

# Rappahannock Record

Kilmarnock, VA 22482-0400

Lancaster County

## Retail Advertising Rate Card

Effective January 1, 2010

### RAPPAHANNOCK RECORD

27 N. Main Street

P. O. Box 400, Kilmarnock, Virginia 22482

(804) 435-1701, 1-800-435-1701 (VA); FAX (804) 435-2632

E-Mail address: mail@rrecord.com

#### 1. PERSONNEL

Frederick A. & Elizabeth Lee C. Gaskins, General Managers  
Robert D. Mason Jr., Editor (editor@rrecord.com)  
Susan Simmons, Publications Director (ssimmons@rrecord.com)  
Kate Oliver, CPA, Business Manager (koliver@rrecord.com)  
Sara Amiss, Advertising Manager (sara.amiss@rrecord.com)  
Kim Kent, Accounts Manager (ardesk@rrecord.com)  
Anna Ticer, Circulation Manager (circulation@rrecord.com)  
Ann Shelton, Classified Advisor (mail@rrecord.com)  
Mike Kucera, Multimedia Manager (mkucera@ssentinel.com)

#### 2. REPRESENTATIVES

- Virginia Press Services  
11529 Nuchols Road  
Glen Allen, VA 23059  
(804) 521-7570
- American Newspaper Representatives Inc.  
1000 Shelard Parkway, Suite 360  
Minneapolis, MN 55426  
(612) 545-1116

#### 3. COMMISSIONS AND TERMS OF PAYMENT

Local retail rate is non-commissionable. National rates only are commissionable (see 5c). Terms: Net 30. Local retail rates apply to local retail and service establishments dealing directly with consumers in our circulation area.

After 30 days a service charge of 1 1/2 % per month (18% per year) is added to unpaid accounts.

#### 4. ADVERTISING RATE POLICIES

Rates may be changed on 30 days' notice.

#### 5. ADVERTISING RATES

##### a. Retail Advertising Rate (Non-Commissionable)

Open Rate (1-59 inches in one calendar month):

\$9.00 per col. inch.

##### b. MONTHLY

##### Quantity rates per calendar month

(accounts must be paid within 30 days of billing to receive these quantity discounts):

Col. inches per month	Col. inch rate
60-119.....	\$8.75
120-249.....	\$8.50
250-500.....	\$8.25
Over 500.....	\$8.00

##### c. National Advertising Rate (Commissionable)

\$10.00 per column inch (commissionable). 15% allowed to recognized advertising agencies. Ads must be submitted electronically, preferably in the PDF format with all fonts embedded and photos downsampled to 200 dpi.

#### d. COMPOSITION CHARGES

No charge for composition work except for the following special services:

Photo taken by staff.....\$10.00

#### e. SPECIAL TABLOID

Special sections are printed in several issues throughout the year in tabloid form (see 9). These appear in combination with the Southside Sentinel with additional free circulation. Quantity discounts do not apply for these sections. No commissions.

**Special section advertising rate.....\$18 per col. inch**

#### f. PREPRINT RATES

To insert up to 8 page tabloid or 4 page broadsheet, \$575 (net). For each additional 4 tabloid pages or 2 broadsheet pages, add \$40 (net).

The following frequency discounts are available on an annual contract basis:

13 weeks per year.....	5 percent discount
26 weeks per year.....	10 percent discount
51 weeks per year.....	18 percent discount

Please call for shipping instructions.

#### 6. COMBINATION RATES

In combination with the weekly Southside Sentinel, Urbanna, (4,948 circulation).....\$8.00 col. inch, each paper

#### 7. COLOR RATES

Spot color, ROP: \$50.00 (net).

Full color, ROP: \$150.00 (net).

Color locations are limited; please reserve early.

#### 8. SPECIAL SERVICES

**a. Proofs** will be delivered, faxed or emailed if requested, providing all copy has been submitted by deadline. Second proofs and all other ads will be available for proofing at the Record office or via email.

**b. Tearsheets**, if requested, will be provided to all display advertisers via email or with their monthly statements. Classified advertisers may be furnished a copy of the paper in lieu of tearsheets.

**c. Photography** services are available or your own high quality photos may be submitted for advertising use. The Record can not be responsible for the reproduction qualities of extremely dark or extremely light photos.

**d. RRecord.com** is the address of The Record Online, the Internet version of the Rappahannock Record. The web site contains highlights from the weekly paper and all classified advertisements. It is also the portal for subscribing to and downloading complete current and archived copies of the Record in pdf version. The Internet subscription is available for \$35.00 per year.

Online display advertising opportunities are available. Call us for details.

## 9. SPECIAL SECTIONS

February 25 .....	Bay HealthStyles
March 25 .....	Real Estate & Home Improvement
September 2.....	Football Season Preview
November 18.....	Christmas Gift Catalogue
December 22.....	Holiday Greetings Issue

**The Rivah Visitor's Guide** is a seasonal tabloid jointly published by the Rappahannock Record and the Southside Sentinel. An average of 21,000 free copies are circulated each month through restaurants, motels, gift shops, marinas and other retail outlets.

Publication dates for 2010 are:

April 28, May 26, June 30, July 28, Sept. 1, Sept. 29.

## 10. ROP DEPTH REQUIREMENTS

**a. Standard page:** Minimum display advertisement: 1 column x 1 inch. Advertisements over 19 inches deep will be billed full column depth.

**b. Tabloid page:** Minimum display advertisement: 1 column x 1 inch. Advertisements over 10 inches deep will be billed at full column depth.

## 11. COPY REGULATIONS

**a.** We reserve the right to insert the word "advertisement" in all ads, especially all-copy ads which may be mistaken for news articles.

**b.** Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs. The newspaper must be advised of errors within 2 days after the ad is published.

**c.** All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.

**d.** All rates on this schedule are net and non-commissionable to advertising agencies (unless otherwise noted).

**e.** \$45 per hour will be charged for any ad canceled after half or more has been produced and for substantial changes in proofs.

**f.** Every effort will be made to meet reasonable position requests. Priority is based on the quantity of space purchased. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.

**g.** Advertisements, articles or other materials copyrighted by the Rappahannock Record may not be reproduced in exact or substantially similar form without the written permission of the publisher of the Rappahannock Record.

## 12. CLOSING TIMES (Deadlines)

Closing time for all ads is 5 p.m. every Monday. For ads requiring proofs, large ads or ads with difficult composition, the deadline is noon Friday. For issues in weeks with a holiday, move deadlines ahead one working day.

## 13. MECHANICAL MEASUREMENTS

**a. Printing method:** Offset. PDF, TIFF or JPEG files are preferred. Color or black and white art and color or black & white photographs can be used in ads.

**b. Electronic submissions:** Pages are assembled electronically with Adobe InDesign software. The preferred method of receiving advertisements is the Portable Document Format (PDF) with all fonts embedded and photos downsampled to 200 dpi. Please call to obtain the detailed preferences and transfer procedures. No floppy disks please.

**c. Standard ROP page size** (6 columns): Size of printed area: 11 inches (wide) x 20.875 inches (deep).

Cols.	Inches Wide	Cols.	Inches Wide
1.....	1.729"	4.....	7.291"
2.....	3.583"	5.....	9.145"
3.....	5.437"	6.....	11"

**Double truck** (two facing pages across gutter): 23.25 inches wide x 20.875 inches deep. Billed as 13 columns wide.

**d. Tabloid Size** (special sections). Column sizes remain the same except there are 5 columns per page. Size of printed area: 9.145 inches (wide) x 10.625 inches (deep).

## 14. SPECIAL CLASSIFICATIONS

**a. Political Rate:** Card rate as earned, payable in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

**b. Position Charges:** Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests. **Priority is based on quantity of space purchased.**

**c. Non-profit Rate:** Organizations maintaining non-profit status may earn a special non-profit organization rate of \$7.75 per column inch.

**d. Business Directory:** \$8.00 per col. inch (13-week run).

## 15. CLASSIFIED RATES (net)

**a.** Up to 25 words: 1 week-\$6; 2 weeks-\$10; 3 weeks-\$15; 4 or more weeks-\$4.50 each week. Minimum run for TFN ads, 4 weeks. Same ad, 25 words or fewer, 13 successive weeks, \$40 (no refunds). \$.24 per word for ads over 25 words.

**b.** Custom classifieds (those with centered or blank lines, special type styles, art), Legals, Notices, Resolutions, Memorials.....\$1.25 per line (9-line minimum).

**c.** Classifieds placed under the following classifications are payable in advance: Personals, Card of Thanks, Moving/Yard Sales, In Memoriam, Work Wanted.

*When ordering classifieds, pay with cash (not credit card) and get a 10 percent discount. No refunds.*

**d.** Classified deadline: Noon Tuesdays. Order online 24/7 or send orders to mail@rrecord.com.

**e.** All classified advertisements are also included on our web site where a link to a photo of the advertised item is available for \$25 for up to 13 weeks.

## 16. CIRCULATION

The Rappahannock Record was established in 1916 and covers Lancaster, Northumberland and lower Richmond counties in the Northern Neck of Virginia. Circulation: 7,964 every Thursday except the last week of December, when no paper is published. Cost: \$.75 single copy.

**Subscription prices:** \$25 per year in the counties of Lancaster, Northumberland, Richmond, Westmoreland and Middlesex. \$36 per year elsewhere. \$25 for students (mailed September through May).

Online pdf subscription: \$35 per year, \$24 for six months.