



2011 Display Ad Rates

per column inch rate: \$18.00

up to **23,000**
delivered to newsstands and Rivah boxes

over **200,000**
potential page views on SSentinel.com
and RRecord.com

Full page-----	\$956
Half vertical-----	\$552
Jr. page-----	\$540
Half horizontal-----	\$450
3 col. x 7.5-----	\$405
2 col. x full-----	\$368
2 col. x 8.5-----	\$306
Large quarter-----	\$270
2 col. x 7.5-----	\$270
5 col. x 2.5-----	\$225
Small quarter-----	\$180
3x3.25-----	\$175.50
3x2.5-----	\$135
2x2.5-----	\$90
3x1.5-----	\$81
2x1.5-----	\$54
2x1-----	\$36

4 column and 1 column
sizes also available

Color Ad rates
add \$150 for full color
add \$50 for spot color

Special advertising discounts

Save up to 27.7% by advertising each month
(10 column inch minimum)

- any two issues: \$17 per col. in.
- any three issues: \$16 per col. in.
- any four issues: \$15 per col. in.
- any five issues: \$14 per col. in.
- all six issues: \$13 per col. in.

Pick-up rate: For your same ad to run within 30 days in the Southside Sentinel or Rappahannock Record: \$8.00 per col. in.

Coupon Page

New this year is an additional opportunity to attract visitors and locals to your business. If you advertise in The Rivah Visitor's Guide you qualify to place a coupon on our coupon page.

Coupons are 2 in. (w) x 1.77 in. (h) and cost only \$25.

Rivah Website Special

• Buy an ad in all six issues and your web address will be printed in an appropriate directory for free. In addition, a direct link to your website will be included in the Rivah online directory.

-or-

• For \$18 per year (only \$3 a month!) we will print your web address in a directory. In addition, a direct link to your website will be included in the Rivah online directory.

Rappahannock Record

435-1701

rivah@rrecord.com

FAX: 435-2632

Southside Sentinel

758-2328

rivah@ssentinel.com

FAX: 758-5896



A *free* guide to the Northern Neck and Middle Peninsula-from the Potomac to the York Rivers.
 The perfect marketing tool for any business serving tourists, weekenders, and locals.

2011 Publication Schedule

- Spring issue:** on stands **April 29** ad deadline: **April 13**
- June issue:** on stands **May 27** ad deadline: **May 11**
- July issue:** on stands **July 1** ad deadline: **June 15**
- August issue:** on stands **July 29** ad deadline: **July 13**
- Sept. issue:** on stands **September 2** ad deadline: **August 17**
- Fall issue:** on stands **September 30** ad deadline: **September 14**

The Rivah Visitor's Guide serves Virginia's Chesapeake Bay region including Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond, and Westmoreland counties and beyond.

Each issue includes:

- Dining guide
- Restaurant reviews
- Community events calendar
- Attractions
- Museums and historic sites
- Arts and music
- Boating
- Fishing
- Golf
- Camping
- Lodging
- Family diversions
- Feature articles written by our team of award winning journalists

Your advertising message will be effectively targeted to a large number of readers.

- **up to 23,000** copies each month will be delivered to hundreds of newsstand locations and blue Rivah boxes! Including: Convenience stores, restaurants, gift shops, motels, supermarkets, marinas, etc.
- Copies of this guide will also be available for download from our websites: SSentinel.com and RRecord.com. Our websites receive an average of over **200,000 page views** per month!

A recent survey of our readers found that locals, weekenders and visitors of all ages pick up *The Rivah Visitor's Guide* each month to enjoy our creative and informative feature articles and **keep it** at home as a comprehensive resource to dining, events, attractions and services in the region. Don't miss this opportunity to reach them!

Rivah Column Sizes

- 5 col: 8.312"
- 4 col: 6.625"
- 3 col: 4.937"
- 2 col: 3.250"
- 1 col: 1.562"

Diagram details:

- Full Page: 5 col. x 10.5"
- Jr. Page: 4 col. x 7.5"
- Half Vertical: 3 col. x 10.23"
- Half Horizontal: 5 col. x 5"
- Small Quarter: 2 col. x 5"
- Large Quarter: 3 col. x 5"
- Other sizes shown: 2 col. x 7.5", 3 col. x 7.5", 2 col. x 8.5", 3 col. x 1.5", 2 col. x 1", 3 col. x 2.5", 2 col. x 1.5", 3 col. x 3.25", 2 col. x 2.5"