

RICHMOND SUBURBAN NEWSPAPERS

A MEDIA GENERAL COMPANY

6400 Mechanicsville Turnpike, P.O. Box 1118, Mechanicsville, VA 23111 • (804) 746-1235 • Fax (804) 730-0476

Mechanicsville Local Ad Rates

Circulation - 27,500 - CAC Audited

GENERAL RATE (Commissionable)	\$30.00
DISPLAY OPEN RATE *	\$27.30
CLASSIFIED DISPLAY *	\$19.10
LEGAL DISPLAY *	\$9.90
LEGAL LINERS * (Per Column Inch)	\$9.00
CLASSIFIED LINERS * (Per Line, 3 Line Minimum)	\$3.70

* (Non-Commissionable)

(Call for complete classified pricing information and mechanical requirements.)

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.

Deadline

**Mechanicsville Local
Thursday at 3:00 p.m.
prior to publication date.**

Publication Date: Every Wednesday

Space and Copy Reservation - Weekly Paper:

3:00 p.m. Thursday before publication date.

Space and Copy Reservation - Special Section:

5:00 p.m. Wednesday before publication date.

Guaranteed Position: 15% of ad cost for guaranteed placement

Email & Format Information

Email all ad materials to your advertising representative:

Acceptable formats that may be emailed are:

TIFF, JPG, EPS (minimum resolution of 200 dpi), PDF file (with all fonts & art embedded and no color in black & white ads.)

Supported software formats are:

Adobe InDesign Microsoft Word for text files only
QuarkXPress Adobe Photoshop (graphics)
Adobe PageMaker Adobe Illustrator
Macromedia FreeHand Adobe Acrobat PDF files are preferred
Multi-Ad Creator

We cannot accept any files over 3.5 megs so please either stuff or zip files with all ad elements and fonts.

Display Ad Contract Rates

Frequency	Column inch rate	Discount off 1x rate
8x	\$25.95	5%
13x	\$24.60	10%
26x	\$21.85	20%
52x	\$19.10	30%

Display Ad Color Rates

Open Rate (1x) - \$10.00 per column inch

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

Mechanical Requirements

Halftone: 85 line screen • Glossy: 133 line screen

Column Widths

1 Column = 1.73"
2 Column = 3.56"
3 Column = 5.39"
4 Column = 7.22"
5 Column = 9.05"

Depth = 10.75"

**Printing:
Web Offset Press**

Contact Information

Ad Sales: (804) 746-1235

Fax: (804) 730-0476

Email:

sales@mechlocal.com

or

cgrant@mechlocal.com