

merchandise, farmers market 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

Online: 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	\$5.19...	5.05	4.91	4.75	4.63	4.48	4.34	3.87
SUNDAY	\$5.39...	5.21	5.09	4.95	4.79	4.65	4.50	4.02

Classified Display Rates (per inch)

	Open	Contract 4 inches (56 lines) or 8 inches (112 lines) weekly for 13 weeks				
		Less than full page		Full page		
		4 inch	8 inch	Open	4 inch	8 inch
DAILY	\$69.58	62.62	59.14	41.72	37.55	35.46
SUNDAY	\$71.96	64.76	61.17	49.84	44.86	42.36

Enhancement Rates

Bold and Italic 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

inRich.com PICK UP \$6.00

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.

business builder program

Advertise a single item in the Richmond Times-Dispatch for 30 days for just \$99.00. Add a photo for only \$10.00 more! Program includes five lines of copy, which must include cost of item advertised. Additional lines are 66 cents per line, per day. Bold text is included at no extra charge!

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 listings.

\$6.00 per ad start.

virginia classifieds

One Order - One Payment

Now you can reach up to 831,200 additional readers throughout the state by placing one call to your Times-Dispatch classified representative. We can place your ad in over 30 other Media General newspapers in Virginia including the Mechanicsville Local, Goochland Gazette and the Midlothian Exchange.

metro business classifieds

The Metro Business Classifieds publish each Monday in the popular Metro Business magazine. Metro Business is Richmond's most widely read business journal. As part of the Times-Dispatch, it has the potential to reach over 398,600* adults in Central Virginia.

*Scarborough Research, Richmond Market Study, 2007 rel.2

2008/2009 Billing Period Dates

	Beginning Date	Ending Date
10th Period	9/29/2008	11/02/2008
11th Period	11/03/2008	11/30/2008
12th Period	12/01/2008	12/28/2008
1st Period	12/29/2008	02/01/2009
2nd Period	02/02/2009	03/01/2009
3rd Period	03/02/2009	03/29/2009
4th Period	03/30/2009	05/03/2009
5th Period	05/04/2009	05/31/2009
6th Period	06/01/2009	06/28/2009
7th Period	06/29/2009	08/02/2009
8th Period	08/03/2009	08/30/2009
9th Period	08/31/2009	9/27/2009