

# national advertising rate card

## Richmond Times-Dispatch

Supplement to Card #62 • Effective October 1, 2007

300 E. Franklin Street Richmond, VA 23219

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### ROP Rates – Per Column Inch 15% Agency Commissionable

Daily .....	\$220
Sunday .....	\$249
Daily & Sunday .....	\$345
A-B Split (Richmond Only) \$200 extra.	

All daily and Sunday combinations have to be completed within 7 days inclusive. ROP rates include The Daily Progress newspaper in Charlottesville, VA, and a 7-day presence on inRich.com\*.

### Pick-up Rates

3 for 2 rate: Improve the efficiency of your ad with frequency. Run your ad 2 times in a given 7-day period and receive a third run FREE. Timely copy changes are allowed. FREE ad not available on Sundays and must run within 7 days of first insertion. Daily/Sunday combo rate counts as 1 insertion. Minimum ad size is 10 inches.

### Newsplan Discount

Investment	Discount
\$50,000 – \$199,999	5%
\$200,000 – \$449,999	10%
\$450,000 – \$799,999	15%
\$800,000 +	Call Retail & National Sales Manager

### Category Rates

Telecommunications & Insurance – Per Column Inch, 15% Agency Commissionable

	Daily	Sunday	North	South	Color Discount
Open.....	\$132.....	\$160.....	\$70.....	\$55.....	
\$50,000.....	\$114.....	\$131.....	\$57.....	\$41.....	9%
\$100,000.....	\$107.....	\$123.....	\$55.....	\$39.....	14%
\$250,000.....	\$101.....	\$118.....	\$53.....	\$37.....	18%
\$400,000.....	\$97.....	\$113.....	\$50.....	\$35.....	22%
\$600,000.....	\$93.....	\$109.....	\$48.....	\$33.....	25%
\$800,000.....	\$90.....	\$105.....	\$46.....	\$31.....	28%

### Color Rates

	Daily	Sunday
1 color & black	\$1,110	\$1,290
2 & 3 colors & black	\$1,555	\$1,885

All rates are commissionable.

### Preprint Rates

15% Agency Commissionable

Tab Pages	CPM	Pages	CPM
1 page.....	\$54	22.....	\$93
4.....	\$59	24.....	\$96
6.....	\$64	26.....	\$98
8.....	\$69	28.....	\$100
10.....	\$74	30.....	\$103
12.....	\$79	32.....	\$105
16.....	\$84	36.....	\$110
18.....	\$87	40.....	\$113
20.....	\$90	44.....	\$116

Add \$1.00 for each additional 2 pages. Charges based on circulation from latest ABC Publishers Statement. Tab page based on 9"x12" page size. For larger sizes of preprints in excess of 44 pages, consult publisher. Maximum size 11" x 12". Preprints must be received no later than 5 days prior to publication for daily papers and 10 days for Sundays.

### Movie Category Rates – Per Column Inch

#### Studio Rates:

Daily .....	\$125
Sunday .....	\$141
Daily & Sunday .....	\$202

These rates are gross and agency commissionable

#### Exhibitor Rates:

	Mon.-Wed.	Thur.-Sat.	Sunday
Open.....	\$93.....	\$101.....	\$123
\$28,000-\$39,999.....	\$80.....	\$87.....	\$106
\$40,000-\$57,999.....	\$79.....	\$86.....	\$104
\$58,000-\$79,999.....	\$78.....	\$85.....	\$103
\$80,000-\$114,999.....	\$77.....	\$84.....	\$102
\$115,000-\$159,999.....	\$75.....	\$83.....	\$100
\$160,000-\$204,999.....	\$74.....	\$82.....	\$99
\$205,000-\$259,999.....	\$73.....	\$81.....	\$98

For other investment levels call newspaper. All exhibitor rates are net. Exhibitor pick-up discounts: 2nd insertion 25%, 3rd insertion 30%, 4th insertion 35%. No Sunday pickup. Minimum ad size is 4 inches.

### Digital Media Kit

To access a digital media kit you may visit [www.reachvirginia.com/rtdmediakit/](http://www.reachvirginia.com/rtdmediakit/)

### Rate Policy

Publisher reserves the right to revise advertising rates upon 30 days' notice and all contracts are accepted subject to this reservation.

### Adhesive Notes

Get front page exposure. Full run or zoned. Monday - Sunday. Contact your advertising rep for more information.

### Standard

1 column.....	1.73"
2 columns.....	3.56"
3 columns.....	5.39"
4 columns.....	7.22"
5 columns.....	9.05"
6 columns.....	10.88"

#### STANDARD FULL PAGE:

Image size: 6 col. (10.88") x 21" deep  
Total size: 126 column inches

#### TABLOID FULL PAGE:

5 columns (9.05") x 10.75" deep  
Total size: 53.75 column inches

#### STANDARD DOUBLE TRUCK:

Image size: 13 col. (22.88") x 21" deep  
Total size: 273 column inches

Special ad positions and unique ad stacks are available. Please contact our sales staff for rates and specs.

### Deadlines

Publishes	Deadline
Monday.....	Thurs.
Monday (Metro Business).....	Wed.
Tuesday.....	Fri.
Wednesday.....	Fri.
Wednesday (Balance).....	Thur.
Star Watch*.....	Wed.
Thursday.....	Mon.
Thursday (Explore).....	Fri.
Thursday (Weekend).....	Mon.
Friday.....	Tues.
Saturday.....	Wed.
Saturday (TV, Home).....	Tues.
Sunday.....	Wed.
Sun. (Flair, Travel, Ent.).....	Mon.
Sun. (Commentary).....	Mon.
Sun. (Bus., Real Estate).....	Tues.

\* (Wednesday, mail delivery)

### Holiday Rates

To give advertisers maximum reach on Memorial Day, July 4th, Labor Day, Thanksgiving, December 25 and January 1, the Richmond Times-Dispatch will be distributed to both weekday and Sunday subscribers. Sunday rates will apply.

\*If you do not wish for your ad to appear on-line, you must notify your account executive upon placing order or at least 48 hours prior to print publication date.