

zoned retail advertising rate card

Richmond Times-Dispatch

inRich.com

Supplement to Card #63 • Effective September 29, 2008

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

Zoned Retail Advertising Annual Inch Rates

Now you can target your advertising north or south of the river to reach your ideal audience. Your message will appear in a pull-out section within the Friday Metro section. North of the River/South of the River offers you the opportunity for prime positioning at a very low rate.

INVESTMENT LEVEL	RETAIL RATES per column inch		TRAVEL per column inch		FINANCIAL per column inch		EVENT-STATE-UTILITIES per column inch	
	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH
OPEN RATE	\$54	\$42	\$66	\$51	\$68	\$53	\$69	\$54
\$1,500-\$2,999	\$50	\$38	\$61	\$47	\$63	\$48	\$64	\$49
\$3,000-\$5,999	\$49	\$37	\$60	\$45	\$62	\$47	\$62	\$47
\$6,000-\$11,999	\$48	\$36	\$59	\$44	\$61	\$46	\$61	\$46
\$12,000-\$17,999	\$47	\$35	\$57	\$43	\$59	\$44	\$60	\$45
\$18,000-\$27,999	\$46	\$34	\$56	\$42	\$58	\$43	\$59	\$44
\$28,000-\$39,999	\$45	\$33	\$55	\$41	\$57	\$42	\$57	\$42
\$40,000-\$57,999	\$44	\$32	\$54	\$39	\$56	\$41	\$56	\$41
\$58,000-\$79,999	\$43	\$31	\$53	\$38	\$54	\$39	\$55	\$40

Zoned Retail Annual Frequency Discount

ANNUAL FREQUENCY	MINIMUM AD SIZE	RETAIL		TRAVEL		FINANCIAL		EVENT-STATE-UTILITIES	
		NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH
6 wk. plus	4	\$47	\$35	\$57	\$43	\$59	\$44	\$60	\$45
12 wk. plus	6	\$46	\$34	\$56	\$42	\$58	\$43	\$59	\$44
18 wk. plus	8	\$45	\$33	\$55	\$41	\$57	\$42	\$57	\$42

Impact Ads

INVESTMENT LEVEL	31.5"-62.75"	63"-125.75"	126"+
\$1,500-\$5,999	8%	N/A	N/A
\$6,000-\$17,999	10%	13%	18%
\$18,000-\$39,999	12%	16%	26%
\$40,000-\$79,999	16%	22%	35%

Color Rates

Minimum Charge (up to 24")	Spot Color
North	\$245
South	\$245

Cost per additional inch (up to 125")*	
North	\$5
South	\$5

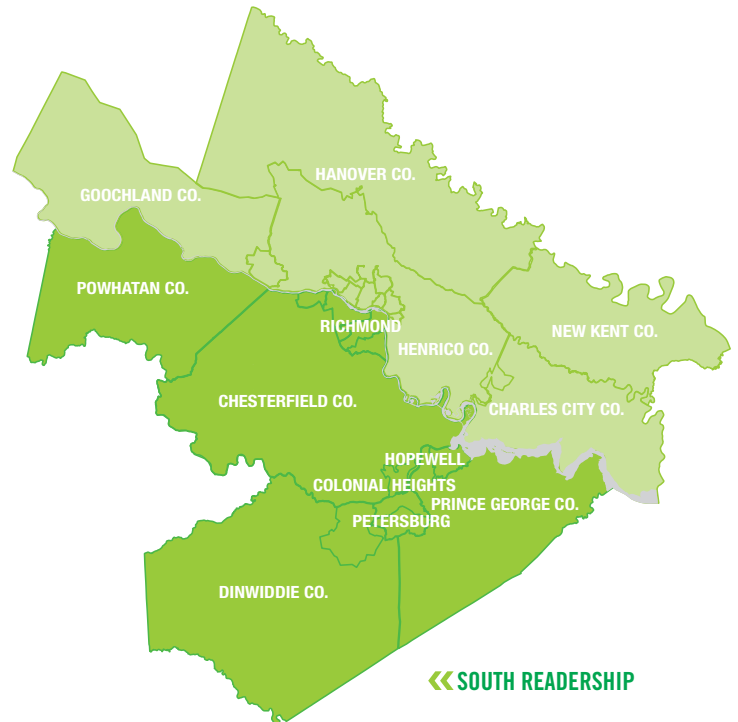
Full Page (126")	
North	\$365
South	\$365

*Minimum charge applies plus inch charge for every inch over 24 inches for North/South ads. Color availability is very limited and cannot be guaranteed.

Get More For Less with Zoned Advertising

You can reach the audience you want – by targeting your advertising to reach communities close to your location. Every Wednesday and Friday, the Metro and Sports sections of The Times-Dispatch are zoned to deliver specific articles, features and advertising to neighborhoods north and south of the James. We offer your business the opportunity for prime positioning prior to week-end sales and special events.

NORTH READERSHIP >>



<< SOUTH READERSHIP

Times-Dispatch - North Zone	95,135	204,300
Times-Dispatch - South Zone	61,984	168,600