

legal rate card

Richmond Times-Dispatch

Supplement to Ad Book • Effective October 1, 2006
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Add \$17.50 per inch to rate for display ads received after deadline.



Classified Display Rates (Per Inch)

	Less Than Full Page	Full Page
DAILY	\$71.69	\$42.98
SUNDAY ..	\$74.11	\$51.27

Classified Line Rates (Per Line)

	Consecutive Insertion Rates						
	1x	2x	3x	4x	5x	6x	7x-30
DAILY	\$5.24	\$5.10	\$4.96	\$4.79	\$4.67	\$4.53	\$4.37
SUNDAY	\$5.44	\$5.26	\$5.14	\$4.99	\$4.83	\$4.69	\$4.55

Enhancement Rates

Bold and *Italic* Type 55¢ per word
 First In Class \$3.00 per insertion
 Shading 14% of line rate charge
 Reverse Type. 85 cents per line per insertion
 Special Characters, Logos, Display Type.
 The only additional charge for these enhancements is for the additional space that is used.

Special Rates

Monday Metro Business Section
 DAILY \$3.23
 PICK UP \$2.07
TimesDispatch.com
 TimesDispatch.com PICK UP \$3.00

National Rates

Classified Display (Per Inch)
 DAILY \$186.02
 SUNDAY \$195.68

Classified Line
 DAILY \$13.29
 SUNDAY \$13.98

Monday Metro Business Section
 DAILY \$4.13
 PICK UP \$2.65

2007 Billing Cycles

- Period 10 Sept. 25, 2006 — Oct. 29, 2006
- Period 11 Oct. 30, 2006 — Nov. 26, 2006
- Period 12 Nov. 27, 2006 — Dec. 31, 2006
- Period 1 Jan. 1, 2007 — Feb. 4, 2007
- Period 2 Feb. 5, 2007 — Mar. 4, 2007
- Period 3 Mar. 5, 2007 — Apr. 1, 2007
- Period 4 Apr. 2, 2007 — May 6, 2007
- Period 5 May 7, 2007 — June 3, 2007
- Period 6 June 4, 2007 — July 1, 2007
- Period 7 July 2, 2007 — Aug. 5, 2007
- Period 8 Aug. 6, 2007 — Sept. 2, 2007
- Period 9 Sept. 3, 2007 — Sept. 30, 2007

Deadlines

PUBLISHES	DISPLAY ADS	LINE ADS
Monday	4 P.M. Wednesday	12 noon Friday
Tuesday	3 P.M. Friday	5 P.M. Friday
Wednesday	4 P.M. Friday	5 P.M. Monday
Thursday	4 P.M. Monday	5 P.M. Tuesday
Friday	4 P.M. Tuesday	5 P.M. Wednesday
Saturday	4 P.M. Wednesday	5 P.M. Thursday
Sunday	4 P.M. Wednesday	12 noon Friday

Holiday deadlines vary; contact your sales representative.

legal advertising policy

The Richmond Times-Dispatch is not responsible for typographical errors or errors in publication except to the extent of the cost of the first insertion. No liability will arise through the omission for any cause of any ad or legal notice. You are cautioned to check the papers to ascertain if your ad or legal notice is published on the proper dates and in the proper form.

online services

TimesDispatch.com

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

\$3.00 per ad start.

Virginia Press Association online public notices

When you place your legal advertisement on **TimesDispatch.com**, your ad is posted on the Virginia Press Association's online public notice site (www.vpa.net) at no additional charge. This website is a compilation of public notices published by newspapers throughout the state of Virginia. Advertisements are searchable by newspaper name, county, date range and specific words or phrases.

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