

ROCKBRIDGE WEEKLY

"YOUR MARKETING PARTNER IN ROCKBRIDGE COUNTY"

2012 ADVERTISING RATE SHEET

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

Website: www.rockbridgeweekly.com

DISPLAY ADVERTISING RATES

LOCAL OPEN RATE: \$9.90 per column inch
(RATES ARE NET)

10 - 19 inches per week.....\$9.45 per col. inch
20 - 39 inches per week.....\$9.30 per col. inch
40 - 95 inches per week.....\$9.15 per col. inch
96 - 128 inches per week.....\$9:00 per col. inch
129+ inches per week.....\$8.70 per col. inch

• **RATE FOR CIVIC ORGANIZATIONS, CHURCHES & GOVERNMENTS:** \$7.10 per column inch

• **MONTHLY DINING GUIDE AD:** \$30.00 per month (MUST RUN AT LEAST FOUR WEEKS)

• **CLASSIFIED RATES:** \$9.20 for first 15 words, 25¢ per additional word, per insertion (Must pay in advance)

• **LEGAL CLASSIFIED ADS:** \$1.70 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)

EFFECTIVE JANUARY 1, 2012

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

• **NATIONAL RATE:** \$9.90 per column inch*
*Agencies of record may take 15% discount

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

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

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

SUPER SAVER PROGRAM ADVERTISING RATES*

MULTIPLE INSERTION SPECIALS

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

4 - 32 inches.....\$6.95 per col. inch
33 - 63 inches.....\$6.35 per col. inch
64 - 128 inches.....\$6.05 per col. inch
129 inches (full page).....\$5.50 per col. inch

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

4 - 32 inches.....\$6.55 per col. inch
33 - 63 inches.....\$5.95 per col. inch
64 - 128 inches.....\$5.65 per col. inch
129 inches (full page).....\$5.00 per col. inch

* MUST SIGN A CONTRACT TO RECEIVE THESE RATES.

CASH AND COLOR ADVANTAGE PROGRAM*

* AD PAYMENT IS DUE PRIOR TO RUN DATE.

Cash, check, credit card (Discover, MasterCard or Visa)

SINGLE INSERTION SET AD SIZES:

- Full Page...\$540.00* * Price includes 4-color process
- Half Page...\$320.00* Positions Limited Each Week -
- 1/4 Page.....\$185.00* First Come, First Served

4-INSERTION MINIMUM SET AD SPECIALS:

PRICE INCLUDES 1-COLOR*	PRICE INCLUDES 4-COLOR PROCESS
• 2-col. x 8 inches = \$95.00 each* (\$380.00 total)	\$103.75 each* (\$415.00 total)
• 2-col. x 5 inches = \$63.13 each* (\$252.52 total)	\$72.50 each* (\$290.00 total)
• 2-col. x 4 inches = \$52.50 each* (\$210.00 total)	\$63.75 each* (\$255.00 total)
• 2-col. x 3 inches = \$41.88 each* (\$167.52 total)	\$51.25 each* (\$205.00 total)

* 1-color (publisher's 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