

The News & Advance

P.O. Box 10129 • Lynchburg, VA 24506 • 434-385-5400 • newsadvance@mgads.com

retail advertising

Effective November 1, 2006

RATES

The News & Advance

Amherst New Era Progress NELSON COUNTY TIMES

DISPLAY - 6 Column Annual \$ Commitment Open Rate	Display		Weekly Publications**
	Daily	Sun./Hol.	Display
\$1,000-\$2,999	\$45.00	\$47.00	\$8.45
\$3,000-\$5,999	\$42.00	\$44.00	\$7.60
\$6,000-\$8,999	\$41.00	\$43.00	\$7.25
\$9,000-\$11,999	\$39.00	\$41.00	\$6.95
\$12,000-\$14,999	\$37.00	\$39.00	\$6.65
\$15,000-\$19,999	\$36.00	\$38.00	\$6.35
\$20,000-\$29,999	\$35.50	\$37.00	\$6.05
\$30,000-\$49,999	\$35.00	\$36.75	\$5.75
\$50,000-\$74,999	\$34.75	\$36.50	\$5.45
\$75,000-\$99,999	\$34.50	\$36.00	\$5.15
\$100,000-\$199,999	\$34.25	\$35.75	\$4.85
\$200,000-\$299,999	\$34.00	\$35.50	\$4.55
\$300,000 +	\$33.75	\$35.25	\$4.25
	\$32.50	\$34.00	\$3.95

Color Rates	Local	Local
Black/plus one	\$350.00	\$160.00
Black/plus three	\$700.00	\$260.00

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. Rates are net and non-commissionable.

AD RESERVATION DEADLINE

Daily Publications

Publication Day	Retail Display
Monday	Thursday, 5 pm
Tuesday	Thursday, 5 pm
Wednesday	Friday, 5 pm
Thursday	Monday, 5 pm
Friday	Tuesday, 5 pm
Saturday	Wednesday, 5 pm
Sunday	Wednesday, 5 pm

Weekly Publications** (Amherst New Era Progress, Nelson County Times)

Publication Day	Display
Thursday	Friday, 12 noon

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.

Circulation

The News & Advance (Lynchburg)

Paid circulation daily 36,491; Sunday 42,102
 (Source: Audit Bureau of Circulation-2006 Audit Report)

The Amherst New Era Progress

Paid circulation weekly 4,366
 (Source: Publisher's Statement 2006)

The Nelson County Times

Paid circulation weekly 3,883
 (Source: Publisher's Statement 2006)



THE LYNCHBURG NEWS & ADVANCE
 NELSON COUNTY TIMES
 AMHERST NEW ERA PROGRESS
 RICHMOND TIMES-DISPATCH
 BRISTOL HERALD COURIER
 THE DAILY PROGRESS
 CULPEPER STAR-EXPONENT
 DANVILLE REGISTER & BEE
 MANASSAS JOURNAL MESSENGER
 POTOMAC NEWS
 THE NEWS VIRGINIAN

The News & Advance

P.O. Box 10129 • Lynchburg, VA 24506 • 434-385-5400 • newsadvance@mgads.com

general classified

Effective January 1, 2007

RATES

The News & Advance

Amherst New Era Progress NELSON COUNTY TIMES

DISPLAY - 10 Column Annual \$ Commitment Open Rate	Display		Line		Weekly Publications**	
	Daily	Sun./Hol.	Daily	Sun./Hol.	Display	Line
\$1,000-\$2,999	\$33.00	\$35.00	\$4.75	\$4.85	\$8.50	\$2.30
\$3,000-\$5,999	\$27.00	\$28.00	\$2.50	\$2.60	\$7.75	\$1.90
\$6,000-\$8,999	\$26.00	\$27.00	\$2.35	\$2.45	\$7.00	\$1.85
\$9,000-\$11,999	\$25.50	\$26.50	\$2.30	\$2.40	\$6.60	\$1.80
\$12,000-\$14,999	\$24.50	\$26.00	\$2.25	\$2.35	\$6.40	\$1.70
\$15,000-\$19,999	\$23.50	\$25.50	\$2.15	\$2.25	\$6.15	\$1.65
\$20,000-\$29,999	\$23.00	\$25.00	\$2.10	\$2.20	\$6.00	\$1.60
\$30,000-\$49,999	\$22.50	\$24.00	\$2.05	\$2.15	\$5.95	\$1.50
\$50,000-\$74,999	\$22.00	\$23.00	\$2.00	\$2.10	\$5.90	\$1.45
\$75,000-\$99,999	\$21.50	\$22.50	\$1.95	\$2.05	\$5.85	\$1.40
\$100,000-\$199,999	\$21.00	\$22.00	\$1.90	\$2.00	\$5.80	\$1.35
\$200,000-\$299,999	\$20.50	\$21.50	\$1.85	\$1.95	\$5.75	\$1.30
\$300,000 +	\$20.00	\$21.00	\$1.80	\$1.90	\$5.70	\$1.25
	\$19.50	\$20.50	\$1.75	\$1.85	\$5.60	\$1.20

Color Rates

Black/plus one	\$350.00	\$160.00
Black/plus three	\$700.00	\$260.00

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AD RESERVATION DEADLINE

Daily Publications

Publication Day	Classified Display	Classified Line
Monday	Thursday, 5 pm	Friday, 1 pm
Tuesday	Friday, 5 pm	Monday, 12 pm
Wednesday	Monday, 12 noon	Tuesday, 12 pm
Thursday	Monday, 5 pm	Wednesday, 12 pm
Friday	Tuesday, 5 pm	Thursday, 12 pm
Saturday	Wednesday, 5 pm	Friday, 10 am
Sunday	Thursday, 12 noon	Friday, 12 pm

Weekly Publications** (Amherst New Era Progress, Nelson County Times)

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

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The News & Advance

101 Wyndale Drive • P.O. Box 10129 • Lynchburg, VA 24506 • 434-385-5400 • newsadvance@mgads.com

national advertising

Effective December 1, 2006

RATES

The News & Advance

Amherst New Era Progress NELSON COUNTY TIMES

	Daily	Sun./Hol.	1 Paper	Both Papers
RETAIL DISPLAY				
6 Column	\$54.00	\$58.00	\$9.00	\$12.00
Non-Profit	\$47.00	\$50.00	\$8.00	\$11.00
CLASSIFIED DISPLAY				
10 Column	\$38.95	\$41.00	\$7.55	\$8.75
LINE RATE				
10 Column	\$7.55	\$8.75	\$2.25	\$2.65
RECRUITMENT				
	\$6.00	\$6.45	\$2.60	\$3.00
COLOR RATES				
Black/plus one	\$375.00	\$395.00	\$200.00	\$250.00
Black/plus two	\$450.00	\$475.00	\$265.00	\$300.00
Black/plus three	\$750.00	\$800.00	\$300.00	\$350.00
PREPRINTS				
FULL RUN (Per M)				
	Daily	Sun./Hol.	Daily	Sun./Hol.
2pg std./4 pg tab	\$64.00	\$77.00	\$80.00	\$80.00
4 pg std./ 8 pg tab	\$71.00	\$85.00	\$85.00	\$85.00
6 pg std./ 12 pg tab	\$72.00	\$88.00	\$95.00	\$95.00
8 pg std./16 pg tab	\$86.00	\$103.00	\$100.00	\$100.00
10 pg std./20 pg tab	\$91.00	\$109.00	\$105.00	\$105.00
12 pg std./24 pg tab	\$98.00	\$116.00	\$110.00	\$110.00
14 pg std./28 pg tab	\$105.00	\$126.00	\$115.00	\$115.00

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 DMAs 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

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Monday	Thursday, 5 pm	Friday, 1 pm
Tuesday	Thursday, 5 pm	Monday, 12 pm
Wednesday	Friday, 5 pm	Tuesday, 12 pm
Thursday	Monday, 5 pm	Wednesday, 12 pm
Friday	Tuesday, 5 pm	Thursday, 12 pm
Saturday	Wednesday, 5 pm	Friday, 10 pm
Sunday	Wednesday, 5 pm	Friday, 12 pm

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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.

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preprint

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Amherst New Era Progress NELSON COUNTY TIMES

Full Run

	Daily	Sun./Hol.	Weekly
2pg std./4 pg tab	\$48.00	\$52.00	\$70.00
4 pg std./ 8 pg tab	\$52.00	\$58.00	\$75.00
6 pg std./ 12 pg tab	\$59.00	\$64.00	\$80.00
8 pg std./16 pg tab	\$65.00	\$71.00	\$85.00
10 pg std./20 pg tab	\$72.00	\$75.00	\$90.00
12 pg std./24 pg tab	\$76.00	\$81.00	\$95.00
14 pg std./28 pg tab	\$82.00	\$88.00	\$100.00
16 pg std./32 pg tab	\$88.00	\$93.00	\$105.00

Over 16 pg std./32 pg tab contact sales rep for rates

Annual Frequency Discounts

To improve results, increase the size, frequency, and reach of your advertising message. Earn additional discounts as you enhance the value of your message.

Level 1	6 - 12 times	3%
Level 2	13 - 26 times	6%
Level 3	27 - 52 times	10%
Level 4	53 - 103 times	15%
Level 5	104+	20%

Zoning

Add 10% zone charge if less than full run; Minimum Quantity 10,000 (except in weekly publications).

Preprint revenue applies toward fulfillment of dollar volume agreements. Requires annual contract commitment. No other discounts apply. Preprints for separate publications need to be wrapped and labeled separately.

PREPRINT RESERVATION DEADLINE

10 business days prior to publication for space and materials.

- Sunday Circulation and Advertising rates will apply to New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day, and Christmas Day.
- Pre-printed quantities will vary due to seasonality and spoilage. Please contact your sales representative for press order quantities. (usually 2.5 - 5% overage)

DELIVERY ADDRESS

The News & Advance
101 Wyndale Drive
Lynchburg, VA 24502
newsadvance@mgads.com
434-385-5450

Deliveries are accepted Monday through Friday, 8:00 a.m. - 4:00 p.m.

Insert Sizes:

Maximum: 12.5" x 11"
(before quarterfolding)

**Minimum:
5" x 8" card**

Minimum paper stock:

50 lbs. coated
60 lbs. uncoated

Post-It Notes

You can be front page news!

Post your advertising message on the front page. Perfect for grand openings, special events and coupons. Certain terms and conditions apply. Call your local sales representative for more information. **434-385-5450**

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production

Effective October 1, 2006

SPECS

The News & Advance Amherst New Era Progress NELSON COUNTY TIMES

Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The News & Advance preferred software for electronic ad delivery is Adobe Acrobat (pdf). Providing pdf files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using pdf also allows you to embed fonts and graphics within the file rather than sending them separately further ensuring that your ads appear exactly as you intend. All artwork within the pdf's created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color, or Index Color. We do know that things can change, however, so our graphic artists and type-setters will still be able to make simple last minute changes to pdf files if you so request. Although we prefer pdf, our intent is to serve you in the way you need us to, and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below; we can also make requested changes to files submitted in those formats. Whatever the format, The News & Advance will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The News & Advance will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. **If you have questions, please contact The News & Advance Art Department at 434-385-5474.** Please email all electronic ad submissions to: newsadvance@mgads.com.

MEDIA

CD-ROM or CD-RW

Electronic ad files will be stored on The News & Advance file servers for 90 days from the original run date.

Ads older than 90 days must be resubmitted.

SOFTWARE (Mac or Windows)

Adobe Acrobat Distiller 4.0

Adobe InDesign 3.0

Adobe Photoshop 5.5

Adobe Illustrator 9.0

QuarkXpress 4.1

Mac users please include program extension when naming file (ex: .tif, .eps, .qxd etc...)

COLOR

All Pantone, Index, Lab & RGB colors must be turned to process colors (CMYK)

All color scans/bitmaps must be converted to CMYK.

The color ink limit for our Flexo press is 240%.

GRAPHICS

- All linked graphics must be included.
- Vector graphics must be saved in EPS format. Type **MUST** be turned to outlines.
- Scans/bitmaps graphics must be in TIFF or Photoshop EPS from at 170 dpi at 100%

GRAYSCALE IMAGES

A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites 2%

Highlight 4%

Midtones 35%

Shadow 85%

The News & Advance is not responsible for reproduction of graphics that do not adhere to these specifications.

PROOFS

Laser or inkjet proofs must accompany all ads submitted. Email users must fax proofs at the time of transmission. FAX 434-385-5472.

MECHANICAL SPECIFICATIONS

Retail Column Widths

(Broadsheet 6 column width)

1 column = 1.833 inches

2 column = 3.792 inches

3 column = 5.750 inches

4 column = 7.708 inches

5 column = 9.667 inches

6 column = 11.625 inches

Full page 6 col. x 21.5 inches

Double Truck (Center Spread)

13 column = 24 inches wide (12 columns + gutter)

CLASSIFIED COLUMN WIDTHS

(Broadsheet 10 column width)

1 column = 1.083 inches

2 column = 2.264 inches

3 column = 3.444

4 column = 4.625

5 column = 5.792

6 column = 6.972

7 column = 8.153

8 column = 9.333

9 column = 10.514

10 column = 11.5

Full page 10 col. x 21 inches

Double Truck (Center Spread)

21 column = 24 inches wide (20 columns + gutter)

TABLOID COLUMN WIDTHS

(Tab 5 column width)

1 column = 1.833 inches

2 column = 3.736 inches

3 column = 5.917

4 column = 7.917

5 column = 10 inches

EMAIL ADS & AD MATERIALS

Ads may be sent via email to newsadvance@mgads.com Send the ad file(s) as an attachment to the e-mail. Ad submitted by e-mail must contain the name of The News & Advance sales representative, account name, and run date(s) in the body of the email. Please note there is a 20MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.