

<b>MARKET (indicate one):</b>			
<b>Basic Demography</b>			
Total Adult Population	1,016,061	Median Age	45
Number of Households	517,200	Median Household Income	\$57,404
Data Used (pick one): DMA <input checked="" type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
<b>Source Information</b>			
Source(s) with Date(s)		Scarborough Research, Richmond Market Study 2006, rel 2.	

<b>COVERAGE</b>		
ABC Audit Info <sup>1</sup>	Sunday	Daily
Total Average Paid Circulation	220,595	183,124
Core Newspaper (Total)	220,595	183,124
Home Delivery and Mail (Total)	182,826	149,615
Single Copy Sales (Total)	35,791	20,598
Affiliated Publications (Total)		
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	<a href="http://reachvirginia.com/rtdmediakit/index.html">http://reachvirginia.com/rtdmediakit/index.html</a>	
Audit Date (Month & Year)	March, 2006	

**Audience Demographics**

Source: Scarborough  
If Other, state source:

Source Date: 2006

<b>AUDIENCE COMPOSITION</b>						
<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
<b>Total Adult Readers</b>	517,600	100.00%	100	398,600	100.00%	100
Men	242,100	46.80%	99	196,400	49.30%	97
Women	275,500	53.20%	101	202,200	50.70%	103
<b>Age</b>						
18 to 34	112,000	21.60%	93	58,400	14.60%	67
35 to 54	213,600	41.30%	103	154,500	38.80%	99
55+	191,900	37.10%	101	185,700	46.60%	120
Median	50		102	54		107

<sup>1</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
<b>Education</b>						
Any College+	310,500	60.00%	100	244,300	61.30%	102
College Graduate+	167,800	32.40%	111	135,400	34.00%	114
Post-graduate Degree	52,300	10.10%	94	42,600	10.70%	94
<b>Occupation/Job Title</b>						
Employed Full-Time	268,000	51.80%	105	196,700	49.30%	98
P/M Top Management/ C-Suite		%			%	
Professional/Managerial	162,300	31.40%	115	116,700	29.30%	107
Business Decision Maker	108,400	20.90%	93	73,900	18.50%	82
<b>Household Income</b>						
< \$35k	88,500	17.10%	78	68,200	17.10%	79
\$35k – \$75k	217,500	42.00%	106	166,400	41.80%	107
> \$75k	211,600	40.90%	106	164,000	41.10%	105
Median	\$64,965		107	\$65,090		106
<b>Home Ownership and Principal Home Values</b>						
Home Owners	410,300	79.30%	105	329,300	82.60%	109
Value: \$100k – \$249k	189,100	36.50%	125	148,600	37.30%	130
Value: \$250k – \$499k	143,200	27.70%	125	116,500	29.20%	131
Value: > \$500k	29,400	5.70%	43	28,300	7.10%	52
Median Home Value	\$226,052		97	\$232,700		98
Own 2+ Properties	65,400	12.60%	103	59,500	14.90%	117
<b>Marital Status</b>						
Married	327,800	63.30%	102	265,700	66.70%	108
Not Married	189,800	36.70%	96	132,900	33.30%	88

Additional Readership Information (insert URLs):

### Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21 Inches

RETAIL						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page <sup>2</sup>	6	21.00	\$15,624	\$12,852	\$17,424	\$14,352
Half Page Horizontal	6	10.50	\$7,812	\$6,426	\$9,712	\$8,016
Half Page Vertical	3	21.00	\$7,812	\$6,426	\$9,712	\$8,016
Quarter Page	3	10.50	\$3,906	\$3,213	\$5,456	\$4,513
Full-Page Double Truck	12	21.00	\$32,550	\$26,775	\$36,150	\$29,775
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One	6	3.00	\$2567	\$2,111	\$0	\$0
Describe Position: Page 2 Deck Ad, Main News Section						
Premium Position Two			\$	\$	\$	\$
Describe Position: page 2 deck ad, main news section						

SECTION (indicate one): NATIONAL						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page	6	21.00	\$30,240	\$26,712	\$32,125	\$28,267
Half Page Horizontal	6	10.50	\$15,120	\$13,356	\$17,005	\$14,911
Half Page Vertical	3	21.00	\$15,120	\$13,356	\$17,005	\$14,911
Quarter Page	3	10.50	\$7,560	\$6,678	\$9,445	\$8,233
Full-Page Double Truck	12	21.00	\$63,000	\$55,650	\$64,885	\$57,205
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One	6	3.00	\$4,968	\$4,388	\$0	\$0
Describe Position: page 2 deck ad, main news section						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

**Additional Rate Information (insert URLs):**

<sup>2</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

## Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
<b>Sunday</b>	
Full-run Sections	Main News - Metro - Sports - Business - Commentary - Flair - Arts&Entertainment - Travel - Real Estate <b>Additional Weekly Sections:</b> Classified
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Monday</b>	
Full-run Sections	Main News - Metro - Sports - Flair - Classified <b>Additional Weekly Sections:</b> Metro Business
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Tuesday</b>	
Full-run Sections	Main News - Metro - Flair - Sports - Classified <b>Additional Weekly Sections:</b>
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Wednesday</b>	
Full-run Sections	Main News - Metro - Balance - Sports - Career Seeker <b>Additional Weekly Sections:</b>
Part-run Sections	Metro North - Metro South - - - <b>Additional Weekly Sections:</b>
<b>Thursday</b>	
Full-run Sections	Main News - Metro - Sports - Classified - Explore <b>Additional Weekly Sections:</b> Weekend
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Friday</b>	
Full-run Sections	Main News - Metro - Flair - Sports - Car Seeker <b>Additional Weekly Sections:</b>
Part-run Sections	Metro North - Metro South - - - <b>Additional Weekly Sections:</b>
<b>Saturday</b>	
Full-run Sections	Main News - Metro - Sports - HomeSeeker - Home & Garden <b>Additional Weekly Sections:</b> TD Channels
Part-run Sections	Markets Review - - - - <b>Additional Weekly Sections:</b>

Additional Properties with Integrated Sales:

**PREPRINTS AND RELATED PRODUCTS****General**

TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wed	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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**Freestanding Inserts**

Days of Week Available:	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	
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**Catalog and Product Sample Distribution**

Days of Week Available: Mon-Sat	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	
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**Printed Home Delivery Bags**

Days of Week Available: Sun-Sat	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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Rates and Other Details (insert URL)	
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**DIGITAL PRODUCTS**

Online Products (insert URLs)	
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Unique Visitors per Month	1,141,230 Source: 3 mon ave, Site Catalyst, Version 12 for 11/1/06-12/31/07
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Page Views per Month	10,522,231 Source:
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Digital Rate Card (insert URL)	<a href="http://reachvirginia.com/online_local.htm">http://reachvirginia.com/online_local.htm</a>
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Net Reach (print & online)	717,700 Source: Scarborough Research, Richmond Market Study, 2006, rel 2.
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Print-online Duplication	20%
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Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: Behavioral; geo-targeting of IP addresses which reflect geographic data; by section or page.
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**Production****PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	<a href="http://reachvirginia.com/rtdmediakit/pdfdownloads/advertising_acct/advertiser_digitalad_checklist.pdf">http://reachvirginia.com/rtdmediakit/pdfdownloads/advertising_acct/advertiser_digitalad_checklist.pdf</a>
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**Additional Info**

Reserving an Ad (insert URL)	(For Classified only) <a href="http://www.timesdispatch.com/servlet/Satellite?pagename=RTD/Page/RTD_ContentPage&amp;c=Page&amp;cid=1058750352803">http://www.timesdispatch.com/servlet/Satellite?pagename=RTD/Page/RTD_ContentPage&amp;c=Page&amp;cid=1058750352803</a>
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Closing Times (insert URL)	<a href="http://reachvirginia.com/rtdmediakit/index.html">http://reachvirginia.com/rtdmediakit/index.html</a>
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**Contracts/Credits**

**Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):**

<http://reachvirginia.com/rtdmediakit/index.html>

**Credit Application – Guidelines and application (insert URLs):**

<http://reachvirginia.com/rtdmediakit/index.html>

**Advertising Contacts – List of locations, contacts and contact information (insert URL):**

<http://reachvirginia.com/rtdmediakit/index.html>