

The News & Advance

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general classified

Effective October 2008

RATES

	The News & Advance				Amherst New-Era Progress Nelson County Times		Danville Register & Bee				Rockingham County Combo The Reidsville Review • EDEN DAILY NEWS THE MESSENGER		
Annual \$ Commitment Open Rate	COLUMN INCH		LINE		INCH Thursday	LINE	DISPLAY		LINE		COLUMN INCH Daily	Sunday	LINE Daily
	Daily	Sunday	Daily	Sunday			Daily	Sunday	Daily	Sunday			
\$1,000 - \$2,999	\$35.00	\$36.00	\$4.85	\$5.06	\$9.00	\$2.50	\$15.90	\$14.85	\$2.60	\$2.78	\$12.50	\$13.50	\$3.50
\$3,000 - \$5,999	\$29.75	\$30.75	\$2.70	\$2.82	\$9.20	\$2.10	\$12.70	\$13.80	\$2.22	\$2.41	\$12.00	\$13.00	\$1.50
\$6,000 - \$8,999	\$28.75	\$29.75	\$2.54	\$2.65	\$7.40	\$2.00	\$12.20	\$13.25	\$2.13	\$2.32	\$11.50	\$12.50	\$1.50
\$9,000 - \$11,999	\$28.25	\$29.25	\$2.49	\$2.59	\$6.90	\$1.90	\$11.95	\$13.00	\$2.09	\$2.27	\$11.00	\$12.00	\$1.50
\$12,000 - \$14,999	\$27.25	\$28.25	\$2.44	\$2.54	\$6.70	\$1.85	\$11.65	\$12.70	\$2.04	\$2.22	\$10.50	\$11.50	\$1.50
\$15,000 - \$19,999	\$26.00	\$27.00	\$2.33	\$2.44	\$6.50	\$1.80	\$11.40	\$12.45	\$1.99	\$2.18	\$10.00	\$11.00	\$1.50
\$20,000 - \$29,999	\$25.50	\$26.50	\$2.27	\$2.38	\$6.30	\$1.70	\$12.20	\$11.15	\$1.95	\$2.13	\$9.50	\$10.50	\$1.50
\$30,000 - \$49,999	\$25.00	\$26.00	\$1.95	\$2.05	\$6.25	\$1.60	\$10.35	\$11.95	\$1.90	\$2.09	\$9.00	\$10.00	\$1.50
\$50,000 - \$74,999	\$24.50	\$25.50	\$2.16	\$2.27	\$6.20	\$1.60	\$10.60	\$11.35	\$1.86	\$2.04	\$8.50	\$9.50	\$1.50
\$75,000 - \$99,999	\$24.00	\$25.00	\$2.11	\$2.21	\$6.15	\$1.55	\$10.35	\$10.40	\$1.81	\$1.99	\$8.00	\$9.00	\$1.50
\$100,000 - \$199,999	\$23.50	\$24.50	\$2.08	\$2.16	\$6.10	\$1.50	\$9.80	\$10.85	\$1.71	\$1.90	\$7.50	\$8.50	\$1.50
\$200,000 - \$299,999	\$22.75	\$23.75	\$2.00	\$2.11	\$6.05	\$1.45	\$9.00	\$10.05	\$1.58	\$1.76	\$7.00	\$8.00	\$1.50
\$300,000 +	\$20.25	\$23.25	\$1.95	\$2.05	\$6.00	\$1.40	\$8.50	\$9.55	\$1.48	\$1.67	\$6.50	\$7.50	\$1.50
	\$21.50	\$22.50	\$1.90	\$2.00	\$5.90	\$1.30	\$7.95	\$9.00	\$1.39	\$1.58	\$6.00	\$7.00	\$1.50

Color: 25% of Space Cost

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. Ads measuring 18 inches or more will be charged at full page depth of 20". Note: The printed page may be reduced up to 2% to ensure print quality. Rates are net and non-commissionable.

AD RESERVATION DEADLINE

DAILY PUBLICATIONS

Publication Day	News & Advance, Register & Bee	Reidsville Review, Eden Daily News
Monday	Thursday, 5 pm	N/A
Tuesday	Thursday, 5 pm	Thursday, 3 pm
Wednesday	Friday, 5 pm	Friday, 3 pm
Thursday	Monday, 5 pm	Monday, 3 pm
Friday	Tuesday, 5 pm	Tuesday, 3 pm
Saturday	Wednesday, 5 pm	N/A
Sunday	Wednesday, 5 pm	Wednesday, 3 pm

WEEKLY PUBLICATIONS**

Publication Day	Amherst New Era Progress, Nelson County Times	Madison Messenger
Thursday	Friday, 12 noon	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, 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 daily 4,366
 (Source: Publisher's Statement 2006)

The Nelson County Times

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

The Danville Register & Bee

Paid circulation daily 21,133; Sunday 22,157
 (Source: Audit Bureau of Circulation - Sept. 2007 Audi Report)

Reidsville Review

Paid circulation daily Tues.-Fri. 5,063
 (Average Net Paid Daily Draw 9/07)

The Daily News (Eden)

Paid circulation daily Tues.-Fri. 3,872
 (Average Net Paid Daily Draw 9/07)

The Messenger (Madison)

Paid circulation daily Wed.-Fri. 21,133
 (Average Net Paid Daily Draw 9/07)

**ASK YOUR
SALES REPRESENTATIVE ABOUT
YOUR AD ONLINE!**