12	\$12.66	\$2.19
\$300,000 +	\$18.87	\$19.17	\$2.23	\$2.26	\$8.65	\$ 9.86	\$1.04	\$1.10	\$12.25	\$2.13

### Non-Subscriber Publications

#### Progress Plus (Wed)

#### Rural Virginian (Wed)

#### The Shenandoah Shopper (Wed)

Non-Subscriber Publications	Progress Plus (Wed)		Rural Virginian (Wed)		The Shenandoah Shopper (Wed)	
	Display	Line	Display	Line	Display	Line
Pick-up	\$2.38	\$1.00	\$2.38	\$0.27	\$1.04	\$1.00

### Color Rates

#### Local

#### Non-Subscriber

#### Local

#### Non-Subscriber

#### Local

Black/plus one	\$360.00	\$190.00	\$145.00	\$145.00	\$330.00
Black/plus two	\$540.00	\$285.00	\$225.00	\$225.00	\$480.00
Black/plus three	\$695.00	\$375.00	\$325.00	\$325.00	\$645.00

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	Friday, 5 pm
Wednesday	Monday, 12 noon	Monday, 5 pm
Thursday	Monday, 5 pm	Tuesday, 5 pm
Friday	Tuesday, 5 pm	Wednesday, 5 pm
Saturday	Wednesday, 5 pm	Thursday, 5 pm
Sunday	Thursday, 12 noon	Friday, 3 pm
		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

**Special Sections Deadline:** 7 business 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%