

Retail Advertising Rate Card

Effective January 1, 2026

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
VL1857ads@gmail.com
ads@virginianleader.com
News: Sugar Run Media, LLC
editor@virginianleader.com
Sports: Steven Sharp
sports@virginianleader.com

2. Representatives

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

3. Commissions and Terms of Payments

- a. Net 30. A 2% service charge added to all balances outstanding 30 days after statement date.
- b. Our Open and National rates are the same; \$7.80 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)..... \$7.80
Earned Discounts
101-200 column inches per month.....\$7.60
(per column inch)
201-300 column inches per month.....\$7.40
(per column inch)
301-400 column inches per month.....\$7.20
(per column inch)
401-500 column inches per month.....\$7.00
(per column inch)
Over 501 inches per month.....\$6.80
(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. Front Page Banner Ad

\$200 - 6.25"x2" full color

10. Special Services

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

11. Special Annual Sections

January..... Social Announcements
February Bridal
March..... Progress Edition
March..... Winter Sports
March..... Prom
March..... Easter
April..... Home & Garden
April..... Fishing
May..... Relay For Life
May..... Spring Sports
May..... Graduation
June..... Pearisburg Festival in the Park
July..... Narrows Homecoming Festival
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

12. Contract and 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.
- c. 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.
- d. 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.

13. Closing Time (deadlines)

Closing time for all ads is 12 p.m. every Monday.

14. Mechanical Measurements

- a. Printing method: Offset
- b. Standard ROP sizes (6 column):
Size of printed area:
9.5 inches (wide) x 21.25 inches (deep)

<u>Columns</u>	<u>Inches Wide</u>
1.....	1.4792"
2.....	3.0833"
3.....	4.6875"
4.....	6.2917"
5.....	8.8958"
6.....	9.5"

15. Classified Rates

25¢ per word, \$5.00 minimum charge
Legal Advertising: \$7.80 per column inch

16. Circulation

The Virginian Leader was established in 1857 and is the only paper published in Giles County, Virginia.
Circulation: 2,787 • Press Run: 2,800