

Automotive Twelve-Month Advertising Agreement

Richmond Times-Dispatch

P.O. Box 85333 • RICHMOND, VA 23293-0001

In consideration for the agreement specified below, I authorize the Richmond Times-Dispatch to publish advertising a minimum of twelve (12) consecutive months from the first insertion date and thereafter until cancelled, as follows (check one):

- | | |
|--|--|
| <input type="checkbox"/> Titanium Level - \$1,500,000 twelve-month agreement | <input type="checkbox"/> Gold Level - \$450,000 twelve-month agreement |
| <input type="checkbox"/> Sapphire Level - \$1,000,000 twelve-month agreement | <input type="checkbox"/> Silver Level - \$375,000 twelve-month agreement |
| <input type="checkbox"/> Emerald Level - \$850,000 twelve-month agreement | <input type="checkbox"/> Bronze Level - \$300,000 twelve-month agreement |
| <input type="checkbox"/> Ruby Level - \$700,000 twelve-month agreement | <input type="checkbox"/> Copper Level - \$200,000 twelve-month agreement |
| <input type="checkbox"/> Platinum Level - \$550,000 twelve-month agreement | <input type="checkbox"/> Entry Level - \$150,000 twelve-month agreement |

Check here to include all advertisements on TimesDispatch.com.

CONTRACT REGULATIONS

The discount rates allowed under this contract for space insertions are subject to such space used for the minimum spending level agreed to. Contract rates are subject to all conditions and regulations outlined in the current automotive rate card.

Advertisers who expect to exceed their agreed-upon level may sign a new agreement and immediately earn the rate for the new commitment for the remainder of the agreement. If for any reason the agreement level is not met, the advertiser agrees to pay for the space actually used in accordance with the schedule of rates and discounts contained in the current automotive rate card of the Richmond Times-Dispatch. Cancellation may be effected by a letter to the Classified Advertising Manager or the Automotive Sales Manager of the Richmond Times-Dispatch.

All rates, conditions, copy deadlines, charges, discounts, and production requirements contained in the applicable current automotive rate card (copies are available upon request) are a part of this contract and are incorporated herein by reference; provided, however, that to the extent the provisions of the rate card are inconsistent with the provisions of this contract, the provisions of this contract shall apply.

All advertising under this contract is to be billed according to a 5-4-4 (5-week, 4-week, 4-week) billing schedule, expressed in agate lines for classified space or in inches for retail space, and reflecting all discounts. Please refer to the applicable rate card for a detailed schedule.

_____, _____ Month Day Year	Advertiser _____
First Insertion Date _____	Per (signed) _____
Salesperson _____ No. _____	Name (print) _____
Accepted by Richmond Times-Dispatch _____	Address _____
<i>Classified Advertising Manager</i>	City and State _____ Zip _____
	Nature of Business _____ NIC NO. _____
	E-mail Address _____