

# RETAIL ADVERTISING RATES

Retail Rate Card #63 Effective September 29, 2008

## Richmond Times-Dispatch inRich.com

### Power Buy Program

**1 AD...4 DAYS OR MORE...SERIOUS DISCOUNT**

**A Power Buy schedule reaches up to 642,800 adults (62% of all adults) with an average frequency of 2.7.**

*Source: Scarborough Research, Richmond Market Study, 2007 rel. 2*

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.

Best of all, when you run the same Power Buy ad four times during a seven-day period, you'll receive 30% to nearly 50% off 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.

Investment Level	Per column inch per day
Ⓐ \$260,000-\$499,999	\$57
Ⓑ \$80,000-\$259,999	\$59
Ⓒ \$18,000-\$79,999	\$62
Ⓓ \$1,500-\$17,999	\$65

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.

### Frequency Program

Our 12-month Frequency program gives you increased visibility all year. By agreeing to run your ads for a number of non-consecutive weeks, you can change your message any way, anytime you need.

12-Month Frequency	Investment Level	Size	M-W	Th-Sat	Sun
18 wks plus	\$12,000 and up	8"-31.25"	\$78	\$89	\$107
12 wks plus	\$6,000 and up	6"-31.25"	\$79	\$90	\$108
6 wks plus	\$3,000 and up	4"-31.25"	\$80	\$91	\$110

A 12-month advertising investment agreement is necessary. Pickup discounts apply.

### Business Builder

Designed to boost your traffic, our Business Builder program gives your message increased visibility and helps brand your business. Your ads will run once a week for 13 weeks or longer, offering you long-term recognition and brand awareness. You aren't locked in to a one-size ad — you can change the size and content whenever you want.

Discount according to number of ads per week

Size	Investment Level	1x	2x	3x	4x-6x	7x
15"-31.25"	\$12,000 and up	15%	30%	40%	45%	50%
2"-14.75"	\$3,000 and up	10%	25%	35%	40%	45%

Discount corresponds to your 12-month investment level. Sorry, no other discounts apply.

\*All Retail rates include 7 days on our Web site, inRich.com.

### 12-Month Investment Levels

Per column inch	M-W	Th-Sat	Sun
Non-investment rate	\$96	\$107	\$131
Annual Investment Level			
Ⓐ \$360,000-\$499,999	\$72	\$82	\$99
\$260,000-\$359,999	\$73	\$83	\$100
Ⓑ \$205,000-\$259,999	\$74	\$84	\$102
\$160,000-\$204,999	\$75	\$85	\$103
\$115,000-\$159,999	\$76	\$87	\$104
\$80,000-\$114,999	\$77	\$88	\$106
\$58,000-\$79,999	\$78	\$89	\$107
Ⓒ \$40,000-\$57,999	\$79	\$90	\$108
\$28,000-\$39,999	\$80	\$91	\$110
\$18,000-\$27,999	\$81	\$93	\$111
\$12,000-\$17,999	\$83	\$94	\$114
Ⓓ \$6,000-\$11,999	\$84	\$95	\$115
\$3,000-\$5,999	\$85	\$99	\$116
\$1,500-\$2,999	\$89	\$104	\$121

For investments over \$500,000 call Scott Christino, Retail & National Sales Manager, at 804-649-6437.

There is a 9% premium on special sections and advertising supplements. 18% premium on advertorials. Sections not included: The Season, Discover Richmond, New Homes, Parade of Homes. Consult your account executive for rate information for these sections.

### Impact Ads

Discount based on total ad size

Investment Level	31.5"-62.9"	63"-125.9"	126"+
Ⓐ \$260,000-\$499,999	16%	22%	35%
Ⓑ \$80,000-\$259,999	12%	16%	26%
Ⓒ \$18,000-\$79,999	10%	13%	18%
Ⓓ \$1,500-\$17,999	8%	N/A	N/A

If you repeat a 31.5" or larger ad within six days, you will receive a 10% discount.

Ⓐ, Ⓑ, Ⓒ & Ⓓ 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. No other discounts apply.

### Color Rates

up to 31.5"	Spot Color	Two/Three Color
Daily	\$ 730	\$ 1,050
Sunday	\$ 900	\$ 1,260
31.75"-62.75"	Spot Color	Two/Three Color
Daily	\$ 995	\$ 1,350
Sunday	\$ 1,130	\$ 1,630
63"-125.75"	Spot Color	Two/Three Color
Daily	\$ 1,260	\$ 1,680
Sunday	\$ 1,350	\$ 1,995
Full Page (126")	Spot Color	Two/Three Color
Daily	\$ 1,050	\$ 1,630
Sunday	\$ 1,260	\$ 1,890

Pickup, Frequency, Impact and Business Builder discounts apply. Discounts do not apply to multi-advertiser contracts.

Rates apply to the sale of advertising space to any single advertiser who is selling at retail directly to the public within the publisher's retail trading area. Rates also apply to manufacturers and distributors for co-op advertisements containing their signature or dealer list. If you need information on Retail advertising for the Travel, Event, State, Utilities and Financial industries, please consult your account executive for Category Rate information. Retail rates are not agency-commissionable. Maximum allowable discount: 50%.