

Advertising Rates

Powhatan Today

(Paid circulation, Wednesday publication date)

		5%	10%	20%	30%
	1x Open	8x Agreement	13x Agreement	26x Agreement	52x Agreement
Full Page	\$1,102.50	\$1047.37	\$992.25	\$882.00	\$771.75
1/2 Page	\$551.25	\$523.68	\$496.12	\$441.00	\$385.87
1/4 Page	\$275.62	\$261.83	\$248.05	\$220.49	\$192.93
3x8	\$210.00	\$199.50	\$189.00	\$168.00	\$147.00
2x4	\$70.00	\$66.50	\$63.00	\$56.00	\$49.00

P.T. Weekender

(Total Market Coverage, Twice-A-Month Weekend Publication)

		5%	10%	20%
	1x Open	8x Agreement	13x Agreement	24x Agreement
Full Page	\$1,386.00	\$1,316.70	\$1,247.40	\$1,108.80
1/2 Page	\$693.00	\$658.35	\$623.70	\$554.40
1/4 Page	\$346.50	\$329.17	\$311.85	\$277.20
3x8	\$264.00	\$250.80	\$237.60	\$211.20
2x4	\$88.00	\$83.60	\$79.20	\$70.40

Inserts should be mailed to:

Powhatan Today
C/O Progress Index
15 Franklin Street
Petersburg, VA 23804
(804) 732-3456

Display Advertising Rates

Display advertising rates for Powhatan Today and Powhatan Today Weekender are based on frequency of publication, which is defined by the number of weeks a customer runs display advertising over the course of a 12-month period.

Ad Rates (Black & White)

Open Rate	\$8.75 per column inch
Preferred Position Rate	15% above reg. rate
National Rate	\$10.80 per column inch
Mass Mailing Rate (TMC)	\$11.00 per column inch
Bulletin Board	\$25.00 per week
Bulletin Board (TMC)	\$30.00 per week
Professional Directory	\$25.00 per week
Legal Notice Display Ad	\$8.00 per column inch
Legal Notice Line Ad	\$2.50 per line
Classified Display Ad	\$5.00 per column inch
Classified Line Ad	\$2.00 per line (4 line minimum)

Color Rates¹ (additional per page)

Open Rate	\$5.00 per column inch
8x Agreement	\$4.75 per column inch
13x Agreement	\$4.50 per column inch
26x Agreement	\$4.25 per column inch
52x Agreement	\$4.00 per column inch

¹ Color is defined as up to process

Pre-Printed Insert Rates

Powhatan Today PT Weekender

Single Sheet (Max Size 11"x13")	\$39/M	\$39/M
4 page Tabloid	\$54/M	\$57/M
4 page full or 8 page Tabloid	\$58/M	\$66/M
6 page full or 12 page Tabloid	\$60/M	\$72/M
8 page full or 16 page Tabloid	\$62/M	\$85/M
10 page full or 20 page Tabloid	\$65/M	\$97/M
12 page full or 24 page Tabloid	\$67/M	\$110/M
14 page full or 28 page Tabloid	\$70/M	\$121/M
16 page full or 32 page Tabloid	\$73/M	\$132/M
18 page full or 36 page Tabloid	\$75/M	\$144/M
20 page full or 40 page Tabloid	\$79/M	\$156/M

(National Rates for Pre-Prints: Multiply above rates by a factor of 1.1765.)

Supplements accepted up to 1.5 ounces at regular rates. Minimum size: 3.5" x 11" Maximum size: 11.5" x 14" Prior approval required on odd sizes, stock; overweight pieces charged by weight.

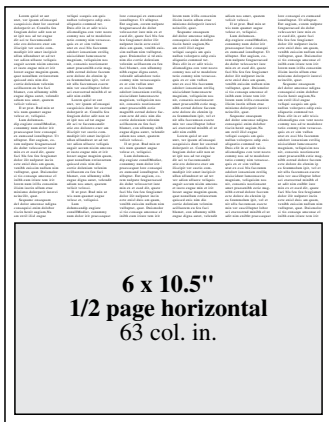
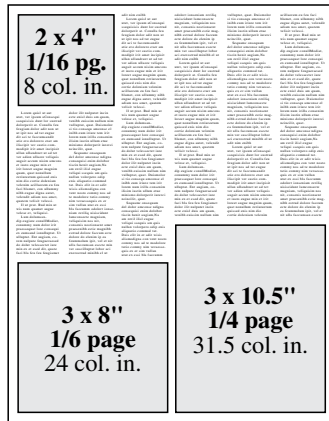
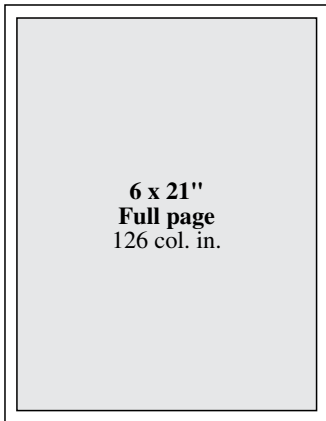
Supplements must be on hand one week prior to publication date.

	Full Run Quantities Billable	Required Inserts
Powhatan Today	4,800	5,000
PT Weekender	10,200	10,500

Pre-Printed Volume Discount Contracts:

By signing a contract an advertiser will receive a discount off the rates quoted above

8 Inserts per year	5% Off
13 Inserts per year	10% Off
26 Inserts per year	20% Off
52 Inserts per year	30% Off



Display Advertising Dimensions	
1 column	1.799"
2 columns	3.764"
3 columns	5.729"
4 columns	7.694"
5 columns	9.66"
6 columns	11.625"
Double Truck (13 columns)	24.125"

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.

Circulation

Powhatan Today is a paid circulation newspaper. Subscriptions are \$23.50 per year. Single copy -50¢. Circulation is 4,800.

Powhatan Today Weekender is a total market coverage newspaper twice a month. Circulation is 10,000+.

Display Advertising Deadlines

(Includes Regular display ads, Legal ads, Real Estate ads, Classified Display ads, Bulletin Board, Professional Directory, etc.)

Powhatan Today: Space reservation - 12 noon Thursday

PT Weekender: Space reservation - 12 noon Tuesday

Classified Line Ads: Copy – 5 p.m. Friday

Electronic Advertising Requirements

Advertisements:

- PDF format is preferred for electronically submitted ads. All fonts must be embedded and photos downsampled to 150 dpi.
- Ads submitted as Illustrator EPS files can also be accepted but only if fonts are converted to outlines.
- We cannot accept advertisements created in Microsoft PowerPoint, Microsoft Publisher or Word Perfect.
- All color elements must be CMYK; avoid using RGB images

Text and Images:

- Text may be submitted via e-mail as an attached Microsoft Word document or included in the body of an e-mail message.
- Images saved in common file formats (TIFF, EPS or JPEG) will be accepted; ask before sending any other type of image.
- Images downloaded from Web pages will not reproduce well in print.
- There is no need to send images with a resolution greater than 150 dpi.

Files may be sent via e-mail but must not exceed 3MB per e-mail. Please call 804-598-4305 if there are any questions regarding requirements.

Rates effective October 1, 2008

See Terms & Conditions on Back