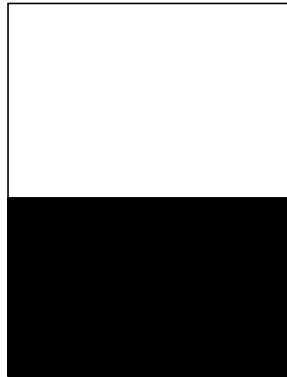


RECORDER AD SIZES AND RATES — 2013



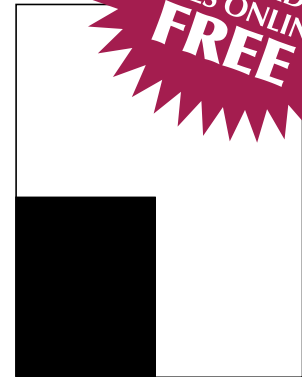
Full page
9 7/8" wide x 13" tall



1/2 horizontal
9 7/8" wide x 6 3/8" tall



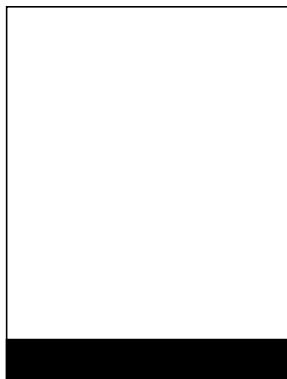
1/2 vertical
4 7/8" wide x 13" tall



1/4 vertical
4 7/8" wide x 6 3/8" tall



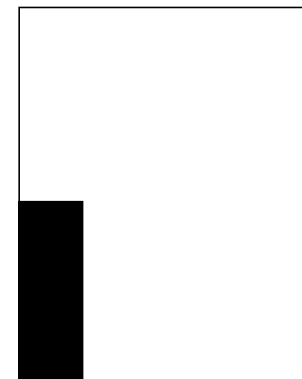
1/4 horizontal
9 7/8" wide x 3" tall



1/8 strip
9 7/8" wide x 1.5" tall



1/8 horizontal
4 7/8" wide x 3" tall



1/8 vertical
2 1/4" wide x 6 3/8" tall

Size	1x per mo.	2x per mo.	3x + per mo.	Volume*	Color
1/8	70	65	60	55*	+\$50
1/4	140	130	120	110*	+\$50
1/2	280	260	240	220*	+\$100
FULL	560	440	440	440*	+\$200

* Volume Rate is achieved if total ad inches in a month equal 100 or more. The 1/8 page (8.125") and the 1/4 page (16.25") must be accompanied by additional ads to meet the volume standard. Multiple ads of 1/2 page (32.5") and full page (65") can meet the volume standard within a month.

PRE-PRINTED INSERTS

8 Tab Pages or Less..... 10¢/copy
 More than 8 Tab Pages..... 15¢/copy
 Folding Charge..... 2¢/copy
 Zoned distribution: Highland (1,000), Bath (1,700)
 Total distribution: 4,500

ADVERTISING ONLINE

Ads in our weekly print edition automatically get uploaded to our online edition at no extra charge. This service assures thousands more readers get your message.

Online-specific ads are now available at special, introductory rates!
Ask for the online rate card for details.

BUSINESS DIRECTORY

The Recorder dedicates a section to businesses in the form of small display ads. These ads are charged by the column inch, at a flat \$8 rate. Call for details.

BUSINESS PROFILES

A dynamic, persistent webpage which you can update any time. Website and email links, a Google map of your business location, hours, products, services, and more! Call for details. Only \$5 per month after optional \$100 setup fee.

The Recorder

IN THE COMMUNITY, ABOUT THE COMMUNITY, SINCE 1877.

The Recorder — first place for best local news coverage for newspapers its size in the nation.

National Newspaper Association, 2009

The Recorder is an award-winning weekly newspaper read cover to cover throughout the Allegheny Highlands. It has been honored with the Virginia Press Association's highest award for journalistic integrity and community service six of the last nine years, and its reporters boast numerous individual, state and national awards.

Because it holds such a prominent place in our readers' lives, The Recorder remains the best way to place your message in the hands of prospective customers in our region. Don't miss this opportunity to ensure you're reaching this valuable market with considerable buying power.

Great Reasons to Advertise in The Recorder

- ▶ The Recorder is a regional newspaper distributed on newsstands in 6 counties and mailed throughout the U.S.
- ▶ 12,000 people read The Recorder each week, plus online.
- ▶ All advertising is uploaded weekly to The Recorder Online **FREE OF CHARGE** to print advertisers.
- ▶ "Click-through" feature takes readers from your ad directly to your own website. You control the content.
- ▶ Online ads are visible in Google search results.

The Recorder

P.O. Box 10, Monterey, VA 24465

(540) 468-2147

www.therecorderonline.com

ADVERTISING CONTACT INFORMATION

JESSICA ROGERS

(540) 468-2147

Advertising Director

recordersales@htcnet.org

BRANDI BUSSARD

(540) 468-2147

Billing Information, Business Office

recorderoffice@htcnet.org

DEADLINES

All materials and copy must be in The Recorder offices by noon Tuesday to be included in Thursday's edition.

2013 SPECIAL SECTIONS

The Recorder prints award-winning seasonal editions at least three times a year, which are distributed free of charge to every subscriber. Several thousand extra sections are available throughout the area, and each is distributed by local chambers of commerce. It's a "can't-miss" opportunity for targeting this market.

ISSUE	DEADLINE	PUBLISHED
Spring Guide	February 14	March 7
Summer Guide	May 16	June 6
Fall Guide	September 12	October 3

BILLING & PAYMENTS

Tear sheets can be provided for \$1 each. Advertising is billed monthly. We accept Visa, MasterCard, American Express and Discover. A finance charge of 5% will be added to overdue balances. Electronic tearsheets are available.

DESIGN & POSITION

The Recorder designs your advertisement as closely as possible to your specifications. There is no additional charge for design, composing or photograph scanning. Placement of advertising in the newspaper is at the discretion of the publisher. The Recorder charges 15% of your ad's cost for guaranteed placement

CLASSIFIED AND MESSAGE BOARD ADS

Classified and Community Message Board ads cost 25¢ per word. \$8.75 minimum on classifieds, \$25 minimum on message board ads. 1-inch photos may be added to message board ads for \$5 more.