

category rate card

Richmond Times-Dispatch inRich.com

Special sections carry a 5% premium. Advertorials carry a 10% premium over the applicable rate. Rates include seven days on our website inRich.com. Category rates are agency commissionable.

Supplement to Card #63 • Effective September 29, 2008

300 E. Franklin Street Richmond, VA 23219 Ph: (804) 649-6251 Fax: (804) 775-8019 or (804) 649-6903

Category Rates

All rates below are per column inch.

Commitment Level OPEN RATE	Travel			Financial			Event/State/Utilities		
	Mon-Wed	Thurs-Sat	Sunday	Mon-Wed	Thurs-Sat	Sunday	Mon-Wed	Thurs-Sat	Sunday
	\$111	\$125	\$152	\$116	\$131	\$159	\$117	\$132	\$160
A \$1,500-\$2,999	\$105	\$124	\$144	\$110	\$130	\$150	\$110	\$130	\$151
\$3,000-\$5,999	\$102	\$117	\$139	\$106	\$121	\$145	\$107	\$123	\$146
\$6,000-\$11,999	\$100	\$112	\$138	\$105	\$116	\$143	\$105	\$117	\$144
\$12,000-\$17,999	\$99	\$111	\$137	\$103	\$115	\$142	\$104	\$116	\$143
B \$18,000-\$27,999	\$97	\$109	\$133	\$101	\$114	\$138	\$102	\$115	\$139
\$28,000-\$39,999	\$96	\$108	\$132	\$100	\$111	\$137	\$100	\$112	\$137
\$40,000-\$57,999	\$94	\$106	\$129	\$98	\$110	\$135	\$99	\$111	\$136
\$58,000-\$79,999	\$93	\$105	\$128	\$97	\$109	\$133	\$98	\$110	\$134
C \$80,000-\$114,999	\$92	\$104	\$126	\$96	\$108	\$132	\$97	\$108	\$133
\$115,000-\$159,999	\$91	\$103	\$124	\$95	\$106	\$130	\$95	\$107	\$130
\$160,000-\$204,999	\$90	\$102	\$121	\$93	\$105	\$128	\$94	\$106	\$129
\$205,000-\$259,999	\$88	\$100	\$120	\$92	\$104	\$126	\$93	\$105	\$128
D \$260,000-\$359,999	\$87	\$99	\$118	\$91	\$103	\$124	\$91	\$103	\$124
\$360,000-\$499,999	\$86	\$97	\$117	\$90	\$101	\$122	\$90	\$102	\$123
Over \$500,000	Call Scott Christino 804-649-6437			Call Scott Christino 804-649-6437			Call Scott Christino 804-649-6437		

Public Utility Rate

Applies to all utility advertising placed by businesses providing the following services who own or operate their own utility business. Includes electricity, water/sewer and natural gas.

Financial Rate

Applies to financial advertising placed by businesses providing the following services who own or operate their own financial institution. Includes mortgage affiliated banks, saving and loans, credit unions, loan companies, brokers, credit card companies, stock brokers and related on-line services.

Travel Rate

Applies to travel advertising placed by businesses providing the following services who own or operate their own travel business to include travel agents, resorts, destinations, theme parks, hotels and tour operators located outside the Commonwealth of Virginia. Also includes trains, cruise ships, airlines, bus lines and related on-line services.

Special Event Rate

Applies to all advertising placed for special events appearing in the Richmond market produced by companies outside our retail trading zone as defined by the current ABC Report. Includes hotel sales, tent sales, truck sales, traveling shows, auctions, concerts and seminars.

State Rate

Applies to all advertising placed by retailers located within the Commonwealth of Virginia, but outside the Richmond retail trading zone as defined by the current ABC report.

Holiday Rates

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

Power Buy Program

1 ad...4 days...Serious Discount
Reach 61% of the adults in the Richmond market. Up to 40% off.* Our latest display advertising program is designed to create top-of-mind awareness for your business at a substantial discount.

The Power Buy program will keep your business in the minds of readers by using frequency — making sure your message is seen repeatedly. Your ad in three daily papers and one Sunday will reach 642,800 adults — 62% of the adults in the Richmond market.**

Best of all, when you run the same Power Buy ad four times during a seven-day period, you'll receive up to a 40% discount on the non-investment rate. That means your fourth ad could run at almost no cost.

Any four days of the week. Six-inch ad minimum.

Advertisers must sign a 12-month advertising investment agreement to receive these discounts. Sorry, no other discounts apply.

*Comparing non-investment rate to \$1,500 Investment Level. **Source: Scarborough Research 2007, Release 2 Adult population in the Richmond DMA — 1,037,000

Category Impact Ads

Discount based on total ad size

Investment Level	31.5" - 62.75"	63" - 125.75"	126"+
A \$1,500-\$17,999	5%	5%	8%
B \$18,000-\$79,999	10%	13%	18%
C \$80,000-\$259,999	12%	16%	26%
D \$260,000-\$500,000	16%	22%	35%

A, B, C & D Investment Levels are used to calculate your frequency discount, based on your investment tier. Advertisers must sign a 12-month advertising investment agreement to receive these discounts. If you repeat a 31.5" or larger ad within six days, you will receive a 10% discount.

Color Rates

	Spot	2 or 3 Color
Up to 31.5"		
Daily	\$841	\$1,198
Sunday	\$1,020	\$1,443
32" to 62.75"		
Daily	\$1,142	\$1,560
Sunday	\$1,290	\$1,861
63" to 125.75"		
Daily	\$1,443	\$1,923
Sunday	\$1,560	\$2,280
Full Page		
Daily	\$1,198	\$1,800
Sunday	\$1,443	\$2,162

Impact and pickup discounts apply.

ROP Pick-up Discounts

INSERTIONS	DISCOUNTS
2nd	25%
3rd	30%
4th	35%

Ads must run within 6 days of original insertion.
Minimum ad size is 4 inches.
Does not apply to Impact ads, color charges or holidays. No pickups on Sunday.
Applies only to Category Frequency Program

Category Frequency Discount Program

The category frequency program, also known as our seasonal program, allows you to benefit from repeated insertions. It gives you flexibility by committing to a number of weeks that are not consecutive.

The program is available daily and Sunday as follows:

\$28,000 Level Rates
6-11 weeks annually;
minimum ad size is 4" with \$3,000 contract minimum.

\$40,000 Level Rates
12-17 weeks annually;
minimum ad size is 6" with \$6,000 contract minimum.

\$58,000 Level Rates
18+ weeks annually;
minimum ad size is 8" with \$12,000 contract minimum.

Maximum Ad size is 31.25" to qualify for the frequency program.