

# 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, VA

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

Phone: 540-464-6600 Fax: 540-464-1509

## DISPLAY ADVERTISING RATES

**LOCAL OPEN RATE:** \$9.70 per column inch  
(RATES ARE NET)

10 - 19 inches per week.....\$9.25 per col. inch  
20 - 39 inches per week.....\$9.10 per col. inch  
40 - 95 inches per week.....\$8.95 per col. inch  
96 - 128 inches per week.....\$8.80 per col. inch  
129+ inches per week.....\$8.50 per col. inch

- **RATE FOR CIVIC ORGANIZATIONS, CHURCHES & GOVERNMENTS:** \$6.90 per column inch
- **MONTHLY DINING GUIDE AD:** \$30.00 per month (MUST RUN AT LEAST FOUR WEEKS)
- **CLASSIFIED RATES:** \$9.00 for first 15 words, 25¢ per additional word, per insertion (Must pay in advance)
- **LEGAL CLASSIFIED ADS:** \$1.60 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. No border around ad - only line listing.
- **POLITICAL, CIRCUS, AND OUT-OF-MARKET AREA ADS Must Be Paid In Advance.**
- **IN MEMORIAMS:** \$25.00  
With a photo: \$30.00 (Must pay in advance)
- **CARD OF THANKS:** \$25.00 (Must pay in advance)

### SUPER SAVER PROGRAM ADVERTISING RATES\*

#### MULTIPLE INSERTION SPECIALS

##### RATES BASED UPON A 3-MONTH ARRANGEMENT - MINIMUM 7 ADS

4 - 32 inches.....\$6.75 per col. inch  
33 - 63 inches.....\$6.15 per col. inch  
64 - 128 inches.....\$5.85 per col. inch  
129 inches (full page).....\$5.30 per col. inch

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

4 - 32 inches.....\$6.35 per col. inch  
33 - 63 inches.....\$5.75 per col. inch  
64 - 128 inches.....\$5.45 per col. inch  
129 inches (full page).....\$4.80 per col. inch

\* MUST SIGN A CONTRACT TO RECEIVE  
THESE RATES.

### Effective January 1, 2010

- **COLOR CHARGE:** \$90.00 per color for spot color  
\$235.00 for 4-color process
- **NATIONAL RATE:** \$9.70 per column inch\*  
\*Agencies of record may take 15% discount

### AD COPY DEADLINE

(NO PROOF NEEDED);  
MONDAYS AT 3 P.M.  
PRIOR TO RUN DATE

NEED PROOF:  
FRIDAYS AT 3 P.M.  
PRIOR TO RUN DATE

### MECHANICAL MEASUREMENTS FOR DISPLAY ADS:

1 column width 1.5 inches  
2 column width 3.2 inches  
3 column width 4.924 inches  
4 column width 6.625 inches  
5 column width 8.34 inches  
6 column width 10.05 inches

### 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.

Contract discounts for inserts: 4-9 per year 15%;  
10-39 per year 25%; 40 or more per year 30%

### 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

### CASH AND COLOR ADVANTAGE PROGRAM\*

\* AD PAYMENT IS DUE PRIOR TO RUN DATE.

Cash, check, credit card (Discover, MasterCard or Visa) or money order.

#### SINGLE INSERTION SET AD SIZES:

- Full Page...\$530.00\* \* Price includes 1 to 4 colors.
- Half Page...\$310.00\* Positions Limited Each Week -
- 1/4 Page.....\$175.00\* First Come, First Served

#### 4-INSERTION MINIMUM SET AD SPECIALS:

- 2-col. x 8 inches = \$85.00 each\* (\$340.00 total) \* Price includes
- 2-col. x 5 inches = \$53.13 each\* (\$212.52 total) 1 spot color of
- 2-col. x 4 inches = \$42.50 each\* (170.00 total) publisher's
- 2-col. x 3 inches = \$31.88 each\* (172.52 total) choice.

\* Ad price includes the color, plus huge internet exposure (Ad Values)  
and Rockbridge Weekly news release links.

To reserve ad space or if you need more information -  
contact the advertising department at 540-464-6600  
or email [tsl@chartwellcorp.com](mailto:tsl@chartwellcorp.com)