

# CENTRAL VIRGINIA NEWSPAPERS

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national advertising

Effective October 1, 2007

RATES

	The Daily Progress			THE NEWS VIRGINIAN			Weekly Publications**
	Daily	Sun./Hol.	Non-Subscriber	Daily	Sun./Hol.	Non-Subscriber	Thurs.
<b>DISPLAY - 6 Column</b>							
Retail	\$55.65	\$59.00	\$27.30	\$22.93	\$26.21	\$17.47	\$38.22
<b>DISPLAY - 10 Column</b>							
Classified National	\$54.60	\$58.25	\$27.30	\$23.50	\$24.86	\$16.64	\$21.32
Recruitment	\$62.40	\$77.55	\$43.70	\$27.46	\$28.65	\$20.75	\$23.92
<b>LINE - 10 Column</b>							
Classified National	\$5.30	\$5.35		\$2.28	\$2.29		
Recruitment	\$6.05	\$7.10		\$2.63	\$2.67		
<b>Color Rates</b>							
Black/plus one	\$400.00	\$400.00	\$225.00	\$170.00	\$170.00	\$170.00	
Black/plus two	\$635.00	\$635.00	\$335.00	\$275.00	\$275.00	\$275.00	
Black/plus three	\$815.00	\$815.00	\$440.00	\$400.00	\$400.00	\$400.00	
<b>Preprints</b>							
<b>Full Run</b>	<b>Daily</b>	<b>Sun./Hol.</b>	<b>Non-Subscriber</b>	<b>Daily</b>	<b>Sun./Hol.</b>	<b>Non-Subscriber</b>	<b>Weekly</b>
Single	\$85.00	\$89.20	\$85.00	\$85.00	\$89.20	\$85.00	\$85.00
2pg std./4 pg tab	\$90.25	\$94.50	\$90.25	\$90.25	\$94.50	\$90.25	\$90.25
4 pg std./ 8 pg tab	\$95.50	\$100.00	\$95.50	\$95.50	\$100.00	\$95.50	\$95.50
6 pg std./ 12 pg tab	\$100.75	\$105.00	\$100.75	\$100.75	\$105.00	\$100.75	\$100.75
8 pg std./16 pg tab	\$106.00	\$110.00	\$106.00	\$106.00	\$110.00	\$106.00	\$106.00
10 pg std./20 pg tab	\$111.00	\$115.00	\$111.00	\$111.00	\$115.00	\$111.00	\$111.00
12 pg std./24 pg tab	\$116.50	\$120.00	\$116.50	\$116.50	\$120.00	\$116.50	\$116.50
14 pg std./28 pg tab	\$122.00	\$125.00	\$122.00	\$122.00	\$125.00	\$122.00	\$122.00
16 pg std./32 pg tab	\$127.50	\$131.00	\$127.50	\$127.50	\$131.00	\$127.50	\$127.50

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 Advertisers who do not publish a local phone number or do not have a physical location within our area of distribution, operates retail locations in multiple DMA's or has a billing address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

**Special Sections Deadline:** 7 business 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 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 Central Virginia Weekly Group**

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



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