
REGIONAL

MEDIA KIT & RATE GUIDE



RICHMOND

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Richmond, VA 23219

KELLY TILL

President & Publisher - Southeast
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smithmountainlake  com

THE ROANOKE TIMES

Richmond Times-Dispatch

BRISTOL HERALD COURIER

Danville Register & Bee

CULPEPER STAR-EXPONENT



The Daily Progress

The News & Advance

MARTINSVILLE BULLETIN

The Franklin News-Post

The Free Lance-Star

swva  today

THE NEWS VIRGINIAN



sales@timesdispatch.com (804)649-6521



COMPREHENSIVE MARKETING SOLUTIONS

We offer the most diverse product stack in the region, all backed by best-in-class audience insight and transparent reporting. We would be delighted to help you structure a customized package to meet specific business goals.

Contact the us today at (804)649-6521 to speak with one of our experienced Account Executives.



DIGITAL MARKETING

- Branded Content
- Targeted Video
- High Impact Banners
- Targeted Display
- Paid Search
- Email Marketing
- Website Development
- SEO & More



SOCIAL MEDIA MARKETING

- Social Media Management
- Reputation Management
- Facebook & Instagram
- Live Sponsored Posts

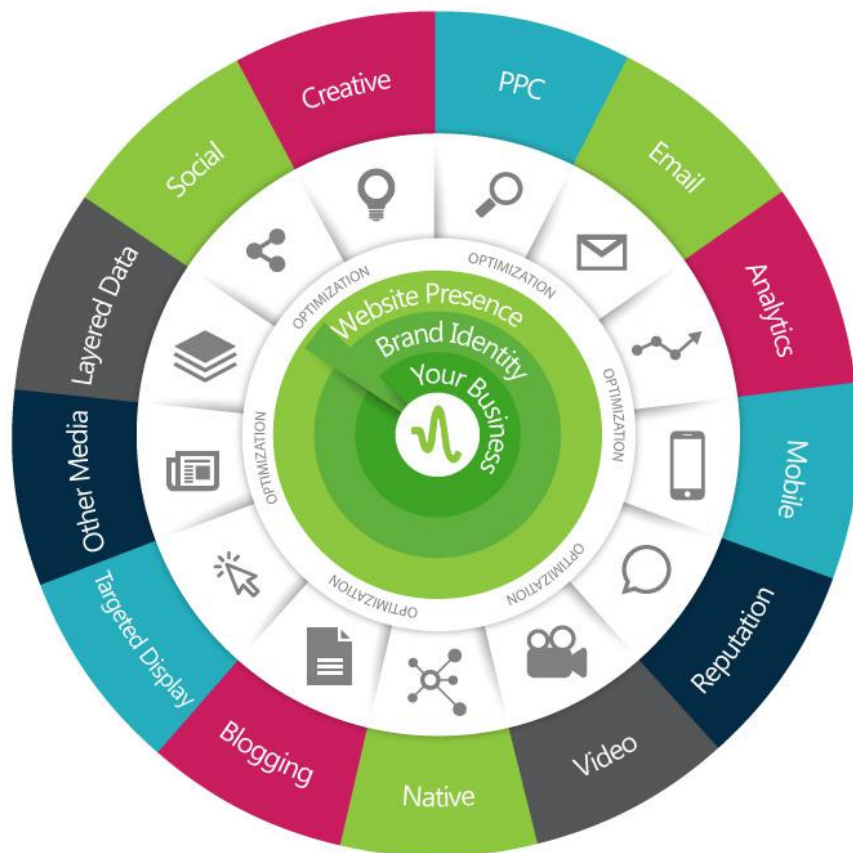


PRINT MARKETING

- Newspapers / Shoppers
- Special Sections
- Direct Mail
- Pre-Printed Inserts
- AND MORE!

WE'RE **NOT JUST** THE NEWSPAPER!

Connection is our mission. Connecting your brand to the right audience at the right time requires a holistic approach to strategy development along with utilize industry-leading technology, creative solutions, and a talented team to deliver the right message to the right people at the right time.



NATIONAL RESOURCES MEET **LOCAL EXPERTISE**



We've built an expertise in connecting content with audiences for more than 140 years – *coast to coast; we're always close to "home."*

When you partner with the us, you're working with a **NATIONAL** network who understands **LOCAL** audiences.

REPRESENTED IN:

77 MARKETS

LOCAL PRESENCE IN:

26 STATES

TEAM MEMBERS:

NATIONWIDE

DIGITAL MARKETING POWERED BY:

 **AMPLIFIED**
digital

MASSIVE REACH + MASSIVE RESULTS



LOCAL REACH

70%

The Richmond Times-Dispatch reaches more than 70% of the adults in the Richmond market every week between our paid subscribers products, video content and news sites.

RESPONSE RATE

10x

Our response rate is 10x the national average of 0.07%, and our viewable ad impressions are 99%, more than 2x the national average.

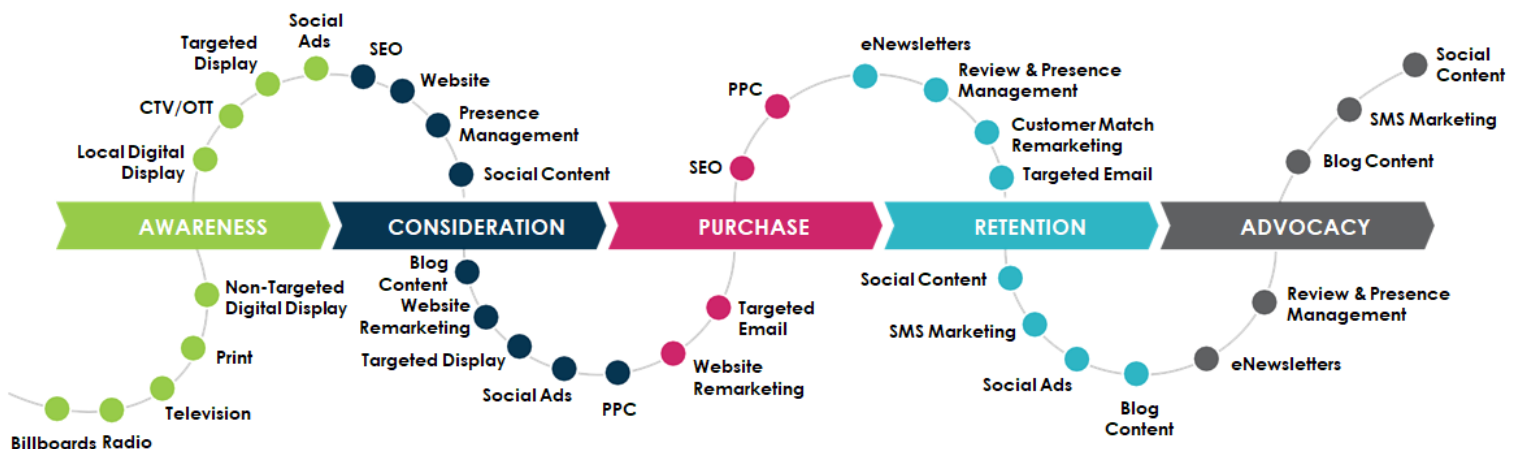
WEBSITE PAGEVIEWS

30.7M

Richmond.com receives nearly 30 million unique pageviews each quarter, from 4.9 million unique users. Additionally, across all of our sites state wide we receive over 129M total page views.

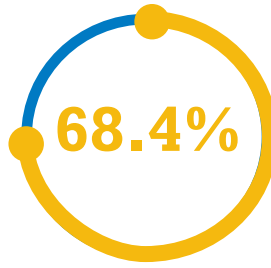
Source: Google Analytics

FULL SERVICE MARKETING TAYLORED TO THE CONSUMER JOURNEY



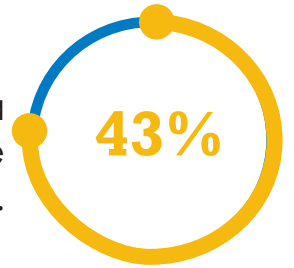


READERSHIP



In a single week, 458,400 or 68.4% of RVA residents read the RTD in print or digital form.

43% of the RVA population read a daily or sunday print issue of the RTD in the past 7 days.



OUR AUDIENCE



50% Our audience is a close split
51%Male/49%Female



70% 70% of our readers are
between the **ages of 30-59**



37% 37% of readers **have children in their household**



85% More than 8 in 10 readers **have attended or graduated college and/or receive a post graduate degree.**

Source: CODA custom audience report commissioned by Lee Enterprises

SOCIAL MEDIA AUDIENCE

FACEBOOK

GENDER

65.1%Female/34.9%Male

AGE

2.9% A18-24

17.1% A 25-34

23.5% A35-44

22.7% A45-54

17.6% A55-64

16.2% A65+

LOCATIONS

Richmond, Midlothian, Mechanicsville. Chesterfield, Tuckahoe, Glenn Allen, Short Pump, VA Beach and more.

INSTAGRAM

GENDER

65.8%Female/34.2%Male

AGE

3.3% A18-24

20.5% A 25-34

30.4% A35-44

23.7% A45-54

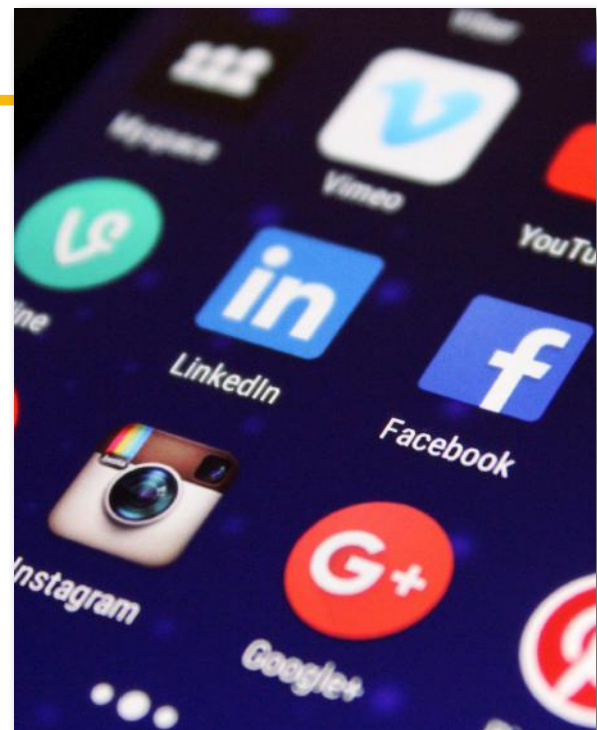
14.3% A55-64

7.8% A65+

LOCATIONS

Richmond, Midlothian, Chesterfield, Tuckahoe, Short Pump, and more.

Source: Facebook Analytics



AUDIENCE

PRINT	FREQUENCY	FORMAT	CIRCULATION	MARKET
The Richmond Times-Dispatch	Daily	Broadsheet	Sun. - 68,124 Mon. - Fri. - 60,552 Sat. - 62,817	Richmond
The Mechanicsville Local	Weekly	Tab	28,482	Richmond
Ashland-Hanover Local	Weekly	Tab	14,000	Richmond
Goochland Gazette	Weekly	Tab	5,928	Richmond
Powhatan Today	Weekly	Broadsheet	11,692	Richmond
Weekly Direct	Weekly	Broadsheet	181,296	Richmond
Savings Direct	Weekly	Broadsheet	187,304	Richmond
En Forme	Quarterly	Magazine	55,000	Richmond
Fredericksburg Free-Lance Star	Daily	Broadsheet	Sun. - 20,195 Sat. - 17,993 Weekday - 17,932	Frederickburg
Culpeper Star-Exponent	5x Weekly	Broadsheet	2,143	Frederickburg
Roanoke Times	Daily	Broadsheet	Sun. - 29,253 Mon. - Fri. - 27,850 Sun. - 27,766	Roanoke
Franklin News-Post	2x Weekly	Broadsheet	1,719	Roanoke
Laker Weekly	Weekly	Broadsheet	13,200	Roanoke
Laker Magazine	6x year	Magazine	15,000	Roanoke
Lynchburg News & Advance	Daily	Broadsheet	Sun. - 12,657 Weekday - 11,077	Lynchburg
Danville Register & Bee	Daily	Broadsheet	Sun. - 6,377 Weekday - 5,212	Lynchburg
Amherst New Era Progress	Weekly	Broadsheet	1,242	Lynchburg
Martinsville Bullentin	6x Weekly	Broadsheet	Sun. - 6,747 Weekday - 6,144	Lynchburg
Nelson County Times	Weekly	Broadsheet	1,202	Lynchburg
Bristol Herald-Courier	Daily	Broadsheet	Sun. - 11,668 Weekday - 10,772	Bristol
Bland County Messenger	Weekly	Broadsheet	946	Bristol
Floyd Press	Weekly	Broadsheet	2,749	Bristol
Richlands News-Press	Weekly	Broadsheet	1,552	Bristol
Smyth County News & Messenger	2x Weekly	Broadsheet	2,237	Bristol
Washington County News	Weekly	Broadsheet	1,300	Bristol
Wytheville Enterprise	2x Weekly	Broadsheet	3,179	Bristol
Mountain Planner - Bristol (TMC)	Weekly	Broadsheet	28,118	Bristol

AUDIENCE *contd.*

PRINT	FREQUENCY	FORMAT	CIRCULATION	MARKET
Mountain Planner - Wytheville (TMC)	Weekly	Broadsheet	3,619	Bristol
Mountain Planner - Richlands (TMC)	Weekly	Broadsheet	11,169	Bristol
Mountain Planner - Smyth (TMC)	Weekly	Broadsheet	11,042	Bristol
Daily Progress	Daily	Broadsheet	Sun. - 12,274 Weekday - 11,381	Charlottesville
Greene County Record	Weekly	Broadsheet	943	Charlottesville
Madison County Eagle	Weekly	Broadsheet	1,263	Charlottesville
Orange County Review	Weekly	Broadsheet	1,755	Charlottesville
Waynesboro News Virginian	Daily	Broadsheet	Sun. - 2,579 Weekday - 2,432	Charlottesville
Cville Local (TMC)	Weekly	Broadsheet	27,532	Charlottesville
Rural Virginian	Weekly	Broadsheet	12,503	Charlottesville
Shenandoah Shopper (TMC - Waynesboro)	Weekly	Broadsheet	15,030	Charlottesville
Statewide Total			1,074,947	

WEBSITE	USERS	UNIQUE PVs	EMAIL SUBS	NEWSLETTER
Richmond.com	4.9 million	30.7 million	38,629	411,827
Heraldcourier.com	885,700	4.8 million	4,289	33,014
Starexponent.com	477,100	1.5 million	3,349	20,738
Godanriver.com	473,000	2.6 million	2,981	30,102
Thefranklinnewspost.com	111,500	264,300	0	13,03
Fredericksburg.com	1.8 million	12.3 million	18,567	104,308
Newsadvance.com	1 million	6.6 million	5,684	56,623
Martinsvillebulletin.com	434,600	2.5 million	2,115	22,582
Roanoke.com	2.6 million	14.4 million	15,328	117,237
Smithmountainlake.com	25,100	48,400	0	0
SWVAtoday.com	296,100	732,800	0	6,970
Dailyprogress.com	1 million	6.7 million	6,015	58,420
Newsvirginian.com	223,600	1.1 million	709	7,483
Total	14.2million	84.2million	97,666	869,304

Print "statewide total" is a cumulative number across all products and distribution dates
Please note that all website traffic and audience stats represent total traffic on a quarterly basis.
Source: Google Analytics

RICHMOND.COM

PREMIUM USER EXPERIENCE & HIGH IMPACT BRAND OPPORTUNITIES

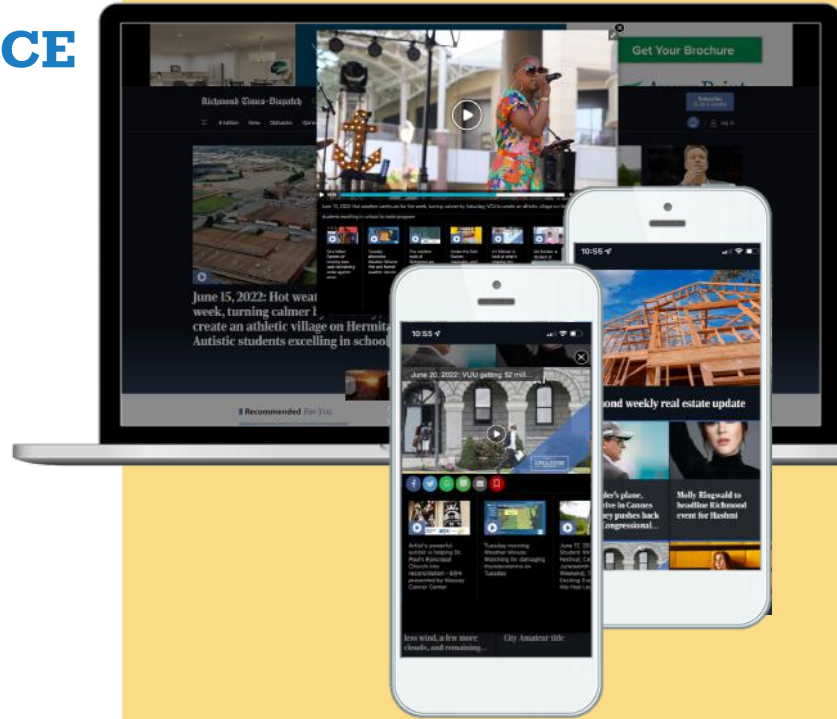
Users find our site template to be:

- Highly engaging
- Easy to navigate
- Modern and colorful

With an increased emphasis on digital storytelling and interactive content.

In addition, our website uses machine learning to gather data on the content each user is absorbing and will center new content that is the best fit for them in their future visits.

Integrated into this template are exciting, high-visibility opportunities for our advertisers as well.



VIDEO-CENTRIC SITE DESIGN

The data doesn't lie! Video is king, so we designed our sites to be video forward, to give our audience what they want!

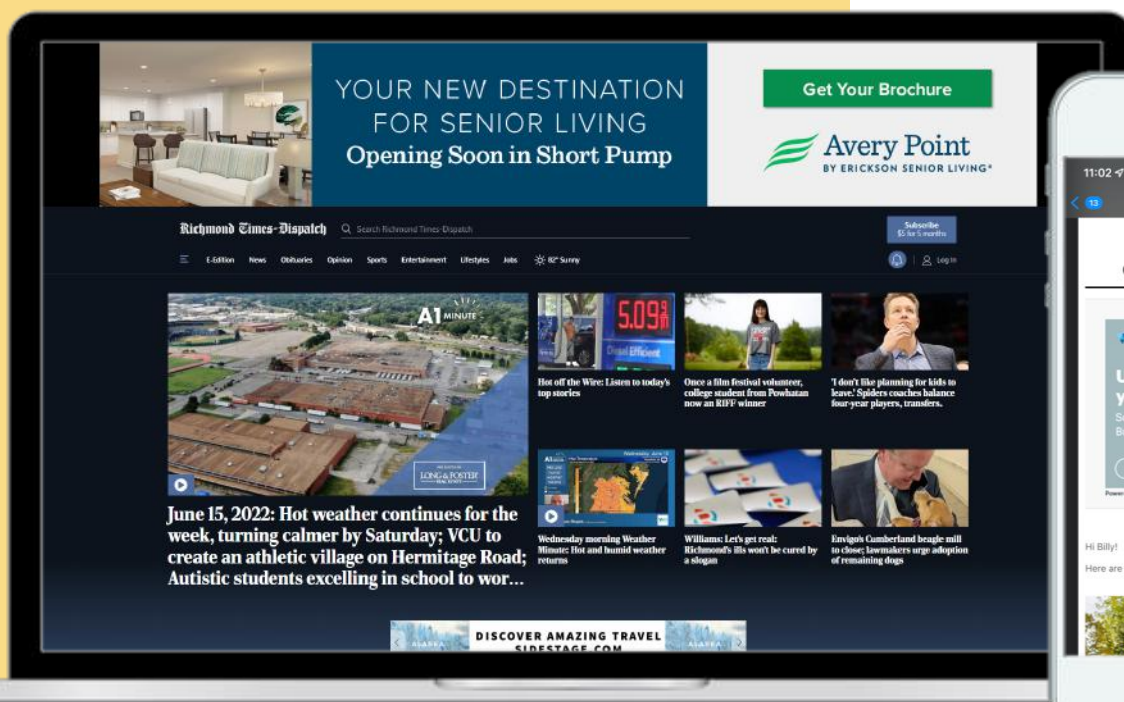
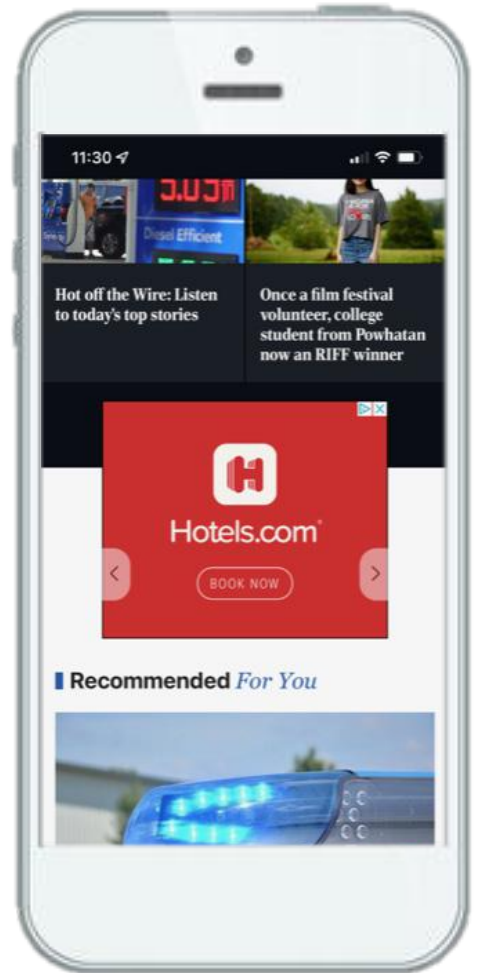
- In 2022, US adults will watch an average of 140 minutes of digital video per day.
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when they are reading the content in text.
- One-third of all online activity is spent watching video content.



LOCAL DIGITAL

PREMIUM LOCAL INVENTORY

VIDEO PREROLL	\$30cpm
INVIEW VIDEO (640X480).....	\$30cpm
IN BANNER VIDEO	\$30cpm
REVEAL (1920X350 / 800X250).....	\$35cpm
VIDEO REVEAL	\$40cpm
ROS DISPLAY	\$14cpm
NATIVE DISPLAY	\$14cpm
HOMEPAGE TAKEOVER	\$10k/day
E-BLAST (Approx 37K subscribers)	\$800/send
MOBILE APP BANNERS	\$12cpm
E-NEWSLETTER IMPRESSIONS.....	\$10cpm
E-NEWSLETTER (RON)	\$8cpm



STREAMING CONTENT

The Virginia Video Network

In the fall of 2021 Lee Enterprises of Virginia launched a new Video Network, and we started in the perfect place – the front page!

Each weekday morning Kelli Lemon walks our viewers through the top stories of the day, bringing paper and ink to life in one minute.

Our loftiest expectations were exceeded as we broke the 1 Million view mark in just under 3 months



Building on that success, we launched our second show -- 8@4.

In contrast to our flagship program the A1 Minute, 8@4 takes a deeper dive into 8 special segments each week focusing on categories like: **weather, sports, dining, health, business, arts and more!**

So... what is the secret to our success?

Well... in addition to top-flight story telling we have taken an omnichannel approach to broadcasting our content.

All of our VVN content is in front of the paywall on Richmond.com but is also pushed out via email, Facebook, Twitter, Instagram, Youtube and now a branded OTT App available across all streaming platforms and mobile devices!

Experience it for yourself. Just scan the QR code on the right!

COMMUNITY STORIES
PODCASTS & MORE

JOIN THE STORY

SCAN TO WATCH NOW

Follow on social or visit Richmond.com/VVN

Look for the Virginia Video Network streaming app on your devices.

Roku Apple TV firetvstick

VVN
virginiavideonetwork

BRANDED CONTENT DRIVES RESULTS

- 84%** 84% of consumers expect brands to create content; consumers want content from brands.
- 78%** 78% of consumers believe that companies providing custom content want to build long-term relationships.
- 62%** Content marketing can cost up to 62% LESS THAN TRADITIONAL MARKETING
- 300%** A viable content strategy can grow site visits by 300%.

Source: <https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/><https://contentmarketinginstitute.com/2016/08/content-marketing-stats/><https://searchengineland.com/seo-content-strategy-grow-visits-300-one-year-282934>

PACKAGE A: \$1,500

- One branded content piece
- One paid social post on our Facebook page

PACKAGE B: \$2,250

- One branded content piece
- One paid social post on our Facebook page
- 75,000 native impressions

PACKAGE C: \$3,500

- Two branded content pieces
- 50,000 native impressions (distributed per piece)
- Two paid social posts (featuring each piece of content) on our Facebook page

PACKAGE D: \$7,500

- Three branded content pieces
- 100,000 native impressions (distributed per piece)
- Three paid social posts (featuring each piece of content) on our Facebook page
- 50,000 Targeted Email sends (utilizing Amplified's network)



All packages include: Branded content piece(s) (listicle or article, 500 words or fewer with a single round of revisions) which will publish on the local publisher website.

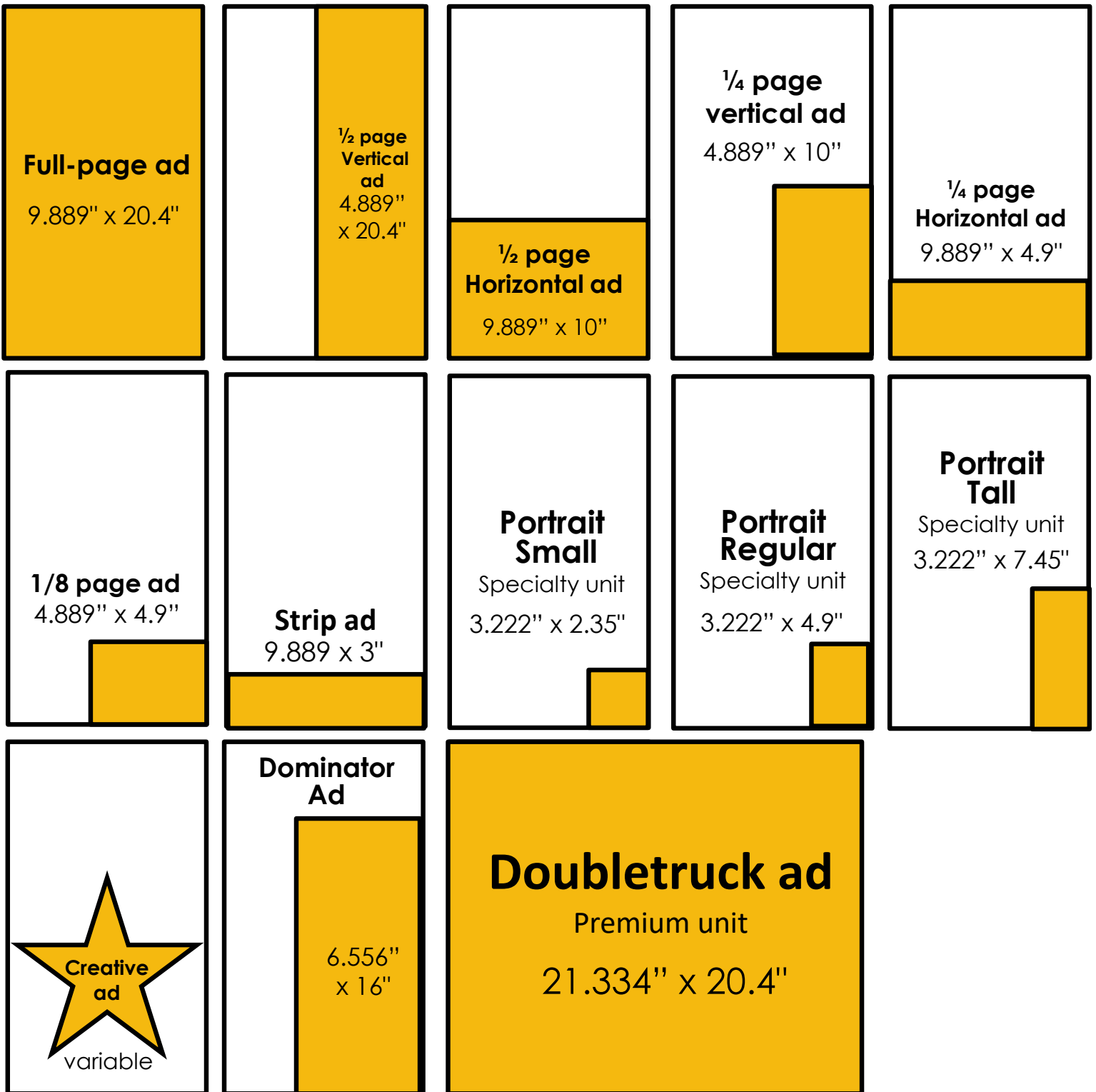
The campaign distribution plan includes: Native impressions on the local publisher site and programmatic impressions utilizing Amplified's network of brand safe sites AND/OR Paid social post(s) featuring your content on the local publisher's Facebook page.

We will work with you to select the ideal target audience for your campaign.

Backlinks and keywords will be included in the piece to positively influence your website's SEO

MODULAR SIZE INFO

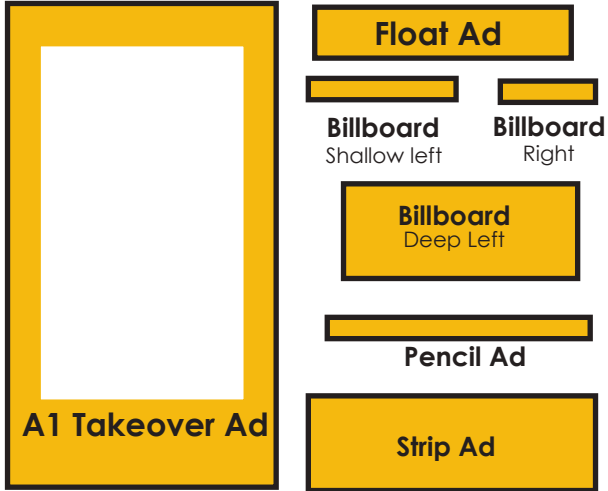
STANDARD MODULAR AD SIZES



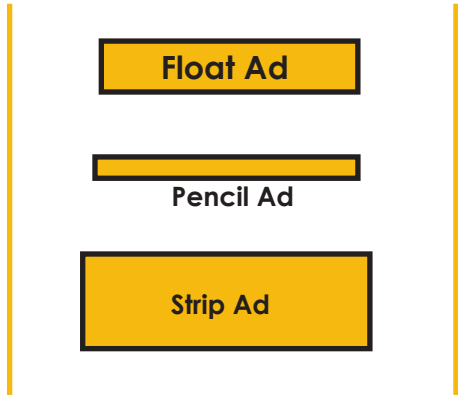
PREMIUM

PREMIUM MODULAR AD SIZES

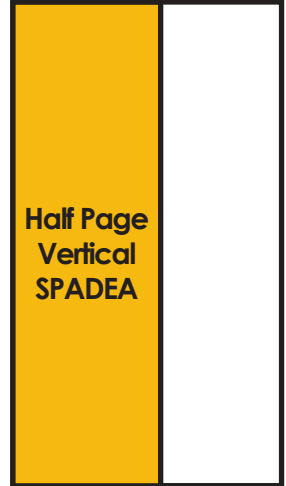
Front Page



Section Front



Spadea



MODULAR AD SIZE BY TYPE

LEE ENTERPRISES ROP MODULAR SIZES

Full page	9.889" x 20.4"
1/2 page vertical	4.889" x 20.4"
1/2 page horizontal	9.889 x 10
1/4 page vertical	4.889 x 10
1/4 page horizontal	9.889 x 4.9"
1/8 page	4.889 x 4.9"
PORTRAIT (2c)	BUILD TO SIZE (B)
Portrait tall	3.222" x 7.45"
Portrait regular	3.222" x 4.9"
Portrait small	3.222" x 2.35"
A1 PREMIUM	BUILD TO SIZE (B)
A1 float/top strip	9.889 x 2"
A1 bottom strip	9.889 x 3"
A1 takeover order size (creative templates will be provided)	9.889" x 20.4
-left/right side	0.5" x 15.9"
-A1 takeover top strip	9.889 x 1.5"
-A1 takeover bottom strip	9.889 x 3"
OTHER PREMIUM	BUILD TO SIZE (B)
Spadea	4.889 x 20.4"; 9.889" x 20.4"
Doubletruck	21.334" x 20.4"
Section front float	9.889 x 2"
Section front bottom strip"	9.889 x 3"
Topical dominator ad (4cx16)	6.556" x 16"
Topical page strip	9.889 x 3"
Creative shape	Variable

PREPRINTS

retail preprint rate card

Richmond Times-Dispatch

Supplement to Card #63, Effective June 1, 2021

300 E. Franklin Street, Richmond, VA 23219 (804) 649-6251

Rates (Cost Per Thousand)

Number of Pages: (SS) single Sheet up to 9"x11"; (T) Tab Up to 12"x14"; (S) Standard over 12"x14". For every 2pg S or 4pg T over max below, add \$2 per thousand.

	SS	4T 2S	8T 4S	12T 6S	16T 8S	20T 10S	24T 12S	28T 14S	32T 16S	36T 18S
Sunday Full Run	\$37	\$46	\$51	\$57	\$66	\$71	\$76	\$79	\$83	\$85
Daily Full Run	\$37	\$44	\$49	\$54	\$62	\$67	\$69	\$71	\$73	\$75
Zoned Any Day	\$37	\$50	\$60	\$65	\$70	\$75	\$80	\$82	\$84	\$86
TMC Full Run	\$28	\$33	\$37	\$41	\$46	\$50	\$52	\$54	\$56	\$58
TMC Zoned	\$31	\$36	\$40	\$44	\$49	\$53	\$55	\$57	\$59	\$61

Reservations & Deadlines

Because availability is limited, reservations should be made as far in advance as possible. Preprints must be received:

- Daily: Seven (7) days in advance of insertion
- Sunday: Ten (10) days in advance of insertion

Zoned orders require a minimum quantity of 25,000

Size Requirements

- Preprints should not be larger than 11" wide and 11" long
- Min size is 7.5" x 9.25"
- Consult Representative for smaller sizes
- Min paper stock for single sheet is 80lb stock paper (7/1000 inch thick)
- 4 page preprints or less and on less than 80lb stock need to be quarter folded
- Preprints larger than 11x11 need to be quarter folded
- Preprints more than four pages and no larger than 11x11 do not need to be quarter folded

Annual Frequency Contract

26 times.....5% Discount
26-52 times.....10% Discount
No additional discounts apply

Holiday Rates

We will distribute to Sunday circulation on the following holidays and Sunday rates will apply: New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas Day

Delivery Information

Delivery Address
Richmond Times-Dispatch
8460 Times-Dispatch Blvd
Mechanicsville, VA 23116 Door#24
Hours: Mon-Fri 8am-3:30pm and Mon-Sun 9pm – 1am
Call for Instructions:
804.559.8211 or 804.559.8272 (Days)
804.559.8460 (Nights and Weekends)

Rate Base/Circulation

Sunday Full Run.....58,054
Wednesday Full Run47,147
Friday Full Run.....49,887
Wednesday TMC.....365,000

Card/Envelope Supplement Requirements:

Card and envelope supplements should be packed in cardboard boxes in rows with dividers between the rows. If more than one layer is packed in a box, cardboard separators must be used on top of each layer. Maximum weight per box is 40 lbs. All boxes should be strapped and wrapped to the pallets with plastic.

Bills of Lading/Pallet Tags:

Include the following information:

- Name of newspaper
- Name of advertiser
- Insert run date
- Total number of inserts shipped
- Number of inserts on the pallet
- Total number of pallets in shipment
- Total gross weight of shipment, including pallets and shipping materials
- Name of printer and phone number

Packaging Requirements

The following specifications should be used to ensure your preprints on pallets (skids) are properly packaged:

- Preprints must be suitable for machine insertion with individual bundles, not tied or banded.
- All preprints must be stacked on pallets in consistent lifts and be well-jogged. Stacked preprints should cover the pallet and never protrude beyond limits of the pallet. Folded edges should be turned toward the inside of the load whenever possible.
- Preprints must be stacked on solid base, nonreturnable pallets in good condition. Pallet tops must be wood or a sturdy equivalent and the same dimensions as the pallet base.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or suitable binder sheets, not waxed or coated, should be placed between layers.
- Banding should be tight without pulling down and bending the top turn or pulling loose pallet flooring. A minimum of four (4) bands should be placed on each load. Plastic wrapped pallets are appreciated Floor clearance from floor to bottom of the pallet base must be a minimum of 4½".
- Maximum allowable loaded pallet height is 5½ feet measured from the floor to the pallet top. Maximum acceptable weight per loaded pallet is 2,500 lbs.
- The pallet tag and a sample of the preprint must be displayed on two adjacent sides of each pallet.
- Do not double stack pallets on trucks

TERMS & CONDITIONS

TERMS AND CONDITIONS

1. Retail advertising rates apply only to:

A. the sale of advertising space to any single firm or individual advertiser to promote its selling at retail directly to the public within the publisher's retail trading area;

B. the sale of advertising space to promote some special interest or event occurring in the retail trading area, the cost of which is to be shared among multiple sponsors. Such advertising is acceptable at the sole discretion of the publisher and is acceptable only if the reference to individual sponsors appears only in a list of sponsors' names, unless the advertisement is an insert that includes advertisers who are predominantly located outside of the retail trading area; or

C. the sale of advertising space to promote retail sales directly to the public from ongoing, non-transient inventories by a group of retailers in contiguous locations within the retail trading area.

2. Co-op rates apply only to manufacturers and distributors for advertisements containing their signature or a dealer list. A co-op contract must be on file with the publisher to earn discounted rates.

3. General advertising rates apply to the sale of all advertising space that does not otherwise meet the criteria of paragraphs 1 or 2, above, including but not limited to the sale of advertising space for employment/recruiting purposes and the sale of advertising space to businesses not having an established or permanent location in the retail trading area.

4. An advertising agency commission program is available to recognized advertising agencies for national advertising at 15% of total advertising expenditure. Contact the publisher's Regional Sales Manager for details.

5. Forwarding of an order by the advertiser is construed as an acceptance by the advertiser of all rates and conditions under which advertising space is at the time sold by the publisher. Failure to make an order correspond in price, or otherwise, with the applicable rate card is regarded only as a clerical error, and publication shall be made and charged for based upon the rates and terms of the applicable rate card, without further notice. Special clauses in an order shall not be accepted if they relate to legal liability or circulation guarantees: the terms and conditions of any form advertising contract prepared and tendered by the advertiser shall be inapplicable to the extent that they are inconsistent with the terms and conditions stated herein. Execution of the publisher's form advertising contract by the advertiser is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publisher; provided, however, that to the extent said rates and conditions are inconsistent with the provisions of the publisher's form advertising contract, the provisions of the contract shall apply.

6. Submission of an advertisement to a sales representative of the publisher does not constitute a commitment by the publisher to publish the advertisement. Only publication of an advertisement constitutes acceptance of the advertiser's order. Publication of an advertisement does not constitute an agreement for continued publication. The publisher shall on no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by the publisher shall be refunded.

7. Acceptance and publication of advertising does not constitute any extension of credit. The publisher may, at its sole discretion, extend credit upon completion of an application for credit, and/or personal guarantees by the advertiser, and/or any additional information and references deemed necessary. The advertiser should allow 5 working days for the processing of its credit application. When the publisher extends credit, payments are due by the 15th of the month following publication. Continuation of credit privileges is dependent upon full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which may be changed by the publisher upon 7 days prior written notice to the advertiser.

8. Except as otherwise provided herein, all statements for advertising are net and are due and payable by the 15th of the month. Accounts over 60 days past due will be assessed a finance charge of 1.5% per month (18% APR). For statement payment, cash, check and ECP/ACH are accepted. Credit cards are not accepted for statement payment for advertising that has already run. A \$5.00 processing fee will be assessed for customer refunds. Bank-returned checks will result in a non-refundable \$30.00 fee.

9. Failure to receive tear sheets or checking copies IS NOT recognized as a valid reason to withhold payment.

10. When the publisher sets copy, a charge shall be made for the actual space occupied if such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, the publisher shall bill the advertiser for the exact space ordered.

11. The publisher reserves the right to amend or revise rates, terms,

conditions, etc. upon 30 days written notice; all advertising contracts are acceptable subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the publisher prior to the effective date of the amendments, cancel its advertising contract without liability for future obligations thereunder. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract between the advertiser and the publisher shall be void and of no effect.

12. The publisher reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration, or phraseology.

13. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The publisher shall make any other changes if time permits and at an additional charge of \$20.00 per hour, with a \$20.00 minimum charge. If the advertiser is furnished such proofs, the publisher shall not be held liable or responsible for any error in any published advertisement unless the advertiser's proof correction requests are returned in ample time before publication and are not met. Whether or not such proofs are furnished, the publisher shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser.

14. It is the advertiser's responsibility to examine its advertisement for any errors upon publication of the advertisement. The publisher shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 7 days of the publication date. Error adjustments shall be given in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of any payment for the advertising space involved. The publisher has the exclusive right to choose the appropriate form of adjustment.

15. In the event of the publisher's error advertising goods at less than the specified price, the publisher shall furnish a letter to the advertiser to be posted, noting the error and stating the correct price. The publisher shall not assume any liability for goods sold at the incorrect price.

16. The publisher shall not be responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by the publisher in ample time to follow. Cancellations shall be allowed at no charge when received by the publisher no later than (24) hours after the regular deadlines. Copy set and not published shall be charged at \$1.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 3:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space canceled. The publisher shall accept no cancellations after 3:00 p.m. on the day prior to printing.

17. Positions may be requested for any page on which advertising is acceptable and shall be filled, if possible, depending upon editorial make-up and advertising space demands. Specifications on orders for the use or barring the use of any page, or relating to the kind of news or advertising on the page, are treated as requests only. Every effort shall be made to comply with such position requests.

18. Political advertisements must be paid in advance of publication by cash or certified check and shall be set as display advertisements. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In the event that the advertisement is not authorized by the candidate, his or her authorized political committee, or its agents, the advertisement must clearly state that it is not authorized by any candidate or candidate's committee and must include the name and residence address of the individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

19. Any advertisement simulating news matter must have the word "Advertisement" or the words "Paid Advertisement" at the top and/or bottom of the advertisement. The publisher reserves the right to include such words if omitted by the advertiser. The advertiser's failure to include such words may result in a charge for the additional space necessary to include them. In no event may the publisher's masthead or news type be used for advertising purposes.

20. No advertising contract is valid unless signed by an advertising manager with the Richmond Times-Dispatch. All advertising contracts must be made in the advertiser's name and signed and filed by an owner or officer of the advertiser. All advertisements are

accepted for publication entirely upon the representation that the advertiser and its agency (if any) are properly authorized to publish the entire contents and subject matter thereof. The advertiser acknowledges and agrees that the space reserved under the advertising contract is to be used by the advertiser signing the contract and used exclusively for the advertiser's present business and cannot be sold, given, transferred, or assigned, in whole or in part, to any other firm, individual, corporation, or other entity.

21. The publisher may cancel any advertising contract at any time for reasons satisfactory to the publisher. If the contract is canceled because the advertiser defaults in payment of any amount when due thereunder, becomes insolvent, makes an assignment for the benefit of creditors, is adjudged bankrupt, or a receiver is appointed, then the advertiser shall pay at the rate earned. If the contract is canceled by the publisher for any other reason, the advertiser shall pay at the contract rate. The advertiser may cancel any advertising contract for any reason upon 30 days written notice to the publisher, in which event the advertiser shall pay at the rate earned.

22. The publisher shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including equipment failures or any mechanical or electrical breakdowns, beyond control.

23. Any federal, state or local tax imposed on advertising published hereunder shall be an additional charge to the advertiser, over and above the rates set forth herein.

24. All property rights arising from the creation or production of advertisements for the advertiser by the publisher, including but not limited to any copyright interest in any such advertisements which incorporate artwork, creative ability, and/or typography furnished or arranged by the publisher, shall be the property of the publisher. No such advertisement or any part thereof may be reproduced without the prior written consent of the publisher. The publisher shall not be held liable or responsible for any original artwork, drawings, or materials supplied by the advertiser that are left at offices for over 10 days.

25. Key numbers and coupons in advertisements are accepted at the advertiser's risk.

26. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

27. In consideration of the publication of advertising, the advertiser and its agency (if any) hereby indemnify and agree to hold the publisher harmless against any and all liability, loss or expense from any violations of law, claims for libel, unfair competition, unfair trade practice, violation of rights of privacy or rights of publicity, infringement of trademark, trade name, copyright or other proprietary rights, or any other claims, causes of action or the like arising directly or indirectly from the publication of advertising hereunder. The advertiser and agency (if any) further agree to pay the costs of any such actions, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection.

28. The advertiser agrees to hold the publisher harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys' fees for the counsel of the publisher's selection, incurred by the publisher in enforcing payment of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceeding that may be taken to enforce an advertising contract hereunder shall be in the city of Richmond. The laws of the Commonwealth of Virginia (without regard to any of its conflicts of laws provisions) shall govern the interpretation and enforcement of this contract in all legal proceedings.

29. Notwithstanding anything to the contrary herein, under no circumstances shall publisher be liable to advertiser or agency for any consequential, punitive, incidental or special damages. In no event will the liability of publisher to advertiser, agency or any third party for damages, direct or otherwise, arising out of or in connection herewith exceed the total value of the monies payable to publisher for the services not performed in accordance with these terms and conditions.

30. Publisher shall use commercially reasonable efforts in performing the services hereunder. Advertiser hereby acknowledges that publisher shall not be liable for immaterial derivations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, or representations are made by publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or other warranties, whether expressed or implied, in law or in fact, oral or in writing.

GENERAL INFORMATION

Political Rates (Mon-Sat) \$40.87 (Sun) \$56.10

Political/advocacy advertising must state name of individual or group placing the ad and be pre-paid by space reservation deadline.

Charitable Rates (Mon-Sat) \$31.35 (Sun) \$45.57

Thanksgiving Day edition is rated at Sunday rates.

Preferred Positioning

Page +25%
Section +15%

ROP Size: Two Facing Pages

Ads may be faced together when layout conditions permit, when each ad is four, five or six columns wide and total space exceeds 125.4".

Advertising Sizes

All ROP ads in excess of 18" in depth will be set and billed at 20.9 inches. Ads smaller than minimum depth for column width will be accepted when possible and will be charged at the minimum depth for column width. Double trucks will be billed for the two pages of space occupied, plus a full 20.9 inches for the center column (gutter).

Advertising Elements

Customer-furnished, black & white camera-ready halftone material should be 85-line or 100-line screen (65-line material accepted but not recommended). Halftones should not have less than a 3% highlight positive print dot, 35% middle-tone positive print dot, and no more than 85% positive print shadow dot. Camera-ready material must be smoothmatte- finish black & white.

Reservations for color advertisements

For color advertisements that require scanning, ad layout and copy should be submitted 24 hours in advance of normal deadlines. Publication of color ads may be restricted by press capacity.

Late Reservations/Cancellations

Advertisements canceled after cancellation deadline will be billed at 100% of ad cost. Late reservations will be accepted on a space-available basis, subject to a 25% surcharge.

Advertising Dispatch

Minimum size for proof copies and tear sheets is 15 inches. Proofs also available by fax or e-mail. For further dispatch information, please contact your Lee Enterprises of Virginia advertising sales consultant or call (804)649-6521.

Proofs will be furnished only for advertisements with complete copy and layouts received by deadline. When production-ready layout services are required, advance deadline 24 hours.

Advertising will be considered approved if corrections are not received by 11 a.m. on the day prior to publication. Sunday and Monday corrections are due by noon on Friday.

For advertisements that require layout, typesetting or scanning, advance normal deadlines 24 hours. Reservation for space and color should be made at least five days prior to publication date.

If ads are produced by the RTD, creative service charges apply.

PAYMENT & LIABILITY

Commissions

All local display and classified rates are net non-commissionable unless otherwise indicated.

Payment Terms

Payment for advertising (other than cash in advance) is due on the 25th of the month following services with credit approval. If not paid by the 25th of the month following service, balance will be subject to a 1% per month (12% per annum) service charge, the contract may be regarded as void, and the non-contract earned rate may be applied against all advertising used during the life of the contract. Unpaid past balance on any account may result in cancellation of pending advertising.

Credit

All advertisements are subject to credit approval prior to publication deadlines unless advertising is prepaid before reservation deadline.

Liability

The liability regulations described herein apply to all Madison Media Partners advertising. The Publisher may refuse any advertising deemed unacceptable.

The RTD accepts responsibility for publishing each ad correctly, as determined by original copy and if submitted on or before deadline. Madison Media Partners will not accept liability for changes in copy after advertising has been proofed. In the event of an error, liability of Madison Media Partners is limited to a correction, if requested, or credit only for the actual space occupied by the incorrect item. All advertising is accepted on an ROP (run of paper) basis unless preferred position is purchased. Claims for adjustment must be made within 24 hours of first day of publication.

All rates are firm, in compliance with government regulations, and not subject to rebates. The RTD cannot be liable for advertisements not run or be responsible for content of advertisements.

Advertising orders directing insertion of advertisements in specific positions or designated page "or omit" will not be accepted. Position of advertisements is not guaranteed. Publisher will attempt to meet customer requests but will make no adjustments, re-runs, or refunds because of advertising position.

No ads will be placed in an upside-down position. Advertising that resembles news or editorial content must be set in a sans-serif typeface, be bordered by a minimum 1-point border and have the word "ADVERTISEMENT" in 10-point type across the top of the ad.

Coupon Backing

Only advertisements containing a coupon (when backed by another coupon) will be considered for adjustment. Position requests of "no coupon-backing" or backing with specific categories of advertising units will not be held valid for credit or make-good purposes. In the event of lost checking copies or other claims, payment must be made. Claims for adjustment will be handled promptly; however, claims made 30 days after publication or service will not be considered.



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