

Retail Advertising Rate Card

Effective January 1, 2024

Published Each Wednesday

VIRGINIAN LEADER

Serving Giles & Monroe Counties since 1857

511 Mountain Lake Avenue
Pearisburg, Virginia 24134
540-921-3434 • FAX 540-921-2563
www.virginianleader.com

1. Personnel

Publisher & Managing Editor: Amy Burdette
aburdette@virginianleader.com
Special Sections Editor/Advertising Manager:
Angie Palmer
apalmer@virginianleader.com
Office Manager: Joyce Marion
office@virginianleader.com
Classified Advertising: Joyce Marion
office@virginianleader.com
Advertising: Kelly Bennett
thekellygal@gmail.com
ads@virginianleader.com
News: Sugar Run Media, LLC
editor@virginianleader.com
Sports: Steven Sharp
sports@virginianleader.com

2. Representatives

| | |
|------------------------------------|--|
| American Newspaper Representatives | Virginia Press Association P.O. Box 85613 Richmond, VA 23285 |
| 84 S. 6th St. #601 | |
| Minneapolis, MN 55402 | 1-804-798-2053 |
| 1-800-341-7959 | |

3. Commissions and Terms of Payments

- Net 30. A 2% service charge added to all balances outstanding 30 days after statement date.
- Our Open and National rates are the same; \$7.50 per column inch. We honor normal agency commissions. Volume discounts available on non-commissionable ads only.

4. Advertising Rate Policies

Rates may be raised on 30 days notice.

5. Advertising Rates

Open & National Rates (per column inch)..... \$7.50
Earned Discounts
101-200 column inches per month\$7.30
(per column inch)
201-300 column inches per month\$7.10
(per column inch)
301-400 column inches per month\$6.90
(per column inch)
401-500 column inches per month\$6.70
(per column inch)
Over 501 inches per month\$6.50
(per column inch)

6. Web Ads

Weekly Display Ads \$10.00/week
(same as ad in that week's print issue)
Business Card Ads \$50.00/month
Banner Ads \$100.00/month

7. Preprint Rates

1 to 8 page tab/4 standard..... \$57.00/m
12 page tab/6 standard..... 62.00/m
16 page tab/8 standard..... 67.00/m
20 page tab/10 standard (& larger).. 72.00/m

8. Color Rates

\$4.00/column inch, \$120 maximum charge

9. Special Services

- Tearsheets will be provided, if requested, to all advertisers.
- Advertising layout service available to advertisers.

10. Special Annual Sections

| | |
|-----------------|---------------------------------|
| January | Bridal |
| February | Progress Edition |
| March | Winter Sports |
| March | Prom |
| March | Easter |
| April | Home & Garden |
| May | Fishing |
| May | Spring Sports |
| June | Graduation |
| June | Pearisburg Festival in the Park |
| July | Narrows Homecoming Festival |
| July | Relay For Life |
| August | Newport Fair |
| August | Back To School |
| August | Football |
| September | Football Contest begins |
| September | Narrows Fall Festival |
| September | Hunting Guide |
| September | Senior Living |
| October | Pearisburg Scarecrow Festival |
| October | Car Care |
| October | Halloween |
| November | Narrows Craft Show |
| November | Veterans Day |
| November | Fall Sports |
| November | Christmas Parades |
| November | Eastern E/MS Craft Show |
| November | Christmas Gift Guide |
| December | Christmas Greetings |

11. Contract and Copy Regulations

- We reserve the right to insert the word "advertisement" in all ads, especially "all-copy" ads which may be mistaken for news articles.
- 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.
- All advertising accepted is subjected to the approval of the publisher. We have the right to revise or reject in whole or in part any advertisement.
- Every effort will be made to meet a reasonable position request. Failure to meet these requests will not constitute cause for adjustments, refunds or rerun.

12. Closing Time (deadlines)

Closing time for all ads is 5 p.m. every Monday.

13. Mechanical Measurements

- Printing method: Offset
- Standard ROP sizes (6 column):
Size of printed area:
9.888 inches (wide) x 20 inches (deep)

| Columns | Inches Wide |
|---------|-------------|
| 1..... | 1.5" |
| 2..... | 3.125" |
| 3..... | 4.875" |
| 4..... | 6.5" |
| 5..... | 8.25" |
| 6..... | 9.875" |

14. Classified Rates

25¢ per word, \$5.00 minimum charge
Legal Advertising: \$7.50 per column inch

15. Circulation

The Virginian Leader was established in 1857 and is the only paper published in Giles County, Virginia.
Circulation: 3,077 • Press Run: 3,300