

MARKET (indicate one):			
Basic Demography			
Total Adult Population	651,511	Median Age	44
Number of Households	341,500	Median Household Income	\$62,742
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input checked="" type="checkbox"/>			
Source Information			
Source(s) with Date(s)		Scarborough Research, Richmond Market Study 2006, rel 2.	

COVERAGE		
ABC Audit Info ¹	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)	http://reachvirginia.com/rtdmediakit/index.html	
Audit Date (Month & Year)	March, 2006	

Audience Demographics

Source: Scarborough
If Other, state source:

Source Date: 2006

AUDIENCE COMPOSITION						
<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)
Total Adult Readers	377,600	100.00%	100	291,000	100.00%	100
Men	177,100	46.90%	99	142,200	48.90%	97
Women	200,500	53.10%	101	148,800	51.10%	104
Age						
18 to 34	84,700	22.40%	97	43,400	14.90%	69
35 to 54	160,700	42.60%	108	119,000	40.90%	107
55+	132,200	35.00%	93	128,600	44.20%	111
Median	49		99	53		105

¹ 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)
Education						
Any College+	240,900	63.80%	108	187,800	64.50%	109
College Graduate+	136,200	36.10%	124	108,400	37.30%	125
Post-graduate Degree	45,900	12.20%	114	36,900	12.70%	110
Occupation/Job Title						
Employed Full-Time	199,700	52.90%	108	148,000	50.90%	102
P/M Top Management/ C-Suite		%			%	
Professional/Managerial	123,900	32.80%	121	86,000	29.60%	110
Business Decision Maker	81,300	21.50%	96	56,100	19.30%	87
Household Income						
< \$35k	57,600	15.20%	72	50,400	17.30%	83
\$35k – \$75k	155,900	41.30%	108	110,600	38.00%	101
> \$75k	164,100	43.50%	107	130,000	44.70%	108
Median	\$67,708		108	\$68,557		108
Home Ownership and Principal Home Values						
Home Owners	296,300	78.50%	102	238,000	81.80%	106
Value: \$100k – \$249k	138,000	36.60%	129	107,900	37.10%	134
Value: \$250k – \$499k	109,300	28.90%	122	86,000	29.60%	123
Value: > \$500k	24,700	6.50%	44	24,300	8.40%	55
Median Home Value	\$235,534		94	\$239,100		93
Own 2+ Properties	51,300	13.60%	112	46,500	16.00%	129
Marital Status						
Married	231,700	61.40%	99	183,200	62.90%	101
Not Married	145,900	38.60%	101	107,900	37.10%	98

Additional Readership Information (insert URLs): <http://reachvirginia.com/rtdmediakit/index.html>

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 ²	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): <http://reachvirginia.com/rtdmediakit/index.html>

² 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	
Sunday	
Full-run Sections	Main News - Metro - Sports - Business - Commentary - Flair - Arts&Entertainment - Travel - Real Estate Additional Weekly Sections: Classified
Part-run Sections	- - - - - Additional Weekly Sections:
Monday	
Full-run Sections	Main News - Metro - Sports - Flair - Classified Additional Weekly Sections: Metro Business
Part-run Sections	- - - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	Main News - Metro - Flair - Sports - Classified Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	Main News - Metro - Balance - Sports - Career Seeker Additional Weekly Sections:
Part-run Sections	Metro North - Metro South - - - Additional Weekly Sections:
Thursday	
Full-run Sections	Main News - Metro - Sports - Classified - Explore Additional Weekly Sections: Weekend
Part-run Sections	- - - - - Additional Weekly Sections:
Friday	
Full-run Sections	Main News - Metro - Flair - Sports - Car Seeker Additional Weekly Sections:
Part-run Sections	Metro North - Metro South - - - Additional Weekly Sections:
Saturday	
Full-run Sections	Main News - Metro - Sports - HomeSeeker - Home & Garden Additional Weekly Sections: TD Channels
Part-run Sections	Markets Review - - - - Additional Weekly Sections:

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"/>	
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"/>	
Rates and Other Details (insert URL)			
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"/>	
Rates and Other Details (insert URL)			
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"/>	
Rates and Other Details (insert URL)			

DIGITAL PRODUCTS

Online Products (insert URLs)	
Unique Visitors per Month	1,141,230 Source: 3 mon ave, Site Catalyst, Version 12 for 11/1/06-12/31/07
Page Views per Month	10,522,231 Source:
Digital Rate Card (insert URL)	http://reachvirginia.com/online_local.htm
Net Reach (print & online)	717,700 Source: Scarborough Research, Richmond DMA Market Study, 2006, rel 2.
Print-online Duplication	20%
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.

Production

PRODUCTION GUIDELINES

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	http://reachvirginia.com/rtdmediakit/pdfdownloads/advertising_acct/advertiser_digitalad_checklist.pdf
Additional Info	
Reserving an Ad (insert URL)	(For Classified only) http://www.timesdispatch.com/servlet/Satellite?pagename=RTD/Page/RTD_ContentPage&c=Page&cid=1058750352803
Closing Times (insert URL)	http://reachvirginia.com/rtdmediakit/index.html

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>