

The News & Advance

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

Retail advertising

Effective October 2008

RATES

The News & Advance

Amherst New Era Progress Nelson County Times

DISPLAY - 6 COLUMN Annual \$ Commitment Open Rate	Display		WEEKLY PUBLICATIONS	
	Daily	Sun./Hol.	1 Paper	Both Papers
	\$46.95	\$49.00	7.65	\$8.90
\$1,000-\$2,999	\$43.95	\$45.95	7.05	\$8.10
\$3,000-\$5,999	\$42.95	\$44.95	6.70	\$7.70
\$6,000-\$8,999	\$40.90	\$42.95	6.40	\$7.40
\$9,000-\$11,999	\$38.90	\$40.90	6.05	\$7.00
\$12,000-\$14,999	\$37.90	\$39.90	5.75	\$6.70
\$15,000-\$19,000	\$36.95	\$39.00	5.45	\$6.40
\$20,000-\$29,999	\$36.45	\$38.50	5.20	\$6.10
\$30,000-\$49,000	\$35.95	\$37.95	4.95	\$5.80
\$50,000-\$74,000	\$35.45	\$37.45	4.65	\$5.70
\$75,000-\$99,999	\$35.20	\$37.20	4.40	\$5.20
\$100,000-\$199,000	\$34.95	\$36.95	4.10	\$4.80
\$200,000-\$299,000	\$34.40	\$36.45	3.85	\$4.50
\$300,000+	\$33.40	\$35.45	3.50	\$4.20

Color: 30" & Under — 30% of Space Cost
31-60" — 25%
61" & Over — 20%

Color:
Half Page or Less — \$125
Ads over 60 col. inches — 25% of Space Cost

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. Ads measuring 18 inches or more will be charged at full page depth of 21". 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	Retail Display
Monday	Thursday, 5 pm
Tuesday	Thursday, 5 pm
Wednesday	Friday, 5 pm
Thursday	Monday, 5 pm
Friday	Tuesday, 5 pm
Saturday	Wednesday, 5pm
Sunday	Wednesday, 5pm

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, Christmas Day.

REPEAT BONUS DAYS DISCOUNT

Does not apply to color. Repeat any size ad, copy unchanged, within 7 days and receive a 25% pick-up discount. (No Sunday discounts)
Pick up a **Sunday** display ad on Monday or Tuesday at **50%** off of daily rate.
* Same ad must run each day. Holidays do not apply. No other discounts apply.

Circulation

The News & Advance (Lynchburg)
Paid circulation daily 34,235; Sunday 40,197
(Source: Audit Bureau of Circulation 2008 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