

# announcements, financial, instruction, pets/livestock, recreation rate card

## Richmond Times-Dispatch inRich.com

Supplement to Ad Book • Effective September 29, 2008

Personnel: Terry Hall, Regional Inside Sales Manager

Karen Underwood, Classified Inside Sales Manager

To place an advertisement

Call: (804) 643-4414

Fax: (804) 775-8046

E-Mail: [classified@timesdispatch.com](mailto:classified@timesdispatch.com)

Online: [www.inRich.com](http://www.inRich.com) Keyword: Find

### Classified Line Rates (per line)

	Open	Consecutive Insertion Rates						Contract (3 lines daily for 13 weeks)
		2x	3x	4x	5x	6x	7x-30	
DAILY	\$5.57	5.41	5.25	5.10	4.96	4.80	4.64	4.14
SUNDAY	\$5.77	5.59	5.45	5.31	5.14	4.98	4.82	4.30

### Classified Display Rates (per inch)

#### Contract

4 inches (56 lines) or 8 inches (112 lines) weekly for 13 weeks

#### Less than full page

	Open	4 inch	8 inch
DAILY	\$74.56	67.10	63.38
SUNDAY	\$77.11	69.40	65.54

### Enhancement Rates

Bold and <i>Italic</i> Type	60¢ per word
Reverse Type	\$1.30 per line
Shadow Box	\$17 per insertion
Border	\$17 per insertion
Border with Screen	\$17 per insertion
Shading	14% of line rate

Special Characters, Logos, Enlarged Type, Frames of White: The only charge for these enhancements is for the additional space that is used.

### Special Rates

#### Monday Metro Business Section

PICK UP	\$2.11
DAILY	\$3.29

#### inRich.com

Pets	\$12.00
Other categories	\$10.00

### Online Services

#### inRich.com

inRich.com is the largest local website in the area. Our site attracts over 897,000 unique visitors per month and 10.1 million page views. Your classified line ad will be posted in a searchable database. Ads are updated daily and appear with the previous Sunday's listing.

### Deadlines

PUBLISHES	DISPLAY ADS	LINE ADS
Monday	4 P.M. Wednesday	5 P.M. Friday
Tuesday	3 P.M. Thursday	1:30 P.M. Monday
Wednesday	4 P.M. Friday	1:30 P.M. Tuesday
Thursday	4 P.M. Monday	1:30 P.M. Wednesday
Friday	12 P.M. Tuesday	1:30 P.M. Thursday
Saturday	4 P.M. Tuesday	1:30 P.M. Friday
Sunday	4 P.M. Wednesday	5 P.M. Friday (noncontract)
Sunday		5 P.M. Thursday (contract)

Holiday deadlines vary; contact your sales representative.

Color deadlines are 24 hours prior to regular published deadlines.

### find auctions

*Find Auctions* publishes each Sunday in the *Richmond Times-Dispatch*. It features the popular *Kovel's* antiques column written by television personalities Ralph and Terry Kovel and listings of up-coming auctions.

Advertise your auction ad on this page and take advantage of prominent front page placement and a special color program that is only available in *Find Auctions*.

#### Find Auctions Full Color Display

Open Rate	\$300 per insertion
Annual Weekly Contract	\$200 per insertion

This rate is for the color portion of the ad and does not include the cost for ad space.

### find pets

*Find Pets* publishes each Tuesday in the *Richmond Times-Dispatch*. It features *Pet World*, a column written by animal expert Steve Dale and our popular pet classified ads with color photos.

Advertise your pet business in *Find Pets* and you'll take advantage of full color at no additional charge (when available), prominent section front placement and discounted rates.

#### Rates:

1-3 inserts	\$106.56
4-7 inserts	\$31.14
8+ inserts	\$23.94

Rates are per column inch. Minimum size is two inches. Rates are for consecutive publication dates.

### entrepreneurial index

The Entrepreneurial Index is a business opportunities directory created to allow you maximum exposure for your franchise, business partnership or investment opportunity. It publishes under a special color banner each Sunday in the *Richmond Times-Dispatch*. Advertise for a minimum of eight consecutive weeks and receive 50% off the open rate.

#### Single Block-2.5"x 2"

Insertions	Frequency Discount	Cost Per Insertion
1 to 3	N/A	\$219.97
4 to 7	30%	\$153.99
8 plus	50%	\$109.99

#### Double Block-2.5"x 4"

Insertions	Frequency Discount	Cost Per Insertion
1 to 3	N/A	\$439.95
4 to 7	30%	\$307.96
8 plus	50%	\$219.97

For more information on The Entrepreneurial Index contact your newspaper advertising representative or Pam Bock at (804) 649-6716 or at [pbock@timesdispatch.com](mailto:pbock@timesdispatch.com)