

2014-15 MEDIA KIT

MULTI-MEDIA SOURCE
FOR ADVERTISING

5 PAPERS COVERING 4 COUNTIES,
ENDLESS POSSIBILITIES...



Trust in Real Journalism

CIRCULATION BY ZIP

The Greater Piedmont Group

Fauquier Times &
Fauquier Friday
Fauquier.com

540.347.4222

*Culpeper Times

CulpeperTimes.com

540.347.4222

Prince William Times/Gainesville Times

PrinceWilliamTimes.com

540.347.4222

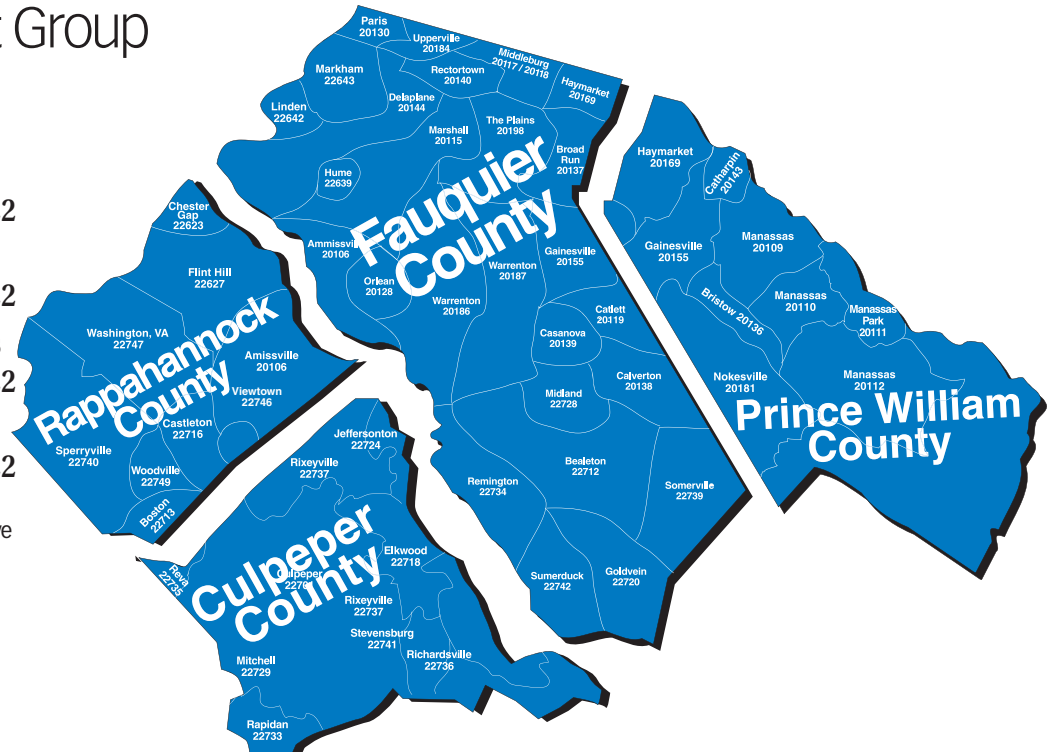
*Rappahannock News

RappNews.com

540.347.4222

*Virginia News Group has a joint sales agreement with this newspaper. Please contact your Sales Representative for circulation breakdown

Visit Us Online at:
VirginiaNewsGroup.com



Fauquier Times

FAUQUIER Friday

Prince William Times
Gainesville Times

ZIP CODES

20106AMISSVILLE174
20109MANASSAS89
20110MANASSAS114
20111MANASSAS PARK40
20115MARSHALL932
20117MIDDLEBURG97
20119CATLETT381
20128ORLEAN51
20137BROAD RUN232
20138CALVERTON42
20139CASSANOVA48
20144DELAPLANE125
20155GAINESVILLE253
20169HAYMARKET116
20181NOKESVILLE491
20184UPPERVILLE45
20186WARRENTON3,246
20187WARRENTON1,913
20198THE PLAINS345
22627FLINT HILL41
22630FRONT ROYAL52
22642LINDEN66
22643MARKHAM25
22701CULPEPER239
22712BEALETON987
22720GOLDVEIN58
22724JEFFERSONTON86
22728MIDLAND335
22734REMINGTON278
22737RIXEYVILLE78
22742SUMMERDUCK192
22747WASHINGTON57
MISC.ZIP CODES1,988

TOTAL13,216

ZIP CODES

20106AMISSVILLE144
20115MARSHALL574
20117MIDDLEBURG41
20119CATLETT287
20137BROAD RUN217
20138CALVERTON57
20139CASSANOVA43
20144DELAPLANE125
20155GAINESVILLE13
20181NOKESVILLE117
20186WARRENTON1,955
20187WARRENTON1,483
20198THE PLAINS156
22643MARKHAM25
22701CULPEPER64
22712BEALETON428
22720GOLDVEIN65
22724JEFFERSONTON86
22728MIDLAND201
22734REMINGTON126
22737RIXEYVILLE62
22742SUMMERDUCK187
MISC.ZIP CODES904

TOTAL7,360

ZIP CODES

20109MANASSAS2,396
20110MANASSAS459
20111MANASSAS PARK140
20112MANASSAS170
20136BRISTOW5,410
20155GAINESVILLE7,100
20169HAYMARKET5,020
20181NOKESVILLE240
20186WARRENTON50
20187WARRENTON60
22025MOUNTCLAIR250
22026DUMFRIES130
22125OCCOQUAN35
22134QUANTICO25
22172TRIANGLE70
22191WOODBIDGE240
22192LAKE RIDGE580
22193DALE CITY250
MAIL & MISC.ZIP CODES2,450

TOTAL ..25,075*

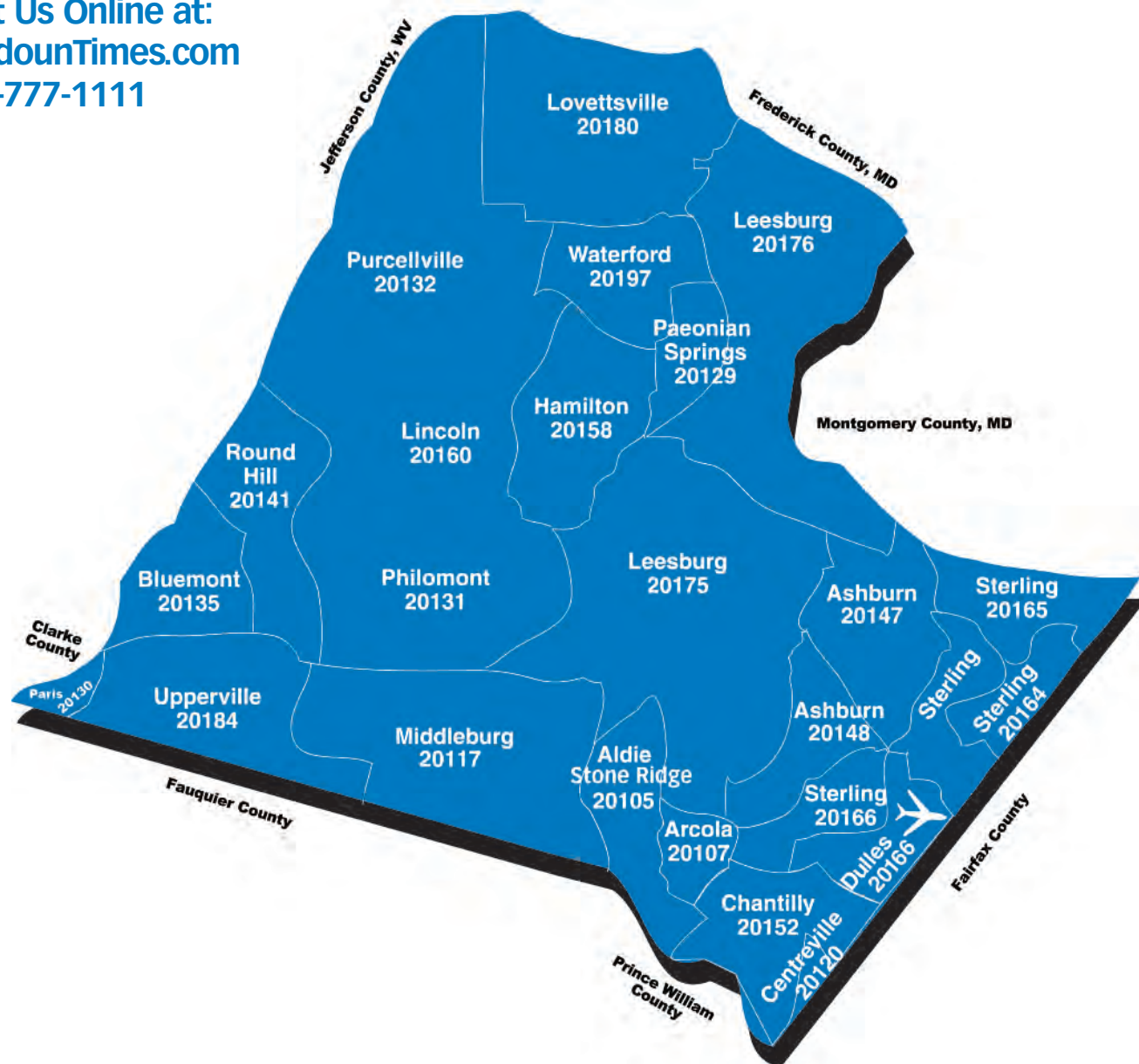
*Based on total press run.



CIRCULATION BY ZIP

Loudoun Times-Mirror

Visit Us Online at:
LoudounTimes.com
 703-777-1111



LOUDOUN ZIP CODES AND TOWNS

20105	STONERIDGE2,825	20164	STERLING PARK561
20117	MIDDLEBURG122	20165	STERLING/ CASCADES9,038
20132	PURCELLVILLE2,979	20166	STERLING/DULLES403
20141	ROUND HILL1,268	20175	LEESBURG7,455
20147	ASHBURN11,927	20176	LEESBURG9,729
20148	BROADLANDS/ BRAMBLETON5,690	20180	LOVETTSVILLE734
20152	SOUTH RIDING4,977	MISC. ZIPS & MAIL827	
20158	HAMILTON1,017			

TOTAL CIRCULATION**60,040**

VNG Circulation as of September 30, 2013 - CAC Audit, on a two year audit cycle.



DISPLAY ADVERTISING 2014-15 RATES

*Rates effective 10/1/14

	CIRCULATION	OPEN RATE Per Column Inch	AGENCY Commissionable Per Column Inch
NORTHERN VIRGINIA			
■ LOUDOUN			
Loudoun Times-Mirror (Wed. Edition) Rate includes the e-edition	60,040*	\$35.00	\$41.18
THE GREATER PIEDMONT			
■ ** CULPEPER TIMES (Thur. Edition)			
	10,366*	\$22.75	\$26.77
■ FAUQUIER			
Fauquier Times (Wed. Edition)	13,216*	\$24.50	\$28.82
Fauquier Friday (Fri. Edition)	7,360*	\$22.50	\$26.47
■ PRINCE WILLIAM/GAINESVILLE TIMES (Wed. Edition)			
	25,075**	\$25.25	\$29.71
■ ** RAPPAHANNOCK NEWS (Thur. Edition)			
	2,544	\$14.30	\$16.82
■ ALL PIEDMONT			
	79,343*	\$61.60	\$72.47
■ ALL PIEDMONT AND RAPPAHANNOCK			
	81,887	\$67.00	\$78.83

*VNG Circulation - as of September 30, 2013 - CAC Audit. **Based on total press run. Virginia News Group has a joint sales agreement with this newspaper.

HOMES/Real Estate Rates ADVERTISING 2014-15 RATES

LOUDOUN Circ. 64,856	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	\$311.10	\$423.30	\$632.40	\$846.60	\$938.40	\$1,249.50	\$1,693.20	\$3,381.30
AGENCY RATES	\$120	\$240.01	\$366.01	\$498.01	\$744.02	\$996.02	\$1104.00	\$1470.04	\$1992.00	\$3978.10

FAUQUIER Circ. 13,520	Column inch Rate	PRINCE WILLIAM Circ. 29,070	Column inch Rate	CULPEPER Circ. 10,463	Column inch Rate
6 COLUMN BROADSHEET	\$24.50	6 COLUMN BROADSHEET	\$25.25	6 COLUMN BROADSHEET	\$22.75

FAUQUIER Circ. 13,520	Agency Column inch Rate	PRINCE WILLIAM Circ. 29,070	Agency Column inch Rate	CULPEPER Circ. 10,463	Agency Column inch Rate
6 COLUMN BROADSHEET	\$28.82	6 COLUMN BROADSHEET	\$29.71	6 COLUMN BROADSHEET	\$26.77

■ 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.

* First 2 proofs are Free. Each additional proof \$10.

■ CONTRACT DISCOUNTS

Signed contracts required.

6 weeks10%

13 weeks15%

26 weeks20%

52 weeks25%

■ COMBINATION DISCOUNTS

Two publications.....20%

Three to Four publications30%

LOUDOUN OFFICE **703.777.1110** OR **800.852.4797** | FAX **703.771.1285** | EMAIL **Classifieds@virginiangroup.com**

PIEDMONT OFFICE **540.351.1664** OR **888.351.1660** | FAX **540.349.8676** | EMAIL **Fauquierclassified@virginiangroup.com**

Display Rates

2 columns or more (box/border included)
Price Per Column Inch

	Automotive/ Real Estate	Other
LTM	\$17.50	\$20.32
All Fauquier	\$16.00	\$19.25
Prince William/Gainesville	\$16.00	\$19.25
Rappahannock*	\$8.75	\$10.60
Culpeper*	\$8.25	\$10.25
All Piedmont	\$40.25	\$47.75
All Publications	\$54.50	\$64.25
Web - Top Ads	\$10.00/ad	\$10.00/ad
Web	\$5.00/ad	\$5.00/ad
Web - Top Auto/Real Estate	\$10.00	
Web - Auto/Real Estate	\$5.00	

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Line Rates

Per line: 5 line minimum

Publication	Business	Private
LTM	\$7.11	\$6.58
All Fauquier	\$6.25	\$5.75
Prince William/Gainesville	\$6.25	\$5.75
Rappahannock*	\$3.95	\$3.70
Culpeper*	\$3.75	\$3.50
All Piedmont	\$14.75	\$13.75
All Publications	\$17.90	\$16.90

Web Charge \$2.00 Flat rate per ad.

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Public/Legal Notice Rates

Price Per Column Inch

Publication	PCI
LTM	\$20.10
All Fauquier	\$39.25
Prince William/Gainesville	\$16.00
Rappahannock*	\$9.80
Culpeper*	\$15.00
Web	\$5.00/ad

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ABC License Rates

Two week flat rate (Piedmont)	\$200.00
Two week flat rate (Loudoun)	\$125.00
For a 2x2.5 space. Additional charge for larger ads.	
Web	\$5.00/ad

Employment Display Rates

Enhancements include:
Centering, bolding, box/border

Price Per Column Inch

Publication	Rate**
LTM	\$32.00
All Fauquier*	\$33.00
Prince William/Gainesville	\$33.00
Rappahannock***	\$18.00
Culpeper***	\$16.75
All Piedmont	\$83.00
All Publications	\$109.50

*Includes Fauquier Times Wednesday and Friday publications.

**The above rates are net.

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Classified Directory

Rate Per Week - 6 week minimum run

Publication	2 col. x 1.5"	2 col. x 3"
LTM	\$29.50	\$59.00
LTM/PWT/GVT	\$42.00	\$84.00
All Fauquier/PWT/GVT	\$38.50	\$76.50
Rappahannock*	\$22.25	\$43.50
Culpeper*	\$22.75	\$45.25
All Fauquier	\$25.75	\$51.50
Prince William/Gainesville	\$25.75	\$51.50

No other Discounts Apply.

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Houses of Worship Rates

Rate per week - 6 week minimum run

Publication	2 col. x 1.5"	2 col. x 3"
LTM	\$18.97	\$37.94
Prince William/ Gainesville	\$4.90 PCI	N/A
Rappahannock*	\$3.35 PCI	N/A
Culpeper*	\$4.90 PCI	N/A
Fauquier Friday	\$4.90 PCI	N/A

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Weddings, Engagements, Announcements

Price Per Column Inch

Publication	PCI
LTM	\$24.10
Fauquier	\$15.00
Prince William/Gainesville	\$15.00
Rappahannock*	\$8.00
Culpeper*	\$7.00

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Obituaries

Special Paid Obituary

Per Column Inch

LTM	\$24.72
Fauquier Times	\$17.25
Fauquier Times Weekend	\$16.00
Prince William/Gainesville	\$17.50
Rappahannock*	\$9.75
Culpeper Times*	\$16.25

Basic Paid Obituary

Publication	Rate
Any VNG Newspaper	\$90 per publication
Photo added	\$20.00
Death Notices - Piedmont	\$25.75

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Color Rates

Black + 1 Color ... \$140 per page/per publication

Four Color ... \$250 per page/per publication

Contract discounts do not apply.

Additional color strategies available.

Contract Discounts

Signed contracts required.

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

Deadlines

Monday 3:00 p.m.

Friday 3:00 p.m. for proof

* First 2 proofs are Free. Each additional proof \$10.

WEEKENDER ADVERTISING 2014-15 RATES

*Rates effective 10/1/14

LOUDOUN OFFICE **703.777.1110** OR **800.852.4797** | FAX **703.771.1285** | EMAIL **Classifieds@virginianewsgroup.com**

PIEDMONT OFFICE **540.351.1664** OR **888.351.1660** | FAX **540.349.8676** | EMAIL **Fauquierclassified@virginianewsgroup.com**

Classified Display Rates

Price Per Column Inch

	Automotive/ Real Estate	Other
Weekender Only	\$17.50	\$20.32
LTM and Weekender	\$22.50	\$25.32
All Pubs and Weekender	\$57.75	\$66.00

Business/Service Directory

Publication 2 col. x 1.5" 2 col. x 3"
Weekender Only \$29.50 \$59.00
Added with LTM buy	. . . \$5.00/week . \$10.00/week

Real Estate Open House & Feature Properties Page

Price per block (2.4" x 2.75")

LTM RE \$50.00
LTM RE and Weekender combo buy \$90.00

Line Rates

Per line: 5 line minimum

Weekender \$5.00
Each additional line \$1.00

Employment

Enhancements include:
Centering, bolding, box/border

Price Per Column Inch

Weekender Only \$32.00
LTM and Weekender \$42.00
All Pubs and Weekender \$115.25

Display Rates

Front Page (7.25" x 8.25", includes color) \$850.00
Front Page with Editorial (150 words) (includes color) \$950.00
Back Page (10" x 11.5", includes color) \$1,200.00
Front Page Inside (10" x 11.5", includes color)	. \$1,000.00
Half Page (10" x 5.75", includes color) \$600.00
Color (Ads smaller than 1/4 page) additional	. . . \$4.00 PCI

Churches

Publication 2 col. x 1.5" 2 col. x 3"
Weekender Only \$18.97 \$37.94
Added with LTM buy	. . \$2.00/week . \$4.00/week

Display Combo Rates with Weekender

	OPEN RATE Per Column Inch	AGENCY Commissionable Per Column Inch
LOUDOUN TIMES-MIRROR (Ad MUST run with LTM - Wed. Edition) Rate includes the e-edition	\$45.00	\$52.94
THE GREATER PIEDMONT		
■ CULPEPER TIMES* (Ad MUST run with CPT - Thur. Edition)	\$32.00	\$37.65
■ FAUQUIER TIMES (Ad MUST run with FT - Wed. Edition)	\$33.75	\$39.71
■ FAUQUIER FRIDAY (Ad MUST run with FF - Fri. Edition)	\$31.75	\$37.35
■ PRINCE WILLIAM/GAINESVILLE TIMES (Ad MUST run with PWT/GVT - Wed. Edition)	\$34.50	\$40.59
■ RAPPAHANNOCK NEWS* (Ad MUST run with RAPP - Thur. Edition)	\$23.90	\$28.12
■ ALL PIEDMONT	\$69.80	\$82.12
■ ALL PIEDMONT AND RAPPAHANNOCK*	\$78.50	\$92.35

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*** First 2 proofs are Free. Each additional proof \$10.

PRE-PRINTED INSERTS

2014-15 RATES

*Rates effective 10/1/14

WEEKLY QUANTITY	SINGLE SHEET	4-6 TAB PAGES	8-10 TAB PAGES	12-20 TAB PAGES	24-30 TAB PAGES	32-40 TAB PAGES	42-52 TAB PAGES	54-64 TAB PAGES	66-76 TAB PAGES	78 TAB PAGES
1,000 - 19,999	\$50.00	\$52.00	\$54.00	\$56.00	\$75.00	\$77.00	\$79.00	\$81.00	\$90.00	\$92.00
20,000 - 49,999	\$49.00	\$51.00	\$53.00	\$55.00	\$74.00	\$76.00	\$78.00	\$80.00	\$89.00	\$91.00
50,000 - 99,999	\$48.00	\$50.00	\$52.00	\$54.00	\$73.00	\$75.00	\$77.00	\$79.00	\$88.00	\$90.00
100,000-149,000	\$47.00	\$49.00	\$51.00	\$53.00	\$72.00	\$74.00	\$76.00	\$78.00	\$87.00	\$89.00
150,000 - 199,999	\$46.00	\$48.00	\$50.00	\$52.00	\$71.00	\$73.00	\$75.00	\$77.00	\$86.00	\$88.00
200,000+	\$45.00	\$47.00	\$49.00	\$51.00	\$70.00	\$72.00	\$74.00	\$76.00	\$85.00	\$87.00

NOTES:

Prices featured are cost per thousand. Minimum 1,000 inserts.

Premium rates may apply for preprints inserted in our mailed only publications. Call your Advertising Sales Consultant for details.

For special orders, please contact your Advertising Consultant for rate information.

Contract Discounts

Signed contracts required.

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

Deadlines

Scheduling:

Inserts should be scheduled two weeks in advance. A minimum of one week is required.

Delivery:

Inserts are not to be sent more than seven days prior to insertion date. Inserts must be received the Friday prior to insertion date.

Insert Size and Specifications

Minimum width/height: 7" x 5"

Maximum width/height: 11.5" x 12"

Minimum weight for single-sheet flyers:
70 lb.

Minimum number of newsprint pages:

4-page broadsheet—must be quarter-folded.

8-page tabloid—must be quarter-folded.

*More than 4 broadsheet pages or 8 tabloid pages does not require quarter-folding. It must withstand 30 lbs. vacuum. Odd size is defined by anything less than 7" x 5" or more than more than 11.5" x 12" or that requires hand insertion.

We recommend adding 2% to accommodate inserter spoilage.

Shipping Address

Ship inserts for all publications to:

Print Innovators
1381 Belman Road
Fredericksburg, VA 22401
Attn: Jeff Barger
540.645.5990

Hours:

8 A.M. to 5 P.M., Monday – Friday;
inserts will only be received during these hours.

WE-PRINT FLYERS

2014-15 RATES

*Rates effective 10/1/14

QUANTITY	70# COATED 8.5 X 11	70# COATED* 11 X 17
10,000	\$840.00	\$1,690.00
15,000	\$1,230.00	\$2,475.00
20,000	\$1,560.00	\$3,150.00
25,000	\$1,920.00	\$3,775.00
30,000	\$2,040.00	\$4,110.00
35,000	\$2,160.00	\$4,375.00
40,000	\$2,280.00	\$4,800.00
45,000	\$2,400.00	\$5,175.00
50,000	\$2,520.00	\$5,525.00
75,000	\$2,880.00	\$6,525.00
100,000	\$3,240.00	\$7,325.00

NOTE: Prices are for printing only. 10,000 piece minimum for insert orders

*Prices for 11X17 include cost for folding

General

Four-color all sides.
70lb Coated Paper or 70lb Offset
Coated, Full or Non Bleed

Additional cost for insertion into
newspapers.

One week print turnaround!
Film or file due to printer,
Friday, 12 noon for delivery
the following Friday for insertion
the following Wednesday.

All 11x17 will be folded for insertion
into newspapers.

Mechanical Specifications

2-sided non-bleed

Trim: 8.5" x 11"
Image area: 8" x 10.5"

Trim: 11" x 17"
Image area: 10.5" x 16.5"

2-sided bleed

Trim: 8.25" x 10.625"
Image area: 8.5" x 10.875"
Type safety: 8" x 10.375

Trim: 16.5" x 10.5"
Image area: 16.25" x 10.25"
Type safety: 15.75" x 9.75"

Receiving Ads

(In order of preference) AP Adsend, FTP, Zip Disk,
CD Rom, E-mail, camera ready velox, camera-
ready artwork, copy and layout.

Line Screen:

100 for offset; 133 for coated.

AP Adsend: Mailbox VALTC

E-mail: art@virginianewsgroup.com

Disks:

Mail to:
Creative Services
Loudoun Times-Mirror
1602 Village Market Blvd., Suite 360
Leesburg, VA 20175
Stuff all folders. Name files as one word with
a dot extension, e.g. clientname.pdf

File Formats

Illustrator CS or lower (w/fonts as outlines),
Photo CS or lower (TIF/EPS),
Acrobat PDF (w/fonts embedded)

CPM PRICE CHART

LOUDOUINTIMES.COM | FAUQUIER.COM

NEWS SITE	Medium Rectangle ROS (300x250)	Leaderboard ROS (728x90)	Small Rectangle ROS (300x100)
LOUDOUINTIMES.COM	\$12 CPM	\$12 CPM	\$10 CPM
FAUQUIER.COM	\$12 CPM	\$12 CPM	\$10 CPM
CULPEPERTIMES.COM	\$12 CPM	\$12 CPM	\$10 CPM
PRINCEWILLIAMTIMES.COM	\$12 CPM	\$12 CPM	\$10 CPM

LEADERBOARD 728 X 90

MEDIUM RECTANGLE 300 X 250

Small Rectangle 300x100

Not actual sizes. Illustration for proportion only.

- All lead times are business days
- Flash ads require an alternative .gif ad that will run when browsers do not have Flash players installed.
- Flash ads require a hard coded click-through link; otherwise we cannot accurately track click-through data.
- Maximum looping for all ads is 3
- Maximum file size is 40KB regardless of file type
- or ad dimensions (80K permitted on mouseover for flash ads).
- Please send all creatives to your account executive and onlineads@virginianewsgroup.com

Terms of Advertising

- Advertiser may submit the following number of changes, as applicable at no additional charge. Additional modifications submitted during the contract period will be processed for a fee of (\$100) per modification. **52 week contract - 8 free changes / 26 week contract - 4 free changes / 13 week contract - 2 free changes/ 6 week contract - 1 free change.**
- Virginia News Group will use its best efforts to keep Site service running at all times and cannot be responsible for interruptions in service due to circumstances beyond its control. Advertiser expressly agrees that the use of any VNG sites is entered at the Advertiser's sole risk. Neither Virginia News Group or its agents warrant that the service will be uninterrupted or error free and shall not be liable for any inability to use the service.
- If Advertiser does NOT fulfill this contract obligation, the agreement will be Automatically cancelled and the advertiser agrees to pay the difference between the discount earned and amounts previously billed.
- Payment will be made within 30 days of billing. Consistent with Company collection and credit policies. Virginia News Group reserves the right to cancel this contract at any time during the contract period if payments are not kept current. Should this become necessary, the contract will be recalculated to determine the rate the advertiser had actually earned. Advertiser also agrees to pay all attorney's fees if the account becomes delinquent and must be given to an attorney for collection and may be subject to a monthly finance charge of 1.5%.
- Advertising contracts do not guarantee a specific rate. Contracts only establish discounts off open rate card rates.
- The Advertiser shall hold the Company harmless and indemnify it from all damages, costs and expenses of any nature whatsoever which the Company may become liable by reason of its publication of Advertiser's advertising. This contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Company shall not be liable to advertiser for any loss that results from the incorrect publication of advertisements.
- This agreement may not be assigned or transferred by Advertiser or its Agency.
- If Advertiser uses an agency, the Advertiser and the Agency shall be jointly and severally liable for payment in compliance with all terms of this contract. Agency commissions, if any, shall apply to all space charges and adjustments under this contract. This agreement renders void any statements concerning liability which appear on correspondence from the Agency/Advertiser and is irrevocable without the written consent of the Virginia News Group Credit Department.

Front Page Advertising That SELLS!

Front page advertising is the hottest location in the newspaper. Stick-on ads are colorful repositional notes that apply to section fronts and the front page of the paper.

Be Bold, Be Creative....

Get Noticed!



Pre-made die-cut shapes are as follows:
Circle, House, Car, Truck, Pumpkin, Heart, Apple, Football, Strawberry, Wine Bottles, Shamrock and Diamond.

Scratch & Play

SCRATCH & PLAY STICKIES		
Cost per thousand (includes printing and placement)		
	"50,000 - 99,999"	100,000
4 COLOR	\$278	\$160

Two-Sided Stickies

TWO-SIDED STICKIES			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$204	\$124	\$108

Shape Stickies

Pre-made die cut shapes

SHAPE STICKIES			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$102	\$76	\$66

Glossy Stickies

On Glossy White Background Paper

GLOSSY STICKIES			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$92	\$69	\$60

Two-Page Foldout

TWO-PAGE FOLDOUT			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$225	\$139	\$120

Four-Page Foldout

FOUR-PAGE FOLDOUT			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$251	\$170	\$144

Wallet/Schedule Card

WALLET/SCHEDULE CARD STICKIES			
Cost per thousand (includes printing and placement)			
	"25,000 - 49,999"	"50,000 - 99,999"	100,000
4 COLOR	\$295	\$171	\$121

*Rates effective 10/1/13

STANDARD INK COLORS

White*
Yellow - PMS 109
Process Yellow
Orange - PMS 151
Coral - PMS 1777
Red - PMS 485
Red - PMS 185
Pink - PMS 231

Raspberry - PMS 2395
Magenta
Burgundy - PMS 215
Purple - PMS 527
Purple - PMS 264
Blue - PMS 300
Blue - PMS 285
Sky Blue - PMS 298

Cyan
Green - PMS 374
Green - PMS 347
Teal - PMS 320
Brown - PMS168
Black
Tap-On® Purple - PMS 2665
Tap-On® Green - PMS 375

* Does not count as a color. Black does count as a color.
Other PMS colors available at \$100 per color.

PAPER COLOR

White

DEADLINES

Reserve space 12 business days prior to publication date.

TERMS & CONDITIONS FOR PUBLICATION

- Selected run dates are on a first-come, first served basis.
- In the event of major breaking news, Stickies may be inserted the following week. The publisher of the newspaper reserves the right to revise or reject in whole or in part any advertisement in its newspaper.
- PMS colors other than the standard colors are available at an additional charge of \$100 per color.
- Prices available for higher quantities. Ask your Sales Representative for more information.
- The prices listed inside are based on a single product configuration. The price for a particular configuration will be determined by the total quantity of that product configuration on a single shipment purchase. Orders requesting multiple shipments will be priced using the total quantity of that product configuration on each requested shipment. Orders for immediate shipment bill at the prices in effect on the order date. Orders specifying future delivery are billed at prices in effect on the requested ship date. PRICES SUBJECT TO CHANGE WITH 30 DAYS NOTICE.
- Artwork guidelines and templates are available. Ask your Advertising Consultant.
- All orders considered firm and cannot be cancelled except on written authorization from Virginia News Group. A cancellation fee of \$200 plus any accrued charges (artwork, proofs, materials, etc.) will be charged to the customer.
- When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.
- Minimum order: 25,000
- This order is governed by all terms and conditions outlined in the Virginia News Group current Retail Advertising rate sheet.
- If the total amount of Stickies ordered aren't used in one billing month the client will be required to prepay 50% of the order. The client will be billed if all are used during the same billing month.

REQUIREMENTS 2014-15



6 Column Broadsheet Format

PAGE	COLUMNS	INCHES
Width: 12"	1	1.861
Depth: 21"	2	3.889
Total Inches: 126"	3	5.917
Gutter Width: 1"	4	7.994
	5	9.972
	6	12.00

5 Column Tabloid Format

PAGE	COLUMNS	INCHES
Width: 10"	1	1.861
Depth: 11.5"	2	3.889
Total Inches: 57.5"	3	5.917
Gutter Width: 1"	4	7.994
	5	9.972

4 Column Homes Modular Format

- Page Width: 10" • Total Inches: 46" per page
- Page Depth: 11.5" • Gutter Width: 1"

SIZE NAME	COLUMNS	INCHES
Full Page	4	10 x 11.5
3/4 Pg Horz	4	10 x 8.5
3/4 Pg Vert.	3	7.5 x 11.5
Bonus 1/2	3	7.5 x 8.5
1/2 Pg Vert	2	5 x 11.5
1/2 Pg Horz	4	10 x 5.75
Bonus 1/4 Vert	2	5 x 8.5
Bonus 1/4 Horz	3	7.5 x 5.75
1/4 Pg	2	5 x 5.75
Bonus 1/8 Vert	1	2.4 x 8.5
Bonus 1/8 Horz	2	5 x 4.25
1/8 Pg Vert	1	2.4 x 5.75
1/8 Pg Horz	2	5 x 2.75
1/16	1	2.4 x 2.75
Feature Ad	1	2.4 x 3.5

10 Column Classified Format

PAGE	COLUMNS	INCHES
Page Width: 12"	1	1.00
Page Depth: 21"	2	2.292
Total Inches: 210"	3	3.514
Gutter Width: 1"	4	4.722
	5	5.931
	6	7.153
	7	8.361
	8	9.569
	9	10.778
	10	12.00

Electronic Ads

FILE FORMATS:

- Illustrator CS or lower (with fonts as outlines)
- PhotoShop CS or lower (tif, jpg, eps 300+ dpi)
- Acrobat PDF - **Preferred format** (with fonts embedded)

We can not accept any other format

TRANSMISSION FORMATS:

- Disk - CD, DVD, USB Thumb Drive
- FTP, Adsend, Ad Transit or Fast Channel
- Color Ads must be CMYK
- Minimum dpi is 300; 600 preferred

ELECTRONIC FILES:

Email: art@virginianewsgroup.com

Mail: Electronic Ads Dept.

Loudoun Times Mirror
1602 Village Market Blvd., Suite 360
Leesburg, Virginia 20175

Web Ads

- Maximum looping for all ads is 3
- All lead times are business days
- Maximum file size is 40K
- Flash ads require an alternative .gif ad that will run when browsers do not have Flash players installed.
- Please send all creatives to your account executive and onlineads@virginianewsgroup.com

Deadlines/Cancellation

REAL ESTATE:

FauquierMonday, 12 Noon
LoudounFriday, 1:00 p.m.

MAIN NEWS/SPORTS:

Loudoun Times-MirrorMonday 12 Noon
Prince William/Gainesville .Monday, 1:00 p.m.
Fauquier TimesMonday, 5:00 p.m.
CulpeperTuesday, 2:00 p.m.
RappahannockTuesday, 9:00 a.m.
Fauquier FridayWednesday, 12 Noon
WeekenderWednesday, 12 Noon

CLASSIFIED:

Prince William/Gainesville .Monday, 4:00 p.m.
Fauquier TimesMonday, 4:00 p.m.
Loudoun Times-MirrorMonday, 5:00 p.m.
CulpeperTuesday, 3:00 p.m.
RappahannockTuesday, 9:00 a.m.
Fauquier FridayWednesday, 12 Noon
WeekenderWednesday, 12 Noon

WEB ADS:Friday, 2:00 p.m.

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

PROOFS:

■ **First 2 proofs are free.**
Each additional proof \$10.00

EDITORIAL/SALES OFFICES

CORPORATE HEADQUARTERS

1602 Village Market Blvd., Suite 360
Leesburg, VA 20175

www.virginianewsgroup.com

Ph: 703.777.1111 | Fax: 703.771.1285

LOUDOUN COUNTY

Loudoun Times-Mirror

1602 Village Market Blvd., Suite 360
Leesburg, VA 20175

www.LoudounTimes.com

Ph: 703.777.1111 | Fax: 703.771.1285

FAUQUIER COUNTY

Fauquier Times

Fauquier Friday

39 Culpeper Street
Warrenton, VA 20186-3338

www.Fauquier.com

Ph: 540.347.4222 | Fax: 540.349.8676

PRINCE WILLIAM COUNTY

Prince William/Gainesville Times

39 Culpeper Street
Warrenton, VA 20186-3338

www.PrinceWilliamTimes.com

Ph: 540.347.4222 | Fax: 540.349.8676

