

CENTRAL VIRGINIA NEWSPAPERS

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

retail advertising

Effective October 1, 2006

RATES

| DISPLAY - 6 Column Annual \$ Commitment | The Daily Progress | | THE NEWS VIRGINIAN | | Culpeper Star-Exponent | | Weekly Publications** |
|--|----------------------------|------------------------------|---------------------------------|----------------------------|-----------------------------|-----------------------|-----------------------|
| | Daily | Sun./Hol. | Daily | Sun./Hol. | Daily | Sun./Hol. | Thurs. |
| Open Rate | \$41.20 | \$46.00 | \$17.70 | \$20.00 | \$17.03 | \$18.17 | \$29.02 |
| \$1,000-\$2,999 | \$31.25 | \$35.30 | \$14.50 | \$15.15 | \$14.49 | \$14.54 | \$20.37 |
| \$3,000-\$5,999 | \$30.40 | \$32.95 | \$13.70 | \$14.30 | \$14.22 | \$14.28 | \$20.16 |
| \$6,000-\$8,999 | \$28.35 | \$31.00 | \$12.90 | \$13.45 | \$13.90 | \$13.95 | \$19.95 |
| \$9,000-\$11,999 | \$27.80 | \$30.35 | \$12.25 | \$12.75 | \$13.63 | \$13.68 | \$19.57 |
| \$12,000-\$14,999 | \$27.30 | \$29.70 | \$11.95 | \$12.50 | \$13.36 | \$13.41 | \$19.36 |
| \$15,000-\$19,999 | \$26.75 | \$29.15 | \$11.60 | \$12.20 | \$13.08 | \$13.14 | \$18.69 |
| \$20,000-\$29,999 | \$26.10 | \$28.35 | \$11.10 | \$11.60 | \$12.76 | \$12.87 | \$18.17 |
| \$30,000-\$49,999 | \$25.55 | \$27.85 | \$10.85 | \$11.25 | \$12.50 | \$12.55 | \$16.87 |
| \$50,000-\$74,999 | \$25.25 | \$27.50 | \$10.60 | \$10.90 | \$12.22 | \$12.27 | \$15.82 |
| \$75,000-\$99,999 | \$25.00 | \$27.25 | \$10.25 | \$10.60 | \$11.95 | \$12.00 | \$15.29 |
| \$100,000-\$199,999 | \$24.70 | \$26.80 | \$9.90 | \$10.25 | \$11.62 | \$11.68 | \$14.79 |
| \$200,000-\$299,000 | \$24.45 | \$26.60 | \$9.25 | \$9.60 | \$11.36 | \$11.41 | \$14.29 |
| \$300,000+ | \$24.10 | \$26.25 | \$8.75 | \$9.05 | \$11.09 | \$11.14 | \$13.79 |
| Non-Subscriber Publications | Progress Plus (Wed) | Rural Virginian (Wed) | Shenandoah Shopper (Wed) | The Draft (Monthly) | Culpeper News (Thur) | | |
| Open | \$15.75 | \$14.45 | \$14.00 | \$7.25 | \$11.03 | | N.A. |
| Contract | \$9.40 | \$8.40 | \$8.75 | \$5.75 | \$9.56 | | N.A. |
| Pick-up | \$3.40 | \$3.15 | \$3.50 | \$3.00 | \$4.27 | | N.A. |
| Color Rates | Local | Non-Subscriber | Local | Non-Subscriber | Local | Non-Subscriber | Local |
| Black/plus one | \$350.00 | \$175.00 | \$140.00 | \$140.00 | \$143.00 | \$143.00 | \$250.00 |
| Black/plus two | \$525.00 | \$265.00 | \$215.00 | \$215.00 | \$225.00 | \$225.00 | \$300.00 |
| Black/plus three | \$675.00 | \$350.00 | \$315.00 | \$315.00 | \$341.00 | \$341.00 | \$400.00 |

Churches and Non-Profit can qualify for the \$6,000 contract level. Political/Advocacy ads are charged at the open rate. Rate Card #DN02071. Rates are net and non-commissionable.

AD RESERVATION DEADLINE

Daily Publications

| Publication Day | Display |
|-----------------|-------------------|
| Monday | Thursday, 5 pm |
| Tuesday | Friday, 5 pm |
| Wednesday | Monday, 12 noon |
| Thursday | Monday, 5 pm |
| Friday | Tuesday, 5 pm |
| Saturday | Wednesday, 5 pm |
| Sunday | Thursday, 12 noon |

Weekly Publications**

(Orange County Review, Madison Eagle, & Greene County Record)

Publication Day

Thursday

Display

Monday, 3 pm

Special Sections Deadline:

7 business days prior to publication

Holiday Deadline:

24 hours earlier than above regular deadlines

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

Sunday's display ad at full rate.

Monday and/or Tuesday, billed at half of daily rate!

* Same ad must run each day. Holidays do not apply. No other discounts apply.

MULTIPLE PAPER DISCOUNT

Advertise in:

- 2 newspapers and receive 5% OFF
- 3 newspapers and receive 10% OFF
- 4 newspapers and receive 15% OFF

The same ad must publish in the following newspapers:

The Daily Progress, Culpeper Star-Exponent, The News Virginian, and The Weekly Group (Orange County Review, Greene County Record, and Madison Eagle). Same ad must publish within six consecutive days to qualify for discount. Minor corrections are allowed for timeliness of ad. 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 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, Greene and Culpeper. Combined paid and rack distribution: 14,300.