

# M I D L O T H I A N EXCHANGE.COM

**PRINT and ONLINE RETAIL ADVERTISING**

RATE CARD No. 1  
Effective Oct. 1, 2008

Richmond Suburban Newspapers A Media General Company

## DISPLAY OPEN RATE

**\$20** per column inch

## DISPLAY AD COLOR RATE

**\$9.45** per column inch

### CONTRACT RATES:

Frequency	Discount off 1x rate
8x .....	5%
13x .....	10%
26x .....	20%
52x .....	30%

**NON-PROFIT DISCOUNT RATE:** Non-profit organizations may be eligible for a discount of up to 15% off space costs. This discount may not be combined with any other frequency discounts. All non-profit discount rates must be prepaid. All charitable discounts must have prior approval from management.

**GUARANTEED POSITION:** 15% of ad cost for guaranteed placement

### PRINT ADS SIZE CHART

5 col. (9.05") x 10.75"

5 col. (9.05") x 3.5"

2 col. (9.05") x 5.25"

2 col. (9.05") x 2.5"

5 col. (9.05") x 5.25"

3 col. (9.05") x 5.25"

3 col. (9.05") x 3.5"

1 col. (9.05") x 2.5"

### PREPRINTS:

Yes, we can distribute your preprinted inserts to **over 34,000** Midlothian area **households**.

*Ask for details.*

### DELIVERY ADDRESS:

Richmond Newspapers, Inc.  
8460 Times-Dispatch Blvd.  
Mechanicsville, VA 23116  
**Attention: John Thurston or Malcolm Hart**

*Call for unloading instructions:  
(804) 559-8272 or (804) 559-8211*

### DEADLINES:

All ad materials due by **5pm every Thursday** for the following week's publication.

**Published every Thursday. Online every day.**

To place your ad call: (804) 379-6451  
or email: [sales@midlothianexchange.com](mailto:sales@midlothianexchange.com)

For classified ads email: [CGrant@mechlocal.com](mailto:CGrant@mechlocal.com)