

# special products advertising rate card

## Richmond Times-Dispatch

Supplement to Card #61 • Effective October 1, 2007

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

### Front Page Adhesive Notes

Adhesive notes are removable notes that are affixed to the front of the newspaper during printing of the paper. Note size is 3" x 3". Image area is 2.5" x 2.625" on front, 2.625" x 1.437" on back. Offers instant recognition, front page visibility, and serves as a reminder to act on the ad.

#### Quantity/Cost per Thousand

Circulation (M)	25,000	100,000	200,000	300,000	400,000	500,000
<b>3x3 Notes</b>						
3x3 Notes: 1-Color	\$ 67	\$ 57	\$ 52	\$46	\$41	\$36
3x3 Notes: 2-Color	\$ 88	\$ 77	\$ 67	\$57	\$54	\$52
3x3 Notes: 3-Color	\$108	\$ 98	\$ 88	\$77	\$74	\$72
3x3 Notes: 4-Color	\$129	\$118	\$108	\$98	\$95	\$92

Deadline: 4 weeks prior to publication

### Color Comics

Limited availability. Consult your Times-Dispatch Account Executive for details. Earned Rates Based on Investment Level

	OPEN	\$1,500	\$3,000	\$6,000	\$12,000	\$18,000	\$28,000	\$40,000	\$58,000	\$80,000	\$115,000
<b>Strip</b>	\$ 1,663	\$ 1,637	\$ 1,612	\$ 1,586	\$ 1,561	\$ 1,535	\$ 1,510	\$ 1,484	\$ 1,459	\$ 1,433	\$ 1,408
<b>1/6-page</b>	\$ 2,580	\$ 2,534	\$ 2,488	\$ 2,442	\$ 2,396	\$ 2,350	\$ 2,304	\$ 2,258	\$ 2,212	\$ 2,166	\$ 2,121
<b>1/4-page</b>	\$ 3,252	\$ 3,193	\$ 3,133	\$ 3,074	\$ 3,015	\$ 2,956	\$ 2,897	\$ 2,838	\$ 2,778	\$ 2,719	\$ 2,660
<b>1/3-page</b>	\$ 4,086	\$ 4,012	\$ 3,937	\$ 3,863	\$ 3,788	\$ 3,714	\$ 3,639	\$ 3,565	\$ 3,490	\$ 3,416	\$ 3,342
<b>1/2-page</b>	\$ 5,531	\$ 5,427	\$ 5,323	\$ 5,219	\$ 5,115	\$ 5,011	\$ 4,907	\$ 4,803	\$ 4,669	\$ 4,595	\$ 4,491
<b>2/3-page</b>	\$ 7,370	\$ 7,235	\$ 7,100	\$ 6,966	\$ 6,831	\$ 6,696	\$ 6,562	\$ 6,427	\$ 6,292	\$ 6,158	\$ 6,023
<b>Full-page</b>	\$ 8,430	\$ 8,276	\$ 8,122	\$ 7,968	\$ 7,814	\$ 7,660	\$ 7,506	\$ 7,352	\$ 7,198	\$ 7,044	\$ 6,890
<b>Mini Spadea</b>	\$ 9,924	\$ 9,751	\$ 9,578	\$ 9,405	\$ 9,232	\$ 9,059	\$ 8,886	\$ 8,713	\$ 8,540	\$ 8,367	\$ 8,194
<b>Spadea</b>	\$19,658	\$19,310	\$18,963	\$18,616	\$18,269	\$17,922	\$17,575	\$17,228	\$16,881	\$16,534	\$16,186
<b>Gatefold</b>	\$10,562	\$10,383	\$10,205	\$10,027	\$ 9,849	\$ 9,671	\$ 9,492	\$ 9,314	\$ 9,136	\$ 8,958	\$ 8,780

	\$160,000	\$205,000	\$260,000	\$360,000	<b>Press Fed Inserts: Cost Per Thousand</b>			
<b>Strip</b>	\$ 1,382	\$ 1,357	\$ 1,331	\$ 1,306	2 Page	4 Page	6 Page	8 Page
<b>1/6-page</b>	\$ 2,075	\$ 2,029	\$ 1,983	\$ 1,937	Standard	Standard	Standard	Standard
<b>1/4-page</b>	\$ 2,601	\$ 2,542	\$ 2,483	\$ 2,424	<b>\$54</b>	<b>\$60</b>	<b>\$66</b>	<b>\$72</b>
<b>1/3-page</b>	\$ 3,267	\$ 3,193	\$ 3,118	\$ 3,044	<b>Additional Incremental Discounts for Spadeas and Gatefolds only</b>			
<b>1/2-page</b>	\$ 4,387	\$ 4,283	\$ 4,179	\$ 4,075	<b>3X</b> . . . . .	<b>10% off</b> applicable rate based on expenditure level		
<b>2/3-page</b>	\$ 5,888	\$ 5,754	\$ 5,619	\$ 5,485	<b>6X</b> . . . . .	<b>15% off</b> applicable rate based on expenditure level		
<b>Full-page</b>	\$ 6,736	\$ 6,582	\$ 6,428	\$ 6,274	<b>13X</b> . . . . .	<b>20% off</b> applicable rate based on expenditure level		
<b>Mini Spadea</b>	\$ 8,021	\$ 7,848	\$ 7,675	\$ 7,501	<b>26X</b> . . . . .	<b>25% off</b> applicable rate based on expenditure level		
<b>Spadea</b>	\$15,839	\$15,492	\$15,145	\$14,798	<b>52X</b> . . . . .	<b>50% off</b> applicable rate based on expenditure level		
<b>Gatefold</b>	\$ 8,602	\$ 8,423	\$ 8,245	\$ 8,067	Deadline: 5 weeks prior to publication			

### Polybags

Home delivery newspaper bags can be used to reach newspaper subscribers, targeted demographic areas or specific zip codes. Polybags can also be used to deliver product samples to homes. Consult your newspaper advertising representative for deadlines and rates.

### TMC Star Watch

Star Watch Rates	Star Watch Zone Discounts
<b>Rates</b>	<b>Pick-up Discount</b>
Tri-Cities . . . . . \$15.00	<b>ZONES</b> . . . . . DISCOUNTS
South . . . . . \$21.05	1 additional zone . . . . . 25%
West . . . . . \$21.05	2 additional zones . . . . . 30%
East . . . . . \$11.55	3+ additional zones . . . . . 35%

### TMC STAR WATCH

Color Rates	Spot Color	2 or 3 color
Up to 31.5"	\$135	\$205
32" to 62.75"	\$215	\$285
63" to 125.75"	\$295	\$365
Full Page	\$250	\$320