

The News & Advance

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national advertising

Effective October 2008

RATES

The News & Advance

Amherst New Era Progress Nelson County Times

Retail Display	Daily	Sun./Hol.	1 Paper	Both Papers
6 Column	\$56.10	\$60.18	\$9.20	\$12.24
Non-Profit	\$49.00	\$52.00	\$8.00	\$11.00
Classified Display				
10 Column	\$40.15	\$42.25	\$7.55	\$8.75
Line Rate				
10 Column	\$8.90	\$9.50	\$2.25	\$2.65
Recruitment	\$7.00	\$7.50	\$2.60	\$3.00
Color:	25% of Space Cost			
Preprints	Daily	Sun./Hol.	Daily	Sun./Hol.
Full Run (Per M)	\$65.00	\$78.00	\$80.00	\$80.00
2pg std./ 4pg tab	\$72.00	\$86.00	\$85.00	\$85.00
4pg std./ 8pg tab	\$73.00	\$89.00	\$95.00	\$95.00
6pg std./ 12pg tab	\$88.00	\$105.00	\$100.00	\$100.00
8pg std./ 16pg tab	\$92.00	\$110.00	\$105.00	\$105.00
10pg std./ 20pg tab	\$99.00	\$116.00	\$110.00	\$110.00
12pg std./ 24pg tab	\$110.00	\$130.00	\$115.00	\$115.00
14pg std./ 28pg tab				

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 Advertisers who do not publish a local phone number or do not have a physical location within our area of distribution, operates retail locations in multiple DMA's or has a billing address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

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

Publication Day	Display	Classified Line
Thursday	Friday, 3 PM	Friday, 12 PM

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 Tuesday, Wednesday or Saturday for 25% OFF

* Holidays do not apply. Discount applies to the daily rate. No other discounts apply.

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)