

The News & Advance

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

preprint

Effective October 2008

RATES

The News & Advance

Amherst New Era Progress
Nelson County Times

Full Run	Daily	Sun./Hol.	Weekly
Single Sheet	45.00	49.00	
2 pg std. / 4 pg tab	50.00	54.00	72.50
4 pg std. / 8 pg tab	54.00	60.00	76.50
6 pg std. / 12 pg tab	61.00	66.00	81.50
8 pg std. / 16 pg tab	67.00	73.00	86.50
10 pg std. / 20 pg tab	74.00	77.00	91.50
12 pg std. / 24 pg tab	78.00	83.00	96.50
14 pg std. / 28 pg tab	84.00	90.00	102.50
16 pg std. / 32 pg tab	90.00	95.00	106.50

Over 16 pg std. / 32 pg tab contact sales rep for rates. All rates are per thousand.

ANNUAL FREQUENCY

	8-12 Annually	13-26 Annually	26-52 Annually	53-78 Annually	79-95 Annually	98-104 Annually	106+
Full Run	\$58.00	\$55.00	\$54.00	\$52.00	\$51.00	\$50.00	\$49.00
35,000 - 40,999	\$60.00	\$56.00	\$55.00	\$53.00	\$52.00	\$51.00	\$50.00
25,000 - 34,999	\$62.00	\$57.00	\$56.00	\$54.00	\$53.00	\$52.00	\$51.00
Less than 24,999	\$64.00	\$58.00	\$57.00	\$55.00	\$54.00	\$53.00	\$52.00

PREPRINT RESERVATION DEADLINE

10 business days prior to publication 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:

50lbs. coated
60lbs. 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.**

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 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