

ROCKBRIDGE WEEKLY

“YOUR MARKETING PARTNER IN ROCKBRIDGE COUNTY”

A paid circulation weekly newspaper distributed each Wednesday of the year serving Rockbridge County and the cities of Buena Vista and Lexington, Virginia

Display Advertising Rates

Effective January 1, 2007

LOCAL OPEN RATE: \$9.15 per column inch

(RATES ARE NET)

10 - 19 inches per week.....	\$8.70 per col. inch
20 - 39 inches per week.....	\$8.55 per col. inch
40 - 95 inches per week.....	\$8.35 per col. inch
96 - 128 inches per week.....	\$8.25 per col. inch
129+ inches per week.....	\$7.95 per col. inch

• **COLOR CHARGE:** \$90.00 per color for spot color
\$235.00 for 4-color process

• **NATIONAL RATE:** \$9.15 per column inch*

*Agencies of record may take 15% discount

• **RATE FOR CIVIC ORGANIZATIONS & CHURCHES:**

\$6.35 per column inch

• **MONTHLY DINING GUIDE AD:** \$30.00 per month

(Must Run At Least Four Weeks)

• **CLASSIFIED RATES:** \$8.50 for first 15 words, 25¢ per additional word, per insertion (Must pay in advance)

• **LEGAL ADVERTISING:** \$1.10 per line.

This rate applies to all legally required ads such as estate sales, trust sales, legal notices, public hearings, public notices from governments, foreclosure sales, etc.

• **IN MEMORIAMs:** \$20.00 With a photo: \$25.00

(Must pay in advance)

• **CARD OF THANKS:** \$20.00 (Must pay in advance)

• **Political, Circus, and Out-of-Market Area Ads**

Must Be Paid In Advance

BUSINESS CARD DIRECTORY ADS

(4-week minimum)

Single Card Size - 4 to 7 weeks \$18.00 per week;
8 to 25 weeks \$16.00 per week;
26 or more weeks \$14.50 per week

Double Card Size - 4 to 7 weeks \$32.00 per week;
8 to 25 weeks \$28.00 per week;
26 or more weeks \$25.00 per week

AD COPY DEADLINE (NO PROOF): MONDAYS AT 3 P.M.

PROOF DEADLINE: FRIDAYS AT 5 P.M.

SUPER SAVER PROGRAM ADVERTISING RATES*

MULTIPLE INSERTION SPECIALS

Prices Based Upon a 3-Month Arrangement -

MINIMUM 7 ADS

* **MUST SIGN A CONTRACT TO RECEIVE THESE RATES.**

Payment Is Due Upon Receipt -

Unless Special Arrangements Are Made With The Accounting Office.

4 - 32 inches.....	\$6.25 per col. inch
33 - 63 inches.....	\$5.65 per col. inch
64 - 128 inches.....	\$5.35 per col. inch
129 inches (full page).....	\$4.80 per col. inch

**RATES FOR ADS THAT RUN EVERY WEEK
FOR 3 MONTHS - 13 ADS**

4 - 32 inches.....	\$6.05 per col. inch
33 - 63 inches.....	\$5.45 per col. inch
64 - 128 inches.....	\$5.15 per col. inch
129 inches (full page).....	\$4.50 per col. inch

• **Ask About Our Cash Discount Program** •

PRE-PRINTED INSERTS:

Single Sheet.....	\$35/M
4 Page Tabloid.....	\$45/M
4 Page Broadsheet (8 Page Tab).....	\$52/M
6 Page Broadsheet (12 Page Tab).....	\$57/M
8 Page Broadsheet (16 Page Tab).....	\$64/M
10 Page Broadsheet (20 Page Tab).....	\$71/M

other sizes, rates upon request.

MECHANICAL MEASUREMENTS FOR DISPLAY ADS:

1 column width	1.75 inches
2 column width	3.625 inches
3 column width	5.5 inches
4 column width	7.375 inches
5 column width	9.25 inches
6 column width	11.125 inches

Full Page - 6 columns (11.125 inches) by 21.25 inches

**WEBSITE ADVERTISING RATES
AVAILABLE UPON REQUEST**

107 E. Washington Street • P. O. Box 1331 • Lexington, VA 24450

Phone: 540-464-6600

Fax: 540-464-1509 or 540-464-6603

Ad Dept. Email: adgals@chartwellcorp.com or tsl@chartwellcorp.com

Website: <http://www.rockbridgeweekly.com>