

automotive rate card

Richmond Times-Dispatch

Supplement to Ad Book • Effective October 1, 2007
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Classified Display Rates – Net

	Full Page	Half Page	Less than Half Page
DAILY	\$19.04	\$20.70	\$24.18
SUNDAY	\$20.30	\$22.48	\$26.37

Classified Line Rates – Net

DAILY	\$2.90	SUNDAY	\$2.98
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Retail Display Rates – Net

	Full Page	Half Page	Less than Half Page
DAILY	\$31.36	\$34.37	\$40.32
SUNDAY	\$31.70	\$37.47	\$43.97

Triple 7 Lucky Liner Program

You get a photo of the vehicle, 7 lines of copy, 7 days in print and an online ad on inRich.com for \$49.00 each ad in packages of 7 ads.

Weekend Discount Program

Purchase a display ad on Friday, Saturday or Sunday and re-run the same ad on Friday or Saturday and get 50% off the second ad.

5%-45% Discount Program

In addition to Weekend Discount Programs, automotive advertisers investing \$5,000 or more a month qualify for this discount – For a \$5,000 expenditure, the advertiser will receive a 5% discount. For each additional \$1,000 the advertiser will receive an additional 1% discount up to a monthly maximum of 45%.

This program includes color charges and excludes all non-automotive and Triple 7 Lucky Liner ads.

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	4 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	4 P.M. Thursday	(contract)

Holiday deadlines vary; contact your sales representative.
 Color deadlines are 24 hours prior to regular published deadlines.

Color Rates

	1 Color +Black	2 Colors +Black	3 Colors +Black
DAILY	\$1,287	1,556	1,791
SUNDAY	\$1,533	1,842	2,177

All rates are extra per advertisement per page. No minimum space requirement. No definite position assured. Publication dates must be arranged in advance. Color charges are included in the 5%-45% Program and 50% Weekend Pickup Discount.

Holiday Rates

The Richmond Times-Dispatch will be distributed to both weekday and Sunday subscribers on the following holidays. Sunday rates will apply. Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas and New Year's Day.

Classified EAR Rates

One ear position is available on the front page of the classified section for automotive advertisers five days a week. Rates include full color \$300

Auto Connection Directory

List your dealership in Central Virginia's Auto Connection Directory, published seven days a week in Classified Automotive.

Basic Listing \$149/mo.
 Enhanced Listing \$179/mo.

2008 Billing Period Dates

Period #	First Date of Period	Last Date of Period
1	12/31/07	2/3/08
2	2/4/08	3/2/08
3	3/3/08	3/30/08
4	3/31/08	5/4/08
5	5/5/08	6/1/08
6	6/2/08	6/29/08
7	6/30/08	8/3/08
8	8/4/08	8/31/08
9	9/1/08	9/28/08
10	9/29/08	11/2/08
11	11/3/08	11/30/08
12	12/1/08	12/28/08