

CLASSIFIED DISPLAY ADVERTISING 2009-10 RATES

CALL **703.777.1110** OR **800.852.4797** | FAX **571.209.5191**

EMAIL **classifieds@timespapers.com**



In Print. Online. Anytime.

Display Rates

2 columns or more (box/border included)
Price Per Column Inch

	Automotive/ Real Estate	Other
Loudoun	\$16.00	\$18.60
Fairfax	\$25.00	\$29.00
Loudoun, Fairfax	\$36.00	\$42.00
All Fauquier	\$14.60	\$17.00
Gainesville	\$10.45	\$12.10
Rappahannock	\$8.05	\$9.30
Culpeper	\$7.40	\$8.60
All Piedmont	\$33.35	\$38.50
All Publications	\$70.40	\$80.40
Web - Top Ads	\$10.00/ad	\$10.00/ad
Web	\$5.00/ad	\$5.00/ad

Houses of Worship Rates

Rate per week - 6 week minimum run

Publication	2 col. x 1.5"	2 col. x 3"
Loudoun	\$18.60	\$37.20
Fairfax	\$27.00	\$54.00
Fauquier Times-Democrat	\$14.00	\$28.00
Gainesville	\$12.10	\$24.20
Rappahannock	\$8.00	\$16.00
Culpeper	\$4.00 PCI	N/A
Fauquier Times-Democrat		
Weekend	\$4.00 PCI	N/A

Rates include web placement.

Weddings, Engagements, Announcements

Price Per Column Inch

Publication	PCI
Loudoun	\$21.00
Fairfax	\$30.00
Fauquier	\$13.00
Gainesville	\$9.00
Rappahannock	\$7.00
Culpeper	\$6.00

Obituaries

Special Paid Obituary

Per Column Inch

Publication	PCI
Loudoun	\$24.00
Fairfax	\$23.25
Fauquier Times-Democrat	\$15.30
Fauquier Times-Democrat	
Weekend	\$14.00
Gainesville	\$15.50
Rappahannock	\$8.80
Culpeper Times	\$14.30

Basic Paid Obituary

Publication	Rate
Any TCN Newspaper	\$77 per publication
Photo added	\$10.50

Color Rates

Black + 1 Color . . . \$140 per page/per publication
Four Color \$250 per page/per publication
 Contract discounts do not apply.
 Additional color strategies available.

Contract Discounts

Signed contracts required.

6 weeks	10%
13 weeks	15%
26 weeks	20%
52 weeks	25%

Line Rates

Per line: 5 line minimum

Publication	Business	Private
Loudoun	\$6.50	\$6.00
Fairfax	\$10.20	\$6.30
Loudoun, Fairfax	\$16.70	\$12.30
All Fauquier	\$5.20	\$4.70
Gainesville	\$4.20	\$3.90
Rappahannock	\$3.20	\$3.00
Culpeper	\$2.90	\$2.50
All Piedmont	\$12.00	\$11.10
Horse & Farm (LTM/FTD pubs only)	\$10.90	\$7.20
All Publications	\$17.40	\$16.70 Web

Charge: \$2.00 Flat rate per ad.

Public/Legal Notice Rates

Price Per Column Inch

Publication	PCI
Loudoun	\$18.20
Fairfax	\$17.00
All Fauquier	\$35.60
Gainesville	\$13.90
Rappahannock	\$8.80
Culpeper	\$13.00
Web	\$5.00/ad

ABC License Rates

Two week flat rate \$100.00
 For a 2x2 space. Additional charge for larger ads.

Classified Directory

Rate Per Week - 6 week minimum run

Publication	2 col. x 1.5"	2 col. x 3"
Loudoun	\$29.50	\$59.00
Fairfax	\$35.00	\$70.00
All Fauquier/Gainesville	\$34.10	\$68.20
Rappahannock	\$19.30	\$38.60
Culpeper	\$20.00	\$40.00

No other Discounts Apply. Includes web placement.

CLASSIFIED SALES OFFICES

CULPEPER COUNTY

Culpeper Times
 39 Culpeper Street
 Warrenton, VA 20186-3338
 www.CulpeperTimes.com
 www.CulpeperClassified@timespapers.com
Ph: 540.351.1664 | Fax: 540.351.0121

FAUQUIER COUNTY

Fauquier Times-Democrat
Fauquier Times-Democrat Weekend
 39 Culpeper Street
 Warrenton, VA 20186-3338
 www.Fauquier.com
 www.FauquierClassified@timespapers.com
Ph: 540.351.1664 | Fax: 540.351.0121

LOUDOUN COUNTY

Loudoun Times-Mirror
 9 East Market Street
 Leesburg, VA 20176-3013
 www.LoudounTimes.com
 www.Classifieds@timespapers.com
Ph: 703.777.1110 | Fax: 571.209.5191

PRINCE WILLIAM COUNTY

Gainesville Times
 39 Culpeper Street
 Warrenton, VA 20186-3338
 www.Gainesville-Times.com
 www.FauquierClassified@timespapers.com
Ph: 540.351.1664 | Fax: 540.351.0121

RAPPAHANNOCK COUNTY

Rappahannock News
 Box 59, Washington, VA 22747
 www.RappNews.com
 www.FauquierClassified@timespapers.com
Ph: 540.351.1664 | Fax: 540.351.0121

CORPORATE HEADQUARTERS

9 East Market Street
 Leesburg, VA 20176-3013
 www.TimesCommunity.com
Ph: 703.777.1111 | Fax: 703.771.0036

Mechanical Requirements

10-Column Classified Dimensions

Columns	Picas	Inches
1	6p6	1.08
2	13p9	2.30
3	21p1	3.51
4	28p4	4.72
5	35p7	5.93
6	42p11	7.15
7	50p2	8.36
8	57p5	9.57
9	64p8	10.78
10	72p0	12.00

Fauquier Times-Democrat Weekend Maximum Ad size is 8 col x 12 3/4"

Deadlines

Monday 4:00 p.m.

Friday 3:00 p.m. for proof

Classified ads cannot be changed or cancelled after the posted deadline for that issue. At the time of placing your ad, it will be read or faxed back to you for any corrections. Once your ad appears in the paper, no adjustment will be made on errors that do not materially affect the value of the ad. When in doubt, check with your Ad Consultant.

Circulation

All Publications	245,857
Loudoun	63,013
Fairfax	130,000
Loudoun/Fairfax	193,013
All Fauquier	23,487
Gainesville	13,684
Rappahannock	3,088
Culpeper	12,585
All Piedmont	52,844

Distribution Days

Wednesday:

Fauquier Times-Democrat
Loudoun Times-Mirror
Fairfax County Times

Thursday:

Culpeper Times
Rappahannock News
Gainesville Times

Friday:

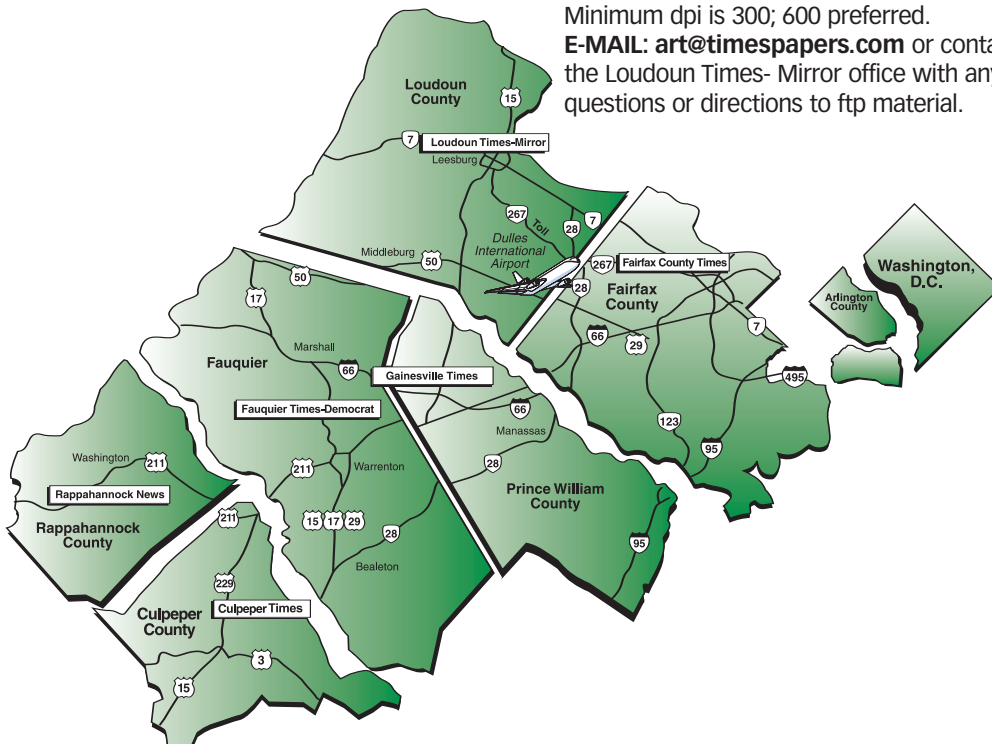
Fauquier Times-Democrat Weekend

Acceptable File and Transmission Formats

Quark 6.1 or lower (Mac fonts)
Illustrator CS or lower (w/fonts as outlines)
Photo CS or lower (TIF/EPS)
Acrobat PDF (w/fonts embedded)
Disk (CD, Zip, 3.5 inch floppy)

FTP, Adsend, Ad Transit, or Fast Channel
Color ads must be CMYK
Minimum dpi is 300; 600 preferred.

E-MAIL: art@timespapers.com or contact the Loudoun Times- Mirror office with any questions or directions to ftp material.



TERMS OF ADVERTISING

- Monthly advertising accounts are payable 15 (fifteen) days from invoice date.
- Submitted invoices to the advertiser or its agent shall be considered correct and final unless the client or its agent make a written objection. This written objection should be delivered to the Publisher within 20 days of invoice receipt. Advertising and Times Community Newspapers agree to cooperate for the prompt resolution of disputes. Failure to receive tear sheets or checking copies is not recognized as a valid reason to withhold payment.
- Tear sheets are available upon written request only. Advertisers can receive a maximum of 2 tear sheets at no extra charge. Tear sheets in excess of two will be charged .50 each.
- Ads placed by an advertising agency accept the responsibility of payment for the advertisement in Times Community Newspapers on behalf of their client. Otherwise, a written statement from the agency and signed by the client will be required in order to place payment responsibility with the client.
- The Publisher reserves the right to revise the rates on 30 days written notice to the contract advertiser.
- Additional terms or conditions pertaining to an advertising contract will not be recognized by the Publisher unless noted and signed by both parties.
- All copy is subject to the Publisher's approval.
- Advertising cancelled after printing deadlines will be charged the full amount of the ad.
- All contract advertisers who fail to meet specified contract agreements will be short-rated.
- The Publisher does not assume any responsibility for ad errors beyond the actual cost of the ad itself.
- Adjustments will be made only for the first incorrect insertion and only for errors which materially affect the value of the advertisement.
- In the event of non-publication of copy furnished, no liability shall exist on the part of the Publisher and there will be no charge. If an ad has been prepaid, it will run at a later date. If this ad is not to run at a later date, then the advertiser will receive a full credit or refund.
- We will make every effort to comply with requests for certain positions in the newspaper. Unfortunately, we are not always able to do this. Should you want your ad on a specific page, we will guarantee this position for an additional 25% of the ad cost, if available.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank or copy instructions when such conditions conflict with any Times Community Newspaper's regulations or rates.
- All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.
- It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Publisher from and against any judgment, costs, expenses or disbursement incurred by reason of claims or suits based upon the contents of subject matter of such advertisements.
- Advertising which might be construed as editorial matter may be labeled "advertisement" at the Publisher's discretion.
- Advertisements of a political nature must comply with existing federal, state or local requirements and must identify the sponsor. All political ads must be paid prior to publication.
- The placing of any matter for publication with any Times Community Newspaper will be regarded as acceptance of the provisions of this rate card.