

# DISPLAY ADVERTISING 2011-12 RATES

\*Rates effective 10/1/11

	<b>CIRCULATION</b>	<b>OPEN RATE</b> Per Column inch	<b>AGENCY</b> Commissionable Per Column inch
<b>NORTHERN VIRGINIA</b>			
<b>LOUDOUN</b>			
Loudoun Times-Mirror/The Indie* (Wed. Edition) Rate includes the e-edition	64,586**	\$35.00	\$41.18
<b>THE GREATER PIEDMONT</b>			
<b>CULPEPER TIMES</b>	10,444**	\$21.25	\$25.00
<b>FAUQUIER</b>			
Fauquier Times-Democrat (Wed. Edition)	14,101**	\$23.00	\$27.06
Fauquier Times-Democrat Weekend** (Fri. Edition)	8,938**	\$21.00	\$24.71
<b>GAINESVILLE TIMES</b>	16,244**	\$17.00	\$20.00
<b>RAPPAHANNOCK NEWS</b>	3,200***	\$13.50	\$15.88
<b>ALL PIEDMONT</b>	51,444**	\$56.75	\$66.77

\* The Indie is a 5 column tab format (Maximum height is 11.5), inserted into Loudoun Times-Mirror.  
 \*\*TCM Circulation - as of September 28, 2011  
 \*\*\*Rappahannock News Circulation - Based on the Postal Statement Dated September 23, 2010  
 \*\*\*\* First 2 proofs are Free. Each additional proof \$10.

## HOMES/Real Estate Rates ADVERTISING 2011-12 RATES

LOUDOUN Circ. 63,726	1/16 PAGE TAB	1/8 PAGE TAB	BONUS 1/8 TAB	1/4 PAGE TAB	BONUS 1/4 TAB	1/2 PAGE TAB	BONUS 1/2 TAB	3/4 PAGE TAB	FULL PAGE TAB	DOUBLE TRUCK TAB
4 COLUMN TABLOID	\$102	\$204	\$311	\$423.30	\$632.40	\$846.60	\$938.40	\$1,249.50	\$1,693.20	\$3,381.30

FAUQUIER Circ. 14,101	Column inch Rate	GAINESVILLE Circ. 14,961	Column inch Rate	CULPEPER Circ. 10,244	Column inch Rate
6 COLUMN BROADSHEET	\$23.00	6 Col Broadsheet	\$17.00	6 Col Broadsheet	\$21.25

FAUQUIER Circ. 14,101	Agency Column inch Rate	GAINESVILLE Circ. 14,961	Agency Column inch Rate	CULPEPER Circ. 10,244	Agency Column inch Rate
6 COLUMN BROADSHEET	\$27.06	6 Col Broadsheet	\$20.00	6 Col Broadsheet	\$25.00

### ■ CANCELLATION CHARGE

Ads cancelled after deadline will be charged the full amount of the ad.

### ■ COLOR RATES

Contract discounts do not apply.

**Black plus One Color** \$140 per page/per publication  
**Four Color** \$250 per page/per publication  
 Additional color strategies available.

### ■ CONTRACT DISCOUNTS

Signed contracts required.

6 weeks .....10%  
 13 weeks .....15%  
 26 weeks .....20%  
 52 weeks .....25%

### ■ COMBINATION DISCOUNTS

Two publications.....20%  
 Three to Five publications .....30%  
 Six or More publications .....35%

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\*Online advertising is considered a publication