

# Rappahannock News

Rappahannock County's Family Newspaper Since 1877

## Display advertising with the Rappahannock News

### Rappahannock News

249 Main St.,  
Washington, VA 22747  
540-675-3338  
www.rappnews.com

*“Serving Rappahannock almost since the county’s inception in 1833, the Rappahannock News is ‘must reading’ for residents, weekenders and visitors alike.”*

Circulation	Open Rate (per column inch)	Agency Rate (per column inch)
3,088	\$13.00	\$15.29

#### 5 Column Tabloid Format

Page Width: 10"  
Page Depth: 11.5"  
Columns: 5 per page  
Total inches: 57.5/page  
Gutter Width: 1"

Columns	Picas	Inches
1	11p2	1.9
2	23p4	3.9
3	35p6	5.92
4	47p8	7.95
5	59p10	10

#### Contract Discounts

*Signed contracts required*  
6 weeks.....10%  
13 weeks.....15%  
26 weeks.....20%  
52 weeks.....25%

#### 6 Column Broadsheet Format

Page Width: 12"  
Page Depth: 21"  
Columns: 6 per page  
Total inches: 126"/page  
Gutter Width: 1"

Page	Picas	Inches
1	11p2	1.9
2	23p4	3.9
3	35p6	5.92
4	47p8	7.95
5	59p10	10
6	72p	12

#### Color Rates

Contract discounts do not apply.  
**Black plus One Color:**  
\$140 per page/per publication  
**Full Color:**  
\$250/page/publication  
Additional color strategies available.

**Rappahannock News Ad Deadline: Tuesday, 3:00 P.M.**

# Sizes and Specifications

6 Column BroadSheet Format		
Columns	Inches	Page
1	1.861	Width: 12"
2	3.889	Depth: 21"
3	5.917	Total Inches: 126"
4	7.994	Gutter Width: 1"
5	9.972	
6	12.00	

5 Column Tabloid Format		
Columns	Inches	Page
1	1.861	Width: 10"
2	3.889	Depth: 11.5"
3	5.917	Total Inches: 57.5"
4	7.994	Gutter Width: 1"
5	9.972	

4 Column Homes Modular Format		
<b>Page</b>		
Width: 10"	Depth: 11.5"	
Total Inches: 46"	Gutter Width: 1"	

Size	Columns	Inches
Full Page	4	10 x 11.5
3/4 Page H	4	10 x 8.5
3/4 Page V	3	7.5 x 11.5
Bonus 1/2	3	7.5 x 8.5
1/2 Page V	2	5 x 11.5
1/2 Page H	4	10 x 5.75
Bonus 1/4 V	2	5 x 8.5
Bonus 1/4 H	3	7.5 x 5.75
1/4 Page	2	5 x 5.75
Bonus 1/8 V	1	2.4 x 8.5
Bonus 1/8 H	2	5 x 4.25
1/8 V	1	2.4 x 5.75
1/8 H	2	5 x 2.75
1/16	1	2.4 x 2.75
Feature Ad	1	2.4 x 3.5

10 Column Classified Format		
<b>Page</b>		
Width: 10"	Depth: 21"	
Total Inches: 210"	Gutter Width: 1"	

Size	Columns	Inches
Full Page	1	1.00
3/4 Page H	2	2.292
3/4 Page V	3	3.514
Bonus 1/2	4	4.722
1/2 Page V	5	5.931
1/2 Page H	6	7.153
Bonus 1/4 V	7	8.361
Bonus 1/4 H	8	9.569
1/4 Page	9	10.778
Bonus 1/8 V	10	12.00

Web Sizes	
Unit	Pixel Size
Leaderboard ROS	728 x 90
Wide Skyscraper	160 x 600
Home Page Button	160 x 160
Coupon Button Community Pages Only	300 x 60

## 12" BroadSheet Ads

Size	Col. x in.	Inches	Picas
1 col x 21"	1.9" v 21"	11p2 x 126p	
1 col. x 10.5"	1.9" x 10.5"	11p2 x 63p	
2 col. x 2"	3.9" x 2"	23p4 x 12p	
2 col. x 3"	3.9" x 3"	23p4 x 18p	
2 col x 5"	3.9" x 5"	23p4 x 30p	

Size	Col. x in.	Inches	Picas
1/8 page	2 col. x 7.5"	3.9" x 7.5"	23p4 x 45p
2 col. x 10.5"	3.9" x 10.5"	23p4 x 63p	
3 col x 7"	5.96" x 7"	35p6 x 42p	
1/4 page	3 col. x 10.5"	5.92" x 10.5"	35p6 x 63p
half page	3 col. x 21"	5.92" x 21"	35p6 x 126p

Size	Col. x in.	Inches	Picas
1/2 page	6 col. x 10.5"	12" x 10.5"	72p x 63p
Full Page	6 col. x 21"	12" x 21"	72p x 126p
Double Truck	12 col. x 10.5"	25" x 10.5"	150p x 63p

Column Widths	
1 col	1.9" 11p2
2 col.	3.9" 23p4
3 col.	5.92" 35p6
4 col.	7.95" 47p8
5 col.	10" 59p10
6 col.	12" 72p

Size	Col. x in.	Inches	Picas
Double Truck	12 col. x 21"	25" x 21"	150p x 126p

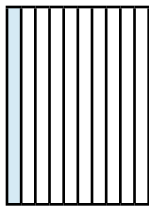
**Column Inches**  
To determine the total inches of your ad multiply the number of columns by the height of the ad. For example:  
6 col. x 14" = 84 col. in.

# Rappahannock News

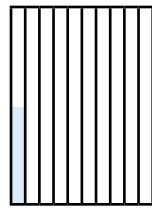
Rappahannock County's Family Newspaper Since 1877

## Sizes and Specifications

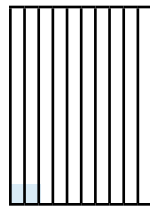
### 10 Column Classified Sizes



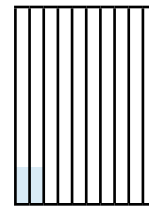
Size  
Col. x in. 1 col x 21"  
Inches 1" v 21"  
Picas 6p6 x 126p



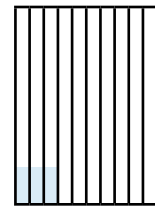
1 col. x 10.5"  
1" x 10.5"  
6p6 x 63p



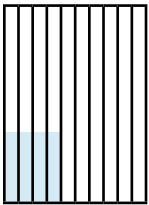
2 col. x 3"  
2.30" x 3"  
13p9 x 18p



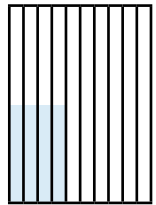
2 col. x 5"  
2.3" x 5"  
13p9 x 30p



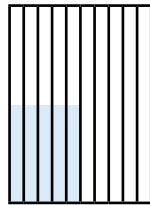
3 col x 5"  
3.51" x 5"  
21p1h x 30p



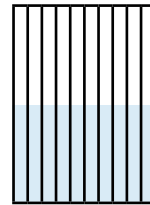
Size  
Col. x in. 4 col. x 7"  
Inches 4.72" x 7"  
Picas 28p4 x 35p



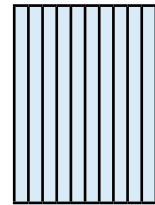
4 col. x 10.5"  
4.72" x 10.5"  
28p4 x 63p



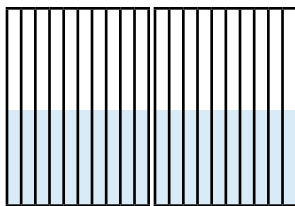
1/4 Page  
5 col x 10.5"  
5.93" x 10.5"  
35p7 x 63p



1/2 page  
10 col. x 10.5"  
12" x 10.5"  
72p x 63p



Full page  
10 col. x 21"  
12" x 21"  
72p x 126p



Size Double Truck  
Col. x in. 20 col. x 10.5"  
Inches 25" x 10.5"  
Picas 150p x 63p



Size Double Truck  
Col. x in. 20 col. x 21"  
Inches 25" x 21"  
Picas 150p x 126p

#### Column Widths

1 col.	1" 11p2	6 col.	7.15" 42p11
2 col.	2.3" 13p9	7 col.	8.36" 50p2
3 col.	3.51" 21p1	8 col.	9.57" 57p5
4 col.	4.72" 28p4	9 col.	10.78" 64p8
5 col.	5.93" 35p7	10 col.	12" 72p

#### Column Inches

To determine the total inches of your ad multiply the number of columns by the height of the ad.

For example: 6 col. x 14" = 84 column inches

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## Preprinted Inserts

Weekly Quantity	Single Sheet	4 pages	8 Pages	12 Pages	24 Pages	32 Pages	42 Pages	54 Pages	66 Pages	78 Pages
1,000-19,999	\$50	\$52	\$54	\$56	\$75	\$77	\$79	\$81	\$90	\$92
20,000-49,999	\$49	\$51	\$53	\$55	\$74	\$76	\$78	\$80	\$89	\$91
50,000-99,999	\$48	\$50	\$52	\$54	\$73	\$75	\$77	\$79	\$88	\$90
100,000-149,999	\$47	\$49	\$51	\$53	\$72	\$74	\$76	\$78	\$87	\$89
150,000-199,999	\$46	\$48	\$50	\$52	\$71	\$73	\$75	\$77	\$86	\$88
200,000 +	\$45	\$47	\$49	\$51	\$70	\$72	\$74	\$76	\$85	\$87

**NOTES:** Prices featured are cost per thousand.

Premium rates may apply for preprints inserted in our mailed only publications.

Call your Advertising Sales Consultant for details.

For special orders, please contact your Advertising Consultant for rate information.

### Contract Discounts

*Signed contracts required.*

6 weeks	10%
13 weeks	15%
26 weeks	20%
52 weeks	25%

### Insert Size and Specifications

**Minimum width/height:** 7" x 5"

**Maximum width/height:** 11.5" x 12"

**Minimum weight for single-sheet flyers:**

60 lb. (70 lb. is recommended for best results)

**Minimum number of newsprint pages:**

4-page broadsheet—must be quarter-folded.

8-page tabloid—must be quarter-folded.

\*More than 4 broadsheet pages or 8 tabloid pages does not require quarter-folding. It must withstand 30 lbs. vacuum. Odd size is defined by anything less than 7" x 5", more than 11.5" x 12" or that requires hand insertion. We recommend adding 2% to accommodate inserter spoilage.

### Deadlines

#### Scheduling:

Inserts should be scheduled two weeks in advance.

A minimum of one week is required.

#### Delivery:

Inserts are not to be sent more than seven days prior to insertion date. Inserts must be received the Friday prior to insertion date.

### Shipping Address

#### Rappahannock News Inserts Ship to:

Narrow Passage Press  
18084 Old Valley Pike, Edinburg, VA 22824  
Deliver to Postal Operations Manager  
540.459.4000

#### All Other Publications Ship to:

Gannett Offset-Springfield  
6885 Commercial Drive, Springfield, VA 22159  
Deliver to Postal Operations Manager  
703.750.8742

**Hours:** 8 A.M. to 5 P.M., Monday – Friday;  
inserts will only be received during these hours.

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## Online Advertising

### Leaderboard 728 x 90

**Pillow/Rectangle  
300 x 250**

Leaderboard (728x90) - \$50 per week  
Skyscraper (160x600) - \$40 per week  
Pillow/Rectangle (300x250)- \$30 per week

6 week discount 10%  
13 week discount 15%  
26 week discount 20%  
52 week discount 25%

- Maximum looping for all ads is 3
- All lead times are business days
- Flash ads require an alternative .gif ad that will run when browsers do not have Flash players installed.
- Flash ads require a hard coded click-through link; otherwise we cannot accurately track click-through data.
- Maximum file size is 40KB regardless of file type or ad dimensions (80K permitted on mouseover for flash ads.)
- Please send all creatives to your account executives and [onlineads@timespapers.com](mailto:onlineads@timespapers.com)

**Sky-  
scraper  
160 x  
600**

#### Terms of Advertising

1. Advertiser may submit the following number of changes, as applicable at no additional charge. Additional modifications submitted during the contract period will be processed for a fee of \$(100) per modification. 52 week contract - 8 free changes / 26 week contract - 4 free changes / 13 week contract - 2 free changes / 6 week contract - 1 free change.

2. Times Community News will use its best efforts to keep TimesCommunity.com service running at all times and cannot be responsible for interruptions in service due to circumstances beyond its control. Advertiser expressly agrees that the use of any TCN sites is entered at the Advertiser's sole risk. Neither Times Community News or its agents warrant that the service will be uninterrupted or error free and shall not be liable for any inability to use the service.

3. If Advertiser does NOT fulfill this contract obligation, the agreement will be Automatically cancelled and the advertiser agrees to pay the difference between the discount earned and amounts previously billed.

4. Payment will be made within 30 days of billing. Consistent with Company collection and credit policies. Times Community News reserves the right to cancel this contract at any time during the contract period if payments are not kept current. Should this become necessary, the contract will be recalculated to determine the rate

the advertiser had actually earned. Advertiser also agrees to pay all attorney's fees if the account becomes delinquent and must be given to an attorney for collection and may be subject to a monthly finance charge of 1.5%.

6. Advertising contracts do not guarantee a specific rate. Contracts only establish discounts off open rate card rates.

7. The Advertiser shall hold the Company harmless and indemnify it from all damages, costs and expenses of any nature whatsoever for which the Company may become liable by reason of its publication of Advertiser's advertising. This contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Company shall not be liable to advertiser for any loss that results from the incorrect publication of advertisements.

8. This agreement may not be assigned or transferred by Advertiser or its Agency.

9. If Advertiser uses an agency, the Advertiser and the Agency shall be jointly and severally liable for payment in compliance with all terms of this contract. Agency commissions, if any, shall apply to all space charges and adjustments under this contract. This agreement renders void any statements concerning liability which appear on correspondence from the Agency/Advertiser and is irrevocable without the written consent of the Times Community News Credit Department.

# Rappahannock News

## Combination Advertising

### COMBINATION DISCOUNTS

Two publications .....20%  
 Three to Five publications .....30%  
 Six or More publications .....35%  
 \*Online advertising is considered a publication

#### Culpeper County

##### Culpeper Times

39 Culpeper St.  
 Warrenton, VA 20186-3338  
 Ph: 540.347.4222 / Fax: 540.349.8676  
 www.CulpeperTimes.com

#### Fauquier County

##### Fauquier Times-Democrat

##### Fauquier Times-Democrat Weekend

39 Culpeper St.  
 Warrenton, VA 20186-3338  
 Ph: 540.347.4222 / Fax: 540.349.8676  
 www.Fauquier.com

#### Loudoun County

##### Loudoun Times-Mirror

www.LoudounTimes.com

##### The Indie

www.Loudouni.com  
 9 East Market St.  
 Leesburg, VA 20176-3013  
 703.777.1111 Fax: 703.771.0036

#### Prince William County

##### Gainesville Times

39 Culpeper St.  
 Warrenton, VA 20186-3338  
 Ph: 540.347.4222 / Fax: 540.349.8676  
 www.gainesvilletimes.com

	<b>**Circulation</b>	<b>Open Rate</b> per column inch	<b>Agency Rate</b> Commissionable rate per c/i
<b>Northern Virginia</b>			
<b>Loudoun</b>			
Loudoun Times-Mirror Wed. Edition (Rate includes the e-edition)	62,613	\$34.00	\$40.00
The Indie* (Fri. Edition)	53,000	\$22.00	\$25.87
<b>Fairfax County Times</b>	130,000	rates available on request	
<b>The Greater Piedmont</b>			
<b>Culpeper Times</b>	10,244	\$20.50	\$24.12
<b>Fauquier</b>			
Fauquier Times-Democrat (Wed. Edition)	14,101	\$22.25	\$26.18
Fauquier Times-Democrat Weekend (Fri. Edition)	9,185	\$20.25	\$27.34
<b>Gainesville Times</b>	13,988	\$16.50	\$19.41
<b>Rappahannock News</b>	3,088	\$13.00	\$15.29
<b>All Piedmont</b>	50,606	\$55.00	\$56.18
* 5 column tab format (Max. height is 11.5") *TCN Circulation-Sept. 30, 2009			

### Distribution Days

#### Wednesday

Fauquier Times-Democrat  
 Loudoun Times-Mirror  
 Fairfax County Times

#### Thursday

Gainesville Times  
 Rappahannock News  
 Culpeper Times

#### Friday

The Indie  
 Fauquier Times-Democrat Weekend

### Deadlines/Cancellation

#### REAL ESTATE:

**Fauquier:** Monday, 12 noon

**Loudoun:** Friday, 1:00 pm

**Fairfax:** Friday, 5:00 pm

#### MAIN NEWS/SPORTS

**Culpeper:** Monday, 2:00 pm

**Loudoun Times-Mirror:** Monday 3:00 pm

**Fauquier Times-Democrat:** Monday, 5:00 pm

**Gainesville:** Tuesday, 2:00 pm

**Rappahannock:** Tuesday, 3:00 pm

**The Indie:** Tuesday, 5:00 pm

**Fauquier Times-Democrat Weekend:**

Wednesday, 2:00 pm

**Fairfax:** Friday, 5:00 pm.

#### CLASSIFIED

**Culpeper:** Monday, 5:00 pm

**Fauquier Times Democrat:** Monday, 4:00 pm

**Loudoun Times-Mirror:** Monday, 5:00 pm

**Fairfax:** Monday, 3:00 pm

**Gainesville:** Tuesday, 3:00 pm

**Rappahannock:** Tuesday, 3:00 pm

**The Indie:** Tuesday, 5:00 pm

**Fauquier Times-Democrat Weekend:**

Wednesday, 12 noon

**Web Ads:** Friday, 2:00 pm

Ads cancelled after deadline will be charged the full amount of the ad.

Weekly Web Advertising Rates						
Ad unit and size	Loudoun	Fairfax	Fauquier	Culpeper	Rappahannock	Gainesville
Leaderboard ROS 728 x 90	\$100	\$100	N/A	\$50	\$50	\$50
Skyscraper ROS 160 x 600	\$80	\$80	\$80	\$40	\$40	\$40
Pillow/Rectangle 300 x 250					\$30	

Web advertising available only in increments of 6 weeks, 13 weeks, 26 weeks, 52 weeks. Contract and Combination discounts apply.