

What's your niche? ^{Customer's}

The Lynchburg News & Advance offers several advertising opportunities in addition to its daily newspaper. Niche publications are an excellent supplement to traditional ROP advertising because they provide a unique opportunity to reach targeted demographic.

THE BURG

The Burg is a family entertainment publication with something for almost every demographic. The weekly tabloid is published on Wednesday and contains all of the area's arts, culture and entertainment news. Five Thousand copies are racked in more than 300 area locations, and more than 16,000 copies are delivered to non-subscribers of the News and Advance.

ADVERTISING DEADLINE IS FRIDAY NOON

FREQUENCY	INSIDE	BACK PG. INCLUDES COLOR
1 week	\$12.50	\$15.50
13 weeks	\$11.50	\$14.50
26 weeks	\$10.50	\$12.50
52 weeks	\$8.50	\$10.50

Special deals and discounts

- All rates are priced per column inch.
- Guaranteed positions are 25% of the ad's costs.
- Add Color for 30% of space Cost
- The restaurant page is \$24.75 per ad (1 week), \$23.25 per ad (13 weeks), \$21 per ad (26 weeks) or \$18 per ad (52 weeks).
- Ads run in The News & Advance and its special sections can be picked up in the Burg for 35% off the Burg's open rate.

Effective July 2008