

CENTRAL VIRGINIA NEWSPAPERS

P.O. Box 9030 • Charlottesville, VA 22906 • 434-978-7209 • dailyprogress@mgads.com

general classified

Effective October 1, 2007

RATES

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.
\$39.30	\$39.93	\$4.63	\$4.70
\$33.80	\$34.34	\$3.98	\$4.05
\$29.87	\$30.35	\$3.52	\$3.58
\$28.30	\$28.75	\$3.34	\$3.39
\$27.11	\$27.55	\$3.19	\$3.24
\$24.75	\$25.16	\$2.92	\$2.96
\$23.97	\$24.36	\$2.83	\$2.87
\$23.18	\$23.56	\$2.74	\$2.78
\$21.61	\$21.95	\$2.55	\$2.59
\$21.22	\$21.56	\$2.50	\$2.54
\$20.44	\$20.76	\$2.41	\$2.44
\$20.04	\$20.36	\$2.36	\$2.40
\$19.25	\$19.56	\$2.27	\$2.31
\$18.87	\$19.17	\$2.23	\$2.26

Display Line

Daily	Sun./Hol.	Daily	Sun./Hol.
\$18.02	\$20.54	\$1.70	\$1.81
\$14.05	\$16.02	\$1.36	\$1.45
\$13.33	\$15.19	\$1.34	\$1.44
\$12.43	\$14.16	\$1.31	\$1.39
\$11.89	\$13.55	\$1.28	\$1.36
\$11.71	\$13.34	\$1.26	\$1.34
\$11.35	\$12.94	\$1.23	\$1.30
\$10.82	\$12.32	\$1.21	\$1.29
\$10.45	\$11.91	\$1.18	\$1.25
\$10.28	\$11.70	\$1.15	\$1.23
\$10.09	\$11.50	\$1.12	\$1.20
\$9.73	\$11.09	\$1.09	\$1.16
\$9.01	\$10.26	\$1.05	\$1.12
\$8.65	\$ 9.86	\$1.04	\$1.10

Display Line

\$20.43	\$3.55
\$17.36	\$3.02
\$15.52	\$2.69
\$15.32	\$2.66
\$14.90	\$2.59
\$14.50	\$2.52
\$14.29	\$2.49
\$14.09	\$2.44
\$13.88	\$2.41
\$13.48	\$2.34
\$13.27	\$2.31
\$12.86	\$2.24
\$12.66	\$2.19
\$12.25	\$2.13

Non-Subscriber Publications

Pick-up

Progress Plus (Wed)		Rural Virginian (Wed)	
Display	Line	Display	Line
\$2.38	\$1.00	\$2.38	\$0.27

The Shenandoah Shopper (Wed)

Display	Line
\$1.04	\$1.00

N.A.

Color Rates

Black/plus one
Black/plus two
Black/plus three

Local

\$360.00
\$540.00
\$695.00

Non-Subscriber

\$190.00
\$285.00
\$375.00

Local

\$145.00
\$225.00
\$325.00

Non-Subscriber

\$145.00
\$225.00
\$325.00

Local

\$330.00
\$480.00
\$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

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%



RICHMOND TIMES-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

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.