

2012 Advertising Buyer's Guide



Northern Virginia

The Daily

nvdaily.com

Virginia's most honored small daily newspaper

(800) 296-5137

Effective January 1, 2012

Serving the Northern Shenandoah Valley of Virginia

ADVERTISING RATES

RETAIL DISPLAY RATES (ROP)

Open rate: **\$13.98** per column inch

Volume Discount - Billed at net rate

Monthly Dollar Amount Spent		Discount	Monthly Dollar Amount Spent		Discount
\$500-900.99		5%	\$2,501-3,500.99		20%
\$901-1,650.99		10%	\$3,501 plus		25%
\$1,651-2500.99		15%			

Color charges also qualify. Discounts applied at close of month only. Insertion orders must reflect the open rate and/or repeat rate.

RETAIL REPEAT RATE (ROP ONLY)

Open repeat rate: **\$12.24** per column inch

This rate applies to any advertisement (ROP) that is repeated within the same month after the first insertion. No change in copy, no agencies. Deadlines apply. The repeat ads will qualify for monthly discount.

FREQUENCY DISCOUNT PROGRAM* (ROP)

To increase the awareness of the readers, the Daily offers a six-day advertising program. No other discounts apply. Color charges additional. No copy changes during run dates. The advertiser may start on any day of the week. All six days must be completed within the same month to be eligible for discount (Sunday withstanding). Should the advertiser fail to complete the six days, the open/repeat rate will apply. Errors of any nature must be reported the first day of insertion by 10 am. The Daily will provide only one additional run date for credit.

Rate Discount Program

Day 1	\$13.98 pci (full rate)	Day 4	\$10.49 pci (25%)
Day 2	\$11.88 pci (15%)	Day 5	\$9.79 pci (30%)
Day 3	\$11.18 pci (20%)	Day 6	\$7.69 pci (45%)

SPECIAL OCCASION ADVERTISING*

\$38.25 - 1x3 ROP ad

\$50.00 - 1x4 or 2x2 (horiz.) ROP ad

Happy Birthday, Happy Anniversary, In Memory, Congratulations, Card Shower, Family Reunion, Card of Thanks, Bridal Showers and other special days as advertised. No other discounts apply. Must be pre-paid, unless billable.

SPECIAL SECTION RATE/TABLOID*

1/8 page	\$73.00	Full page,	
1/4 page	\$139.00	full color	\$640.00
1/2 page (horiz)	\$272.00	Back page	
1/2 page (vert)	\$278.00	(color included) ...	\$705.00
Full page	\$545.00	Double Truck,	
		(color included) ...	\$955.00

Color charges separate unless noted. Ad sizes may vary based on special section.

SPECIAL SECTION PICK UP RATE INTO THE DAILY*

Advertisers have the option to pick up any tabloid ad into the Daily Monday through Thursday following the publication date in grayscale at a reduced rate. Must run 4 times. No copy changes are permitted:

1/8 or 1/4 page:	\$37.00 per run	Full page:	\$99.00 per run
1/2 page:	\$50.00 per run		

AGENCY RATE(S)*

\$16.45 per column inch - ROP ADVERTISING

\$14.40 per column inch - ROP REPEAT RATE

\$12.68 per column inch - CLASSIFIED DISPLAY ADVERTISING

\$11.05 per column inch - CLASSIFIED DISPLAY REPEAT RATE

Agencies requiring a commissionable rate are eligible for a 15% discount, but volume discounts do not apply. Placement fees, inflated billing not accepted.

AGENCY COLOR RATE(S)*

One color \$200

Three Colors \$370

Two Colors \$290

Custom colors extra

Contact : Debbie Fadeley 540-465-5137 ext. 194 email: dfadeley@nvdaily.com

LEGAL NOTICE RATE (CLASSIFIED DISPLAY ONLY)

\$11.20 per column inch net*

For legal notices placed by attorneys as required by state law. Federal, state, local government and private postings, notices, meetings or general information advertising do not qualify for this rate. No other discounts apply. The Daily reserves the right to refuse any advertising.

Certificates of publication: **\$12.00** each

Replacement of original - **\$18.00**

CLASSIFIED, WRAPPER, COLOR AND OTHER RATES

LOCAL CLASSIFIED DISPLAY RATES (CD)

Open rate: **\$10.78** per column inch

Volume Discount - Billed at net rate

Monthly Dollar		Monthly Dollar	
Amount Spent	Discount	Amount Spent	Discount
\$500-900.99	5%	\$2,501-3,500.99	20%
\$901-1,650.99	10%	\$3,501 plus	25%
\$1,651-2,500.99	15%		

Color charges qualify.

CLASSIFIED REPEAT RATE

Open repeat rate: **\$9.39** per column inch

This rate applies to any advertisement (CD) that is repeated within the same month after the first insertion. No change in copy, no agencies. Deadlines apply. The repeat ads will qualify for monthly discount.

CLASSIFIED IN-COLUMN AD RATES*

The Northern Virginia Daily is not responsible for errors after the first insertion.

In-column rate is based on frequency at a 10-word minimum.

1 day:47¢ per word	7-14 days:27¢ per word
2-3 days:37¢ per word	15-29 days:22¢ per word
4-6 days:29¢ per word	30 days:18¢ per word

- Deadline: Tuesdays through Saturdays, 10 a.m. the day before publication. Monday's deadline is 2 p.m. Friday.
- No refunds will be given for any cancelled classified in-column ads.
- Tearsheets are \$1.25 each. Request when placing order.
- Some exclusions may apply. Pre-payment is required unless other arrangements have been established.

OBITUARIES*

Death Notice:**FREE**

The Northern Virginia Daily provides a free published death notice containing limited information regarding the deceased person, service times and location.

Obituaries:.....**\$13.98** pci
Obituaries are published within a border and are subject to the Daily's standards of taste. Pictures, fraternal and/or service logos are permitted as content.

All obituaries must be placed by the funeral home director or verified through the funeral home to be published in the Northern Virginia Daily.

Obituary department hours are 2 P.M. to 6 P.M. with a copy deadline of 5 P.M. Sunday through Friday. The responsible party within the proofing process must approve all obituaries. Pre-payment is required unless other arrangements have been established. Multiple proofs and/or changes are subject to a charge of **\$2.50** each. Obituaries submitted after 5 P.M. will not run the following day. No discounts apply to this rate. The Daily reserves the right not to publish any obituary or death notice.

POLITICAL ADVERTISING RATE

\$13.98 per column inch net for all political advertising

Political advertising must be paid for in advance and include all information required by local, state and/or federal laws. The name and address of the person or group placing the ad must be included as well as "Paid Political Advertisement" in advertising copy. Political Advertising Authorization Form required.

INSERT WRAPPER RATE*

The Daily prints a four-page tabloid-size wrapper to surround preprinted inserts on Saturdays. One color included in price of ad, for outside pages only. Advertising space is available for:

\$275/front or back **\$225**/inside per pg.
Wrapper deadlines strictly enforced.

Contact your sales representative for more details and other options.

COLOR RATES

All color ads are subject to mechanical capabilities of the press in regard to page selection, section and press capacity. Every attempt will be made to accommodate the advertiser's request. We accept any size color ad.

Daily Issue

	Black + 1**	Black+2	Full Process
Broadsheet page	\$170	\$235	\$280
63" and under	\$100	\$185	\$230

Tabloid Ads***

All sizes	\$35	\$50	\$95
(1/8 page, 1/4 page or full page)			

** Standard Spot Colors - red, blue, yellow, green

*** Tabloid size (page count) determines color placement. We do not guarantee color locations except double truck (center), back page and front page banner ads (when available).

GENERAL INFORMATION

SPECIAL SERVICES

- Design and redesign work for advertisements, ad series and signatures (logos) is available.
- Ad reprints: Copies of advertisements priced on a cost per hundred basis and applicable sales tax.
- Certificate of Publication: \$12 each.
- Blind ads: Advertiser picks up responses, \$3.25. Responses mailed to advertiser, \$9.
- Photographs by staff photographers and full page reprints can be purchased online at nvdaily.com

*DOES NOT QUALIFY FOR MONTHLY DISCOUNT PROGRAM

INSERTS

Contact: Beverly George Ph: 540-465-5137
 bgeorge@nvdaily.com Fax: 540-465-6157

Total Market Coverage for inserts sent standard mail to non-subscribers is available and can be used in conjunction with Daily circulation.

PREPRINT INSERT RATES

No. of pages		Cost per thousand			
Standard	Tabloid	Flexie	Full	Zoned	National
	2		\$62	\$74.00	\$87.00
2	4	8	\$64	\$76.40	\$89.50
4	8	16	\$68	\$81.20	\$95.25
6	12	24	\$72	\$86.00	\$101.00
8	16	32	\$76	\$90.80	\$106.75
10	20	40	\$80	\$95.60	\$112.50
12	24	48	\$84	\$100.40	\$118.25
14	28	56	\$88	\$105.20	\$124.00
16	32	64	\$92	\$110.00	\$129.75
18	36	72	\$96	\$114.80	
20	40	80	\$100	\$119.60	
22	44	88	\$104	\$124.40	
24	48	96	\$108	\$129.20	

Add \$4 to cpm for each additional 2 standard pages. One-year contracts are available. Preprinted insert rates and discounts are protected for period of contract. Should contract not be fulfilled, short rate will be applied and billed at open rate for all insertions.

- Full-run and zoned insert distribution available.
- Maximum size after folding is 10.5"-by-11.5". All inserts, especially those of non-standard size, are subject to acceptance by the Northern Virginia Daily. For inserts more than 32 pages, contact the insert department.
- Inserts should arrive no later than one week prior to scheduled insertion date. Maximum shipping height is 5 1/2 feet. No double stacks.
- Zoned inserts include both mail and agent distribution by town or zip code.
- Insert contract available upon request. Contracts that have expired will be charged the open rate.

INSERT CONTRACT DISCOUNTS

Frequency	Discount	Frequency	Discount
6-12	5%	52-77	25%
13-25	10%	78-91	30%
26-37	15%	92-101	35%
38-51	20%	102-116	40%
		117 plus	45%

MECHANICAL MEASUREMENTS

- Any advertisement measuring more than 19 inches in depth will be charged and built as a full column (21.25 inches).
- Camera ready ads may be placed as a float ad if size is incorrect.

RETAIL DISPLAY

	Width (Inches)	Width (Picas)		Width (Inches)	Width (Picas)
6 Col.	1.65"	9p10.8	4 Col.	6.935"	41p7
1 Col.	3.412"	20p5.6	5 Col.	8.696"	52p2
2 Col.	5.173"	31p	6 Col.	10.458"	62p9

- Page depth 21.25 inches
- Full page total (127.5 inches)
- Minimum size Retail Display ad is 1 column by 2 inch
- Line screen: 85%
- All advertisements are measured to the nearest 1/4 inch
- Six-column streamers are accepted at a minimum of 1 inches deep
- Business Service Directory ads are 3.4" wide x 2" tall

CLASSIFIEDS

	Width (Inches)	Width (Picas)		Width (Inches)	Width (Picas)
8 Col.	1.218"	7p3	5 Col.	6.421"	38p6
1 Col.	2.518"	15p1	6 Col.	7.722"	46p4
2 Col.	3.819"	22p11	7 Col.	9.023"	54p1
4 Col.	5.12"	30p8	8 Col.	10.324"	61p11

- Minimum size classified display is 1 column by 2 inch.
- All advertisements are measured to the nearest 1/4 inch

TAB - SPECIAL SECTIONS

	Width (Inches)	Width (Picas)		Width (Inches)	Width (Picas)
4 Col.	4.92"	29p6	4 Col.	10"	60p
2 Col.	Center Spread	9 col. x 10.5" (94.5 total inches)			
		21.25"x10.5"			127p6

- Page depth 10.5 inches
- Tab ads are sold modular. No custom sizes.

WRAPPER

One Size	Width (Inches)	Width (Picas)
Full page	10" X 10.5"	60p X 10.5"
Two Pages	21.25" X 10.5"	127p6 X 10.5"

DISPLAY DEADLINES

Publish date	Advertising Deadline	Cancellation deadline
Monday	Thurs/noon	Fri/1 p.m.
Tuesday	Thurs/4 p.m.	Mon/10 a.m.
Wednesday	Fri/4 p.m.	Tues/10 a.m.
Thursday	Mon/4 p.m.	Wed/10 a.m.
Friday	Tues/4 p.m.	Thurs/10 a.m.
Saturday	Wed/4 p.m.	Fri/10 a.m.

Earlier deadlines may be required. Holidays change noted deadlines.

SINGLE SHEET PROGRAM *

The Daily offers a single sheet program for advertisers. Single sheets are printed on heavy 70-pound glossy paper.

- No other rate card discounts apply.
- Must pre-pay unless billable account in place.
- Single sheets require 10 business days production time before insertion date.
- All single sheets must be proofed and signed for by the customer. There will be no make-goods for errors.

GLOSSY SINGLE SHEET INSERTS

- Designed & inserted into the Daily included, full run only
 - Less than full run will increase cost
 - Only two proofs at no charge.
 - 8.5" x 11" full color, no bleed double sided
 - **Gross Print Run 15,000 for \$1,385.**
- Contact Jim Gainey or your sales representative at 1-800-296-5137.

nvdaily.com*

Reach the entire valley twenty-four hours-a-day, seven days a week, through the Daily's internet web site www.nvdaily.com. Internet products available for reaching your customer include:

LEADBOARD	728x90 px	HALF BANNER	234x60 px
FULL BANNER	468x60 px	MED. RECTANGLE	300x250 px

\$5.50 CPM (cost per thousand impressions) for above sizes. Minimum order of **\$250** per month required. Receive 45,000 page serves for minimum order.

Other IAB advertising space available, call for a quote. Go to nvdaily.com/adsizes to view all ad sizes. You can download an electronic (PDF) version of this rate card, or a credit application at our advertiser's portal at nvdaily.com/guide. Contact your sales representative for web advertising. Mobile advertising now available.

NIE (NEWSPAPER IN EDUCATION)



The Daily invites you to become a sponsor. As a sponsor, your financial support promotes literacy and learning using the newspaper in the classroom.

Contact Kelly May Phillips, NIE Coordinator, at 540-465-5137 or nie@nvdaily.com

HOLIDAYS

The Daily does not publish on New Year's Day, Memorial Day, Fourth of July, Labor Day, and Christmas Day. **Advertising deadlines are adjusted for the above noted holidays.**

RECEIVING PRINT ADVERTISEMENTS ELECTRONICALLY

- We are requesting that advertisers and ad agencies send their ads in electronically or by disk.
- The preferred method of receiving ads electronically is in PDF format (high resolution, no compression, fonts embedded). Please do not send PDFs that have been password protected. We are unable to manipulate locked PDFs in any way.
- The preferred software programs currently used are as follows: QuarkXpress 8 or lower (Include all necessary images) and Photoshop CS2 or lower. We do not add outside fonts to our font list. When sending quark files, some font substitution may occur.
- Files sent in at incorrect size may be modified to fit our space if revised file cannot be re-sent by deadline.
- Files may also be sent as EPS (high resolution, fonts embedded,) TIF or high resolution JPG.
- Files should always be sent uncompressed and at 300 dpi or higher.
- For color ads, please use CMYK colors. Any black elements should be 100% K and 0% of all other channels, rather than a mix of CMYK colors. Please do not use registration black.
- Please do not submit electronic artwork (logos, images) pulled directly off of a website. There are often copyright issues, and artwork designed for a website is generally low res for web viewing and not suitable for print.
- Alternative electronic formats may be acceptable. Please contact our composing department at 540-465-5137 or via email at composing@nvdaily.com for specific information. A handbook containing specifications and design tips is available via email by request.
- We also encourage advertisers to email text intensive ad copy. Ad text can be sent in the body of an email message, as a .txt file, or in Microsoft Word format.
- If the name of your sales representative is known, please include it in the message or the subject line of any emails sent to composing.
- All ad copy or content should be sent directly to **composing@nvdaily.com** along with any known information pertaining to the ad, including run date, intended ad size, sales representative, etc.
- We can retrieve files from FTP sites. If you wish us to download your ad from an FTP site, please provide the sales representative with the host, user ID, password and directory information. We can also download or upload from our in-house FTP site. Please contact us for location, username and password.
- We also receive ads through AdSend and FastChannel and other ad delivery providers.
- We do NOT accept files in Publisher or PageMaker format.
- We do not offer make-goods, re-runs or credits when electronically submitted insertion orders, ad copy, voicemail, email correspondence, FTP sites, or items mailed through postal services fail to arrive due to technical issues or other problems.

POLICIES

- Placement of advertising is regarded as acceptance of policies in this rate card.
- Local retail rate is non-commissionable and is offered only to businesses deemed local by the Daily, regardless of whether an ad is placed by a local business or an advertising agency.
- All advertising is cash in advance unless prior arrangements have been made with the Daily. Credit applications are available upon request.
- Going out of business advertising must be pre-paid unless approved.
- All balances due and payable upon receipt of invoice.
- A service charge, as specified by state law, will be added to past due display advertising accounts.
- The Daily, at its discretion, may suspend or rescind any credit privilege or may reject any advertising based on payment status of an account. If legal process becomes necessary for collection, an attorney's fee plus court and collection costs will be included.
- There is a \$30 insufficient fund charge for checks.
- ABC Notices must be prepaid.
- All payments are applied at the discretion of the Daily.
- We retain the discretion to reject or revise any advertisement due to technical issues.
- The Daily reserves the right to edit, revise, or reject any advertising based on content.
- The Daily will make every attempt to grant the advertiser position requests except when requests conflict with the composition policies or mechanical requirements of this paper. We do not guarantee placement.
- We are not responsible for copy omissions, typographical errors or misinformation given by an advertiser other than to correct them in the next available

- issue after notification. In no case does the company hold itself liable for damages further than the amount received for actual space covering the error.
- Past news/features or pictures cannot be used in advertising copy .
- All advertising constructed by the Daily must first appear in the Daily prior to other newspapers or marketing outlets.
- Any advertisement resembling news copy will be labeled "Advertisement" or "Advertorial" in the ad.
- A maximum of two free tearsheets per ad for ROP and classified display advertising accounts available upon request when placing an ad. There may be a charge of \$1.25 for each additional tearsheet.
- Advertisers requiring proofs must submit ad copy with regard to the normal deadline. There will be no charge for the initial proof (upon request only) of an ad. Any minor corrections to content will be made at no charge. Each proof after the first free proof may be charged \$7.50. The proofing process is for making typographical changes - it is not for redesign of ad elements.
- The time frame for proofing is very short and does change with ordered publication date, holiday schedules, special sections and days of the week. The Daily will not be held responsible for technical issues resulting from the proofing process. Advertisers must respond as requested. No response will result in the ad running as constructed.
- **Advertisements cancelled by the advertiser after production may be charged 50% of the cost of the ad.**
- Adding or deleting advertising content for repeat advertising constitutes a new ad and will change the cost of the ad(s).
- Any advertising of a fraudulent nature that is placed by any person or company will be canceled from publication, online and in print, upon evidence or notification. A no-refund policy for such advertising will apply.
- **The Daily reserves the right to revise this advertising rate card, advertising rates and policies at any time without notification.**

PERSONNEL

John F. Horan Jr.	Editor	jhoran@nvdaily.com
Jim Gainey	Advertising Director.....	jgainey@nvdaily.com
Michael Phillips	Circulation Director	mphilips@nvdaily.com
Beverly George	Inserts/Mailroom Manager	bgeorge@nvdaily.com
Barbara Orndorff	Accounting Manager.....	borndorff@nvdaily.com
Carolyn Baker	Credit Manager	cbaker@nvdaily.com
Harry Long	Operations Manager	hlong@nvdaily.com
Robert Storey	Director of Technology.....	rstorey@nvdaily.com
Linda O'Dell Ash	Digital Media Manager	lash@nvdaily.com

CONTACT US

152 N. Holliday St.,
 Strasburg, VA 22657
 540-465-5137 • 800-296-5137
 Visa, Discover, MasterCard and American Express welcomed.

Main office hours: 8:15 a.m.-5 p.m.
 Monday through Friday
www.nvdaily.com

Newspaper Designated Market

