

THE MOST **Powerful** media

...in **Rockingham County**

more than **30,000** readers countywide
in Reidsville, Eden & Madison!

The Reidsville Review

EDEN NEWS

The Messenger

SPECIAL RATE OFFERINGS!

ASK YOUR SALES REPRESENTATIVE HOW YOU CAN...

- **GET A COMPLIMENTARY AD**
run an ad in our TV Guide and get an additional ad
in our regular paper at no additional charge.
- Special "Business Builder" contracts for new businesses.

The Reidsville Review
EDEN NEWS
The Messenger

1921 Vance Street
Reidsville, NC 27320

336-349-4331

GODANRIVER.com

RETAIL ADVERTISING RATES

Reidsville Review, Eden Daily News
and Madison Messenger
October 10, 2009

Open Rates for Single Publications only
Reidsville & Eden \$8.50 PCI
Madison \$7.50 PCI

Reidsville Review and Eden Daily News Combo
\$12.50 PCI

(Ad must be repeated from either Eden Daily
News or Reidsville Review within same week)

Eden, Reidsville Madison combo rate
\$15.50 PCI

Ad must be repeated from either Eden Daily News,
Reidsville Review within same week or in Madison
Messenger the prior or following Wednesday.

Rockingham Tier Rates Schedule for Single Publication only

1	\$1,000	8.24
2	\$3,000	8.16
3	\$6,000	8.07
4	\$9,000	7.99
5	\$12,000	7.90
6	\$20,000	7.82
7	\$25,000	7.73
8	\$30,000	7.65
9	\$40,000	7.56
10	\$50,000	7.48

CLASSIFIEDS

Madison Rates - Commercial Non-Contract

1 week	\$1.99	3 weeks	\$1.00
2 weeks	\$1.56	4 weeks	\$.85

Eden & Reidsville Rates Commercial Non-Contract

Daily	
1 day	\$1.42
2-5 days	\$1.13
6-10 days	\$.93
11-15 days	\$.83
Over 16 days	\$.78

Legal Rates

Eden .80	Reidsville .80	Madison .82
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National Rates

Eden \$2.05	Reidsville \$2.05	Madison \$1.50
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Display Rates

Eden.....	\$5.84 PCI
Reidsville.....	\$5.84 PCI
Madison.....	\$5.20 PCI
Countywide.....	\$12.50 PCI
2 Paper Combo.....	\$10.00 PCI
Danville Register & Bee....	\$14.85 Sunday \$15.90
Real Estate/Commercial.....	\$3.37 PCI
Business Service Directory.....	\$15.00 All 3

To Place Classified Advertising Call:
Reidsville, Eden & Madison
336-361-4002 or 336-349-4331

PRE-PRINT RATES

Frequency	Single Sheets	4-12 pages	14+ pages
Open Rate.....	\$36.00.....	\$45.00	\$48.00
7-12 per year	\$35.00.....	\$44.00	\$46.00
13-24 per year	\$34.00.....	\$43.00	\$45.00
25-50 per year	\$33.00.....	\$41.00	\$43.00
51+ per year	\$31.00.....	\$40.00	\$42.00
National Rate	\$62.00.....	\$62.00	\$62.00

Minimum insertion 2,000 copies. All rates are net.
Pre-Print delivery one week prior to insertion date.

INSERT SHIPPING INSTRUCTIONS

All inserts must be sent to:
101 Wyndale Drive, Lynchburg, VA 24501

NATIONAL DISPLAY RATES

Retail: \$9.88

Classified: Eden \$6.80 Reidsville \$6.80 Madison \$5.10



DEADLINES

Publication:	Deadline:
Sunday.....	3 pm Wed
Wednesday	3 pm Fri
TV Guide.....	3 pm Wed

production

SPECS

Danville Register & Bee

The Reidsville Review • EDEN NEWS
The Messenger**Electronic Ad Submission**

To ensure that your ad appears exactly as you intend it to, the preferred software for electronic delivery is Adobe Acrobat (pdf). Providing pdf files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using pdf also allows you to embed fonts and graphics within the file rather than sending them separately further ensuring that your ads appear exactly as you intend. All artwork within the pdf's created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color or Index Color. We do know that things can change, however so our graphic artists and typesetters will still be able to make simple last minute changes to pdf files if you so request. Although we prefer pdf, our intent is to serve you in the way you need us to, and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below: we can also make requested changes to files submitted in those formats. Whatever the format, the newspaper will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that the newspaper will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. **If you have questions, please contact The News & Advance Art Department at 434-385-5471.** Please email all electronic ad submissions to: reidsvillereview@mgads.com

MEDIA

CD-ROM or CD-RW

Electronic ad files will be stored on the newspaper file servers for 90 days from the original run date.

Ads older than 90 days must be resubmitted.

SOFTWARE (Mac or Windows)

Adobe Acrobat Distiller 4.0

Adobe InDesign 3.0

Adobe Photoshop 5.5

Adobe Illustrator 9.0

QuarkXpress 4.1

Mac users please include program extension when naming file (ex: .tif, .eps, .qxd etc...)

COLOR

All Pantone, Index, Lab & RGB colors must be turned to process colors (CMYK)

All color scans/bitmaps must be converted to CMYK.

The color ink limit for our Flexo press is 240%.

GRAPHICS

- All linked graphics must be included.
- Vector graphics must be saved in EPS format. Type **MUST** be turned to outlines.
- Scans/bitmap graphics must be in TIFF or Photoshop EPS from at 170 dpi at 100%
- No line screen

GRAYSCALE IMAGES

A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites 2%

Highlight 4%

Midtones 35%

Shadow 85%

The newspaper is not responsible for reproduction of graphics that do not adhere to these specifications.

PROOFS

Laser or inkjet proofs must accompany all ads submitted. Email users must fax proofs at the time of transmission. FAX 434-385-5472.

MECHANICAL SPECIFICATIONS

Retail Column Widths

(Broadsheet 6 column width)

1 column = 1.56 inches

2 column = 3.22 inches

3 column = 4.89 inches

4 column = 6.56 inches

5 column = 8.22 inches

6 column = 9.89 inches

Full Page = 6 columns x 19.75 inches

12 column Doubletruck: 20.89 inches wide

10 column Doubletruck: 17.56 inches wide

Spadea Doubletruck: 15.88 inches wide (9 columns + gutter)

Gutter: 1.11" (included in all doubletrucks above)

CLASSIFIED COLUMN WIDTHS

(Broadsheet 10 column width)

1 column = 0.94 inches

2 column = 1.93 inches

3 column = 2.93 inches

4 column = 3.92 inches

5 column = 4.91 inches

6 column = 5.91 inches

7 column = 6.90 inches

8 column = 7.89 inches

9 column = 8.89 inches

10column = 9.88 inches

Full Page = 10 columns x 19.75 inches

Double Truck: 20.87 inches wide

TABLOID COLUMN WIDTHS

(Tab 5 column width)

1 column = 1.889 inches

2 column = 3.889 inches

3 column = 5.889 inches

4 column = 7.889 inches

5 column = 9.889 inches

Tabloid Center Spread: 20" W x 9.5" H

Total Depth is 9.5 inches

EMAIL ADS & AD MATERIALS

Ads may be sent via e-mail to reidsvillereview@mgads.com. Send the ad file(s) as an attachment to the e-mail. Ad submitted by e-mail must contain the name of the newspaper sales representative, account name, and run date(s) in the body of the email. Please note there is a 20MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.

Publisher, Steve Kaylor

Retail Advertising Director, Susan DuFour

Rockingham Advertising Manager, Pam Durham

Pre-Print Coordinator, Susan Carter

1921 Vance Street, Reidsville, NC 27320 • (336) 349-4331 • www.godanriver.com

Terms & Conditions

1. Retail advertising rates apply only to:

A. the sale of advertising space to any single firm or individual advertiser to promote it's selling at retail directly to the public within the publisher's retail trading area, typically defined as a 50 mile radius around the newspaper's plant.

B. the sale of advertising space to promote some special interest or event occurring in [the publisher's] retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of the publisher and is acceptable only if the reference to the individual sponsors appears only in a list of sponsors' names, unless the advertisement is an insert that includes advertisers who are predominantly located outside of the retail trading area:

C. the sale of advertising space to promote retail sales directly to the public from on-going, non-transient inventories by a group of retailers in contiguous locations within the retail trading area; or

D. the sale of space for political advertising.

2. General advertising rates apply to the sale of all advertising space that does not otherwise meet the criteria of paragraphs 1 or 2, above, including but not limited to the sale of advertising space for employment/recruiting purposes and the sale of advertising space to businesses not having an established or permanent location in the publisher's retail trading area.

3. An advertising agency commission program is available to recognized advertising agencies for national advertising at 15%. Local advertising is generally non-commissionable. However, commission on the local rate will be paid to all national and state associations of which Media General and/or the newspaper is a current dues paying member, as well as to other newspaper-owned or affiliated organizations that place advertising with our newspapers on a regular basis. Such commissions may include payments for new business, existing business, major accounts and one-order-one-billing services, each of which will be determined by the then current rates of each organization, established on an equitable basis for all participating newspapers. The local rates of Media General's newspapers will not be grossed up to include commissions. Any commissions due to networks should be deducted from the local rate.

4. Forwarding of an order by the advertiser is construed as an acceptance by the advertiser of all rates and conditions under which advertising space is at the time sold by the publisher. Failure to make an order correspond in price, or otherwise, with the applicable rate card is regarded only as a clerical error and publication shall be made and charged for based upon the rates and terms of the applicable rate card, without further notice. Special clauses in an order shall not be accepted if they relate to legal liability or circulation guarantees; the terms and conditions of any form advertising contract prepared and tendered by the advertiser shall be inapplicable to the extent that they are inconsistent with the terms and conditions stated herein. Execution of the publisher's form advertising contract by the advertiser is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publisher; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of [the publisher's] form advertising contract, the provisions of the contract shall apply.

5. Submission of an advertisement to a sales representative of the publisher does not constitute a commitment by the publisher to publish the advertisement. Only publication of an advertisement constitutes acceptance of the advertiser's order. Publication of an advertisement does not constitute an agreement for continued publication. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by the publisher shall be refunded.

6. Acceptance and publication of advertising does not constitute any extension of credit. The publisher may, at its sole discretion, extend credit upon completion of an application for credit, and/or personal guarantees by the advertiser, and/or any additional information and references deemed necessary. The advertiser should allow 7 working days for the processing of its credit application. When the publisher extends credit, payments are due by the 15th of the month following publication. Continuation of credit privileges is dependent upon full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which may be changed by the publisher upon 7 days' prior written notice to the advertiser.

7. Except as otherwise provided herein, all bills for advertising are net and are due and payable upon submission of statement. A charge of 1.5% per month, which accrues to 18% annually, shall be made on all unpaid advertising when the account becomes 30 days past due, and such charges shall appear on the subsequent monthly statement.

8. When the publisher sets copy, a charge shall be made for the actual space occupied if such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, the publisher shall bill the advertiser for the exact space ordered.

9. The publisher reserves the right to amend or revise rates, terms, conditions, etc. upon 30 days' written notice; all advertising contracts are accepted subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the publisher prior to the effective date of the amendments, cancel its advertising contract without liability for future obligations there under. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract between the advertiser and the publisher shall be void and of no effect.

10. The publisher reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration, or phraseology.

11. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The publisher shall make any other changes if time permits and at an additional charge of \$15 per hour, with a \$30 minimum charge. If the advertiser is furnished such proofs, the publisher shall not be held liable or responsible for any error in any published advertisement unless the advertiser's proof correction requests are returned in ample time before publication and are not met. Whether or not such proofs are furnished, the publisher shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser.

12. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. The publisher shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 30 days of the publication date. Error adjustments shall be given in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of any payment for the advertising space involved. The publisher has the exclusive right to choose the appropriate form of adjustment.

13. In the event of the publisher's error when advertising goods are listed at less than the specified price, the publisher shall furnish a letter to the advertiser to be posted, noting error and stating the correct price. The publisher shall not assume any liability for goods sold at the incorrect price.

14. The publisher shall not be responsible for orders, cancellations, or corrections given over telephone. Written confirmations of orders, cancellations, or corrections must be received by the publisher in ample time to follow. Copy set and not published shall be charged at \$1.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 2:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space cancelled. The publisher shall accept no cancellations after 2:00 p.m. the day prior to printing.

15. Positions may be requested for any page on which advertising is acceptable and shall be filled, if possible, depending upon editorial make-up and advertising space demands. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page are treated as requests only. Every effort shall be made to comply with such position requests. Subject to the provisions of paragraph 11 hereof, the publisher shall guarantee page position for an additional 25% of the cost of the advertisement, subject to availability; provided, however, that in no event shall exact placement on a page be guaranteed.

16. Political advertisements must be paid in advance of publication by cash, credit card, or certified check shall be set as display advertisements. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by candidate or candidate's committee and must include the name and residence address of individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

17. Any advertisement simulating news matter must have the word "Advertisement" or the words, "Paid Advertisement" at the top and/or bottom of the advertisement in 10pt. type. The publisher reserves right to include such words if omitted by the advertiser. The advertiser's failure to include such words, may result in a charge for the additional space necessary to include them. In no event may publisher's masthead or news type be used for advertising purposes.

18. No advertising contract is valid unless signed by the publication's Advertising Manager, Director or Publisher. All advertising contracts must be made in the advertiser's name and signed and titled by an owner or officer of the advertiser. All advertisements are accepted for publication entirely upon the representation that the advertiser and its agency (if any) are properly authorized to publish entire contents and subject matter thereof. The advertiser acknowledges and agrees that the space reserved under the advertising contract is to be used by the advertiser signing the contract and used exclusively for the advertiser's present business and cannot be sold, given, transferred, or assigned, in whole or in part, to any other firm, individual, corporation, or other entity.

19. The publisher may cancel any advertising contract at any time for reasons satisfactory to the publisher. If the contract is cancelled because the advertiser defaults in payment of any amount when due there under, becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver is appointed, then the advertiser shall pay at the rate earned. If the contract is cancelled by the publisher for any other reason, the advertiser shall pay at the contract rate. The publisher may cancel any advertising contract for any reason upon 30 days written notice to the publisher, in which event the advertiser shall pay at the rate earned.

20. The publisher shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond the publisher's control.

21. Any federal, state or local tax imposed on advertising published hereunder shall be an additional charge to the advertiser, over and above the rates set forth herein.

22. All property rights arising from the creation or production of advertisements for the advertiser by the publisher, including but not limited to any copyright interest in any such advertisements which incorporate art work, creative ability, and/or typography furnished or arranged by the publisher, shall be the property of the publisher. No such advertisement or any part thereof may be reproduced without the prior written consent of the publisher. The publisher shall not be held liable or responsible for any original artwork, drawings, or materials supplied by the advertiser that are left at the publisher's offices for over 5 days.

23. Key numbers and coupons in advertisements are accepted at the advertiser's risk.

24. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly separately liable for all such payments.

25. In consideration of the publication of advertising, the advertiser and its agency (if any) hereby indemnify and agree to hold the publisher harmless against any and all liability, loss or expense from any violations of law, claims for libel, unfair competition, unfair trade practice, violation of rights of privacy or rights of publicity, infringement of trademark, trade name, copyright or any other proprietary rights, or any other claims, causes of action or the like arising directly or indirectly from the publication of advertising hereunder. The advertiser and agency (if any) further agree to pay the costs of any such actions, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection.

26. The advertiser agrees to hold the publisher harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection, incurred by [the publisher] in enforcing payment of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceedings that may be taken to enforce and advertising contract hereunder shall be in the publisher's county. The laws of Virginia [without regard to any of its conflicts of laws provisions] shall govern the interpretation and enforcement of this contract and all legal proceedings.

27. Advertising rates are based on column inch size, Fractional page size or number of lines. All measurements or dimensions provided herein are nominal and are subject to change. The Publisher reserves the right to decrease the page and column width along with the depth of the page, to increase or decrease the number of columns per page and to adjust the size of any advertisement to conform to the current page dimensions. All advertisements ordered will still maintain substantially the same proportion of the page (less margins). Ads more than 18" in depth will be billed at the full 21" depth.

28. 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. Claims for any adjustments based upon the Publisher's changes to any advertisement with regard to content, size or position must be made not later than thirty, (30) days after the publication date containing the advertisement for which an adjustment is sought. If an adjustment is requested during the 30 day period, the Publisher will determine if the claim is valid and make any adjustments that the Publisher deems appropriate.

29. Notwithstanding anything to the contrary herein, under no circumstances shall publisher be liable to advertiser or agency for any consequential, punitive, incidental or special damages. In no event will the liability of publisher to advertiser, agency or any third party for damages, direct or otherwise, arising out of or in connection herewith exceed the total value of the monies payable to publisher for the services not performed in accordance with these terms and conditions.

30. Publisher shall use commercially reasonable efforts in performing the services hereunder. Advertiser hereby acknowledges publisher shall not be liable for immaterial deviations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, or representations are made by publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or other warranties, whether expressed or implied, in law or in fact, oral or writing.