

# VIRGINIAN LEADER

Your Newspaper Since 1857

*“A Newspaper as Special  
As the Territory It Covers”*

## ADVERTISING DETAILS

### DEADLINES

Distributed Wednesdays  
Advertising Deadline: Monday, 5 p.m.  
Proof approvals: Tuesday, 11 a.m.  
Paper prints: Tuesday evening

### AD SIZES

- Ads are sold in column-inches. Columns describe horizontal measurement, and inches measure vertical.
- A page is six columns wide and 21.5 inches tall.
- A 2X2 (4 column-inches) ad is 2 columns wide by 2 inches tall, or 3.75" wide by 2" tall.
- A 3X10.75 (quarter page, 32.25 column-inches) ad is 3 columns wide by 10.75" tall, or 5.75" wide by 10.75" tall.
- Ads can be 1, 2, 3, 4, 5 or 6 columns wide and 1 to 21.5 inches tall.

### Column widths

1 column: 1.75"	2 columns: 3.75"
3 columns: 5.75"	4 columns: 7.625"
5 columns: 9.625"	6 columns: 11.625"

### AD COST

Basic cost per column-inch per week: \$5.70  
Contact us for pricing and further details.

### COMPUTING THE AD COST

Simply multiply the number of column-inches by the rate to find the per week ad cost. Ask about the discount for ads over 100" per month.

### PAYMENT

Billing for approved accounts is sent out the last week of the month. Payment is due in 30 days. A finance charge of 2% will be assessed on all balances over 30 days past due.

## 10 REASONS TO ADVERTISE WITH US

- 1. Market penetration:** A total of 5,010 Virginian Leaders reach homes in Giles and Monroe Counties.
- 2. Paid circulation:** Our newspaper isn't a free "throwaway." It is an invited, valued guest in the homes of our readers.
- 3. National presence:** We send 765 papers each week to readers across the U.S. Those readers have a great interest in Giles and Monroe Counties and will remember your business when they visit.
- 4. Competitive rates:** Our "cost per thousand" compares favorably with other newspapers of our size and reach.
- 5. Guaranteed service:** Our goal is to be your partner. We pledge that we'll do all we can to help your business to prosper.
- 6. Content:** The news in our paper is compiled and written by a professional staff. That's why we're so well read.
- 7. Ad coverage:** With fresh papers every Wednesday, ads get valuable coverage.
- 8. No fragmentation:** Since we're the dominant media in the area, there's no alternative paper or radio buys to worry about.
- 9. Ad design always free:** No "makeup" fees or the like. Professional composition included in the ad price.
- 10. Proven success:** In any given week, we have over 90 businesses advertising in our newspaper, including the most prosperous.

## AD DESIGN BASICS

A well laid-out ad helps communicate to readers what you are selling or promoting. Here are some basics. Most ads contain four major elements:

**Headline:** Helps the reader determine whether they want to invest further interest into reading the ad.

**Art:** Serves same purpose as the headline, to help grab initial attention and graphically set the ad theme.

**Copy:** Explains the details and benefits of the ad's products.

**Signature:** Business name, address, phone number, logo and slogan.

### Design rules of thumb

- Clearly delineate the four ad elements.
- Headline and art take up 50 to 67% of ad space.
- Headline point size: At least four times larger than copy point size.
- Signature at the bottom of ad.
- Borders and special fonts can help, but they aren't a substitute for a relevant ad message.

### Content rules of thumb

- The product or service should satisfy a basic human need.
- The headline and copy should answer the subliminal reader question: "What's in it for me?"
- Consistent use of ad elements and content builds familiarity and loyalty.

### TYPES OF ADVERTISING

Of course, the goal of any advertisement is to make the cash register ring. But there are different ways that is accomplished.

**Action:** Advertisement seeks to promote reader to respond to its message. An example would be "Sale! 50% off this weekend only."

**Image:** Advertisement seeks to build brand recognition so that consumer, when in the market for the product, is predisposed to buy the advertised brand. Examples are large soda and footwear (i.e. Coca-Cola, Nike) manufacturers who spend millions to build image.

### NOTES:

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