



2016 MEDIA KIT MARKETING and ADVERTISING

The Daily Progress

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THE NEWS VIRGINIAN
NewsVirginian.com THE VALLEY. IN DEPTH. DAILY.

ORANGE COUNTY REVIEW

The Madison Eagle

**GREENE COUNTY
RECORD**

**The Rural
Virginian**

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This Media Kit has been prepared by the staff of the Advertising Department of The Daily Progress.

The information found herein documents rates updated as of September 2016. Please consult with your Advertising Executive in regards to any pricing discrepancies

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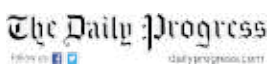
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WEBSITES

DailyProgress.com • NewsVirginian.com

OrangeNews.com • Madison-News.com • Greene-News.com

RuralVirginian.com





Our Markets and Our Readers

The Charlottesville Market

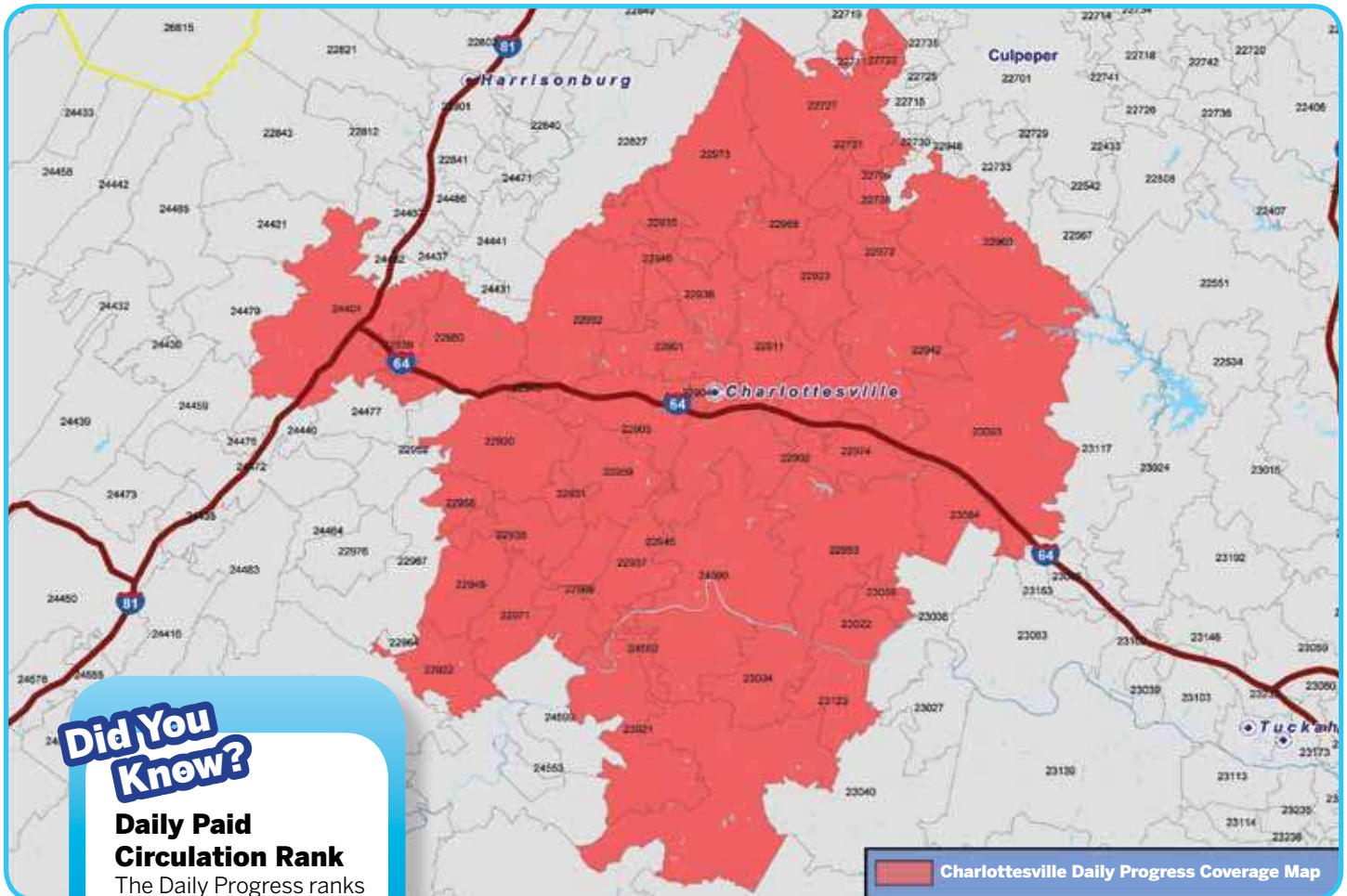
Crossed by the Blue Ridge Mountains and connected by Interstate 64 and U.S. 29, Central Virginia offers a rich blend of culture, history, affluence and industry along with bustling urban retail hubs and bucolic rural settings. Major business sectors include higher education, health care, finance and banking, technology, sustainable energy, manufacturing and winemaking.

In Charlottesville and Albemarle County, in the heart of the market, roughly half of people 25 or older hold a bachelor's degree compared to just over a third statewide. Government, including public and higher education, composes the largest employment sector at 31% in the Charlottesville Metropolitan Statistical Area with health care, retail and accommodations and food services combining to make up an almost equal share.

The market features one of the state's top trauma centers as well as three other highly regarded hospitals. The University of Virginia, the state's flagship and a public Ivy, offers an elite institution of higher education. Three outstanding community colleges also are located in the market. Culturally, the region offers an array of national attractions, including UVA's Rotunda, Thomas Jefferson's Monticello, the heavily visited Blue Ridge Parkway alongside which runs the Appalachian Trail and the Wilderness battlefield along with other prominent Civil War sites.

Charlottesville has been recognized as America's best small town and best college town. The market is vibrant, diverse and strong.

Virginia Community Newspapers The Daily Progress Coverage Zip Codes



Did You Know?

Daily Paid Circulation Rank

The Daily Progress ranks #1 in more than 76% of the zip codes it reaches.

Weekend Circulation

22,020 (AAM Audit)
SEPTEMBER 30, 2014

Daily Circulation

20,362 (AAM Audit)
SEPTEMBER 30, 2014

The Charlottesville Coverage and Rank

Zip Code	HH's	Location	St	Circ	Cov	Rank
22709	410	Aroda	VA	38	9.27%	1
22727	2,109	Madison	VA	416	19.72%	1
22738	294	Rochelle	VA	58	19.73%	1
22901	13,473	Charlottesville	VA	4,380	32.51%	2
22902	9,285	Charlottesville	VA	1,683	18.13%	2
22903	15,077	Charlottesville	VA	2,567	17.03%	2
22911	6,415	Charlottesville	VA	2,030	31.64%	2
22920	1,718	Afton	VA	292	17.00%	1
22922	715	Arrington	VA	29	4.06%	1
22923	1,775	Barboursville	VA	401	22.59%	1
22931	133	Covesville	VA	27	20.30%	2
22932	3,122	Crozet	VA	844	27.03%	1
22935	428	Dyke	VA	85	19.86%	1
22936	2,197	Earlysville	VA	851	38.73%	1
22937	519	Esmont	VA	84	16.18%	1
22938	578	Faber	VA	119	20.59%	1
22940	314	Free Union	VA	103	32.80%	1
22942	3,512	Gordonsville	VA	653	18.59%	1
22943	259	Greenwood	VA	42	16.22%	2
22947	1,887	Keswick	VA	687	36.41%	1
22949	715	Lovingston	VA	133	18.60%	2
22958	686	Nellysford	VA	154	22.45%	2
22959	810	North Garden	VA	217	26.79%	1
22960	3,957	Orange	VA	509	12.86%	1
22963	5,887	Palmyra	VA	1,440	24.46%	1
22968	3,651	Ruckersville	VA	744	20.38%	1
22969	566	Schuyler	VA	102	18.02%	1
22971	585	Shipman	VA	82	14.02%	1
22972	144	Somerset	VA	37	25.69%	1
22973	2,355	Stanardsville	VA	544	23.10%	1
22974	1,536	Troy	VA	340	22.14%	1
22980	12,956	Waynesboro	VA	146	1.13%	2
23004	504	Arvonias	VA	52	10.32%	1
23022	393	Bremo Bluff	VA	38	9.67%	1
23055	350	Fork Union	VA	105	30.00%	1
23084	579	Kents Store	VA	55	9.50%	1
23093	4,652	Louisa	VA	485	10.43%	1
23123	679	New Canton	VA	39	5.74%	1
23921	944	Buckingham	VA	98	10.38%	1
23936	2,201	Dillwyn	VA	56	2.54%	1
24401	15,045	Staunton	VA	37	0.25%	2
24590	3,170	Scottsville	VA	587	18.52%	1
Totals:	126,585			21,389	16.90%	

Demographics

INCOME:

2014 Household income: Average	\$73,416
2019 Household income: Average	\$78,729
% 2014 Income up to \$24,999	19.61%
% 2014 Income \$25,000 to \$49,999	21.26%
% 2014 Income \$50,000 to \$74,999	21.22%
% 2014 Income \$75,000 to \$124,999	23.81%
% 2014 Income \$125,000 to \$199,999	9.45%
% 2014 Household income: \$200,000 or more	4.64%

HOUSEHOLDS:

2014 Households	129,086
2014 Average Household Size	2.4
2019 Households	133,979
2019 Average household size	2.4

HOUSING:

2014 Owner occupied housing units	85,738
2014 Renter occupied housing units	43,163

POPULATION:

2014 Total Population	327,384
% 2014 Total population: Under 15 years	17.17%
% 2014 Total population: 15 to 19 years	6.14%
% 2014 Total population: 20 to 29 years	15.27%
% 2014 Total population: 30 to 39 years	12.09%
% 2014 Total population: 40 to 49 years	13.30%
% 2014 Total population: 50 to 59 years	14.03%
% 2014 Total population: 60 to 69 years	11.28%
% 2014 Total population: 70+ years	10.74%
% Population Change 2014-2019	3.61%
% 2014 No High School Diploma	14.30%
% 2014 High school graduate, GED, or alt.	28.34%
% 2014 College No Degree	17.07%
% 2014 College Degree	24.62%
% 2014 Advanced Degree	15.67%
% 2014 Occupation: White collar	63.45%
% 2014 Occupation: Blue collar	36.55%
2014 Home value: Median	\$241,939

CONSUMER EXPENDITURE AVERAGES:

2014 Total Household Expenditures (Avg.)	\$15,016
2014 Apparel and Services (Avg.)	\$679
2014 Men, 16 and over (Avg.)	\$125
2014 Boys, 2 to 15 (Avg.)	\$28
2014 Women, 16 and Over (Avg.)	\$238
2014 Girls, 2 to 15 (Avg.)	\$35
2014 Children Under 2 (Avg.)	\$20
2014 Footwear (Avg.)	\$144
2014 Prescription Drugs (Avg.)	\$43
2014 Entertainment (Avg.)	\$910
2014 Audio and Visual Equip & Services (Avg.)	\$373
2014 Furniture (Avg.)	\$147
2014 Household Furnishings and Equip (Avg.)	\$608
2014 Major Appliances (Avg.)	\$69
2014 Housewares (Avg.)	\$25

Mapinfo Groundview Data - 2014

The Waynesboro Market

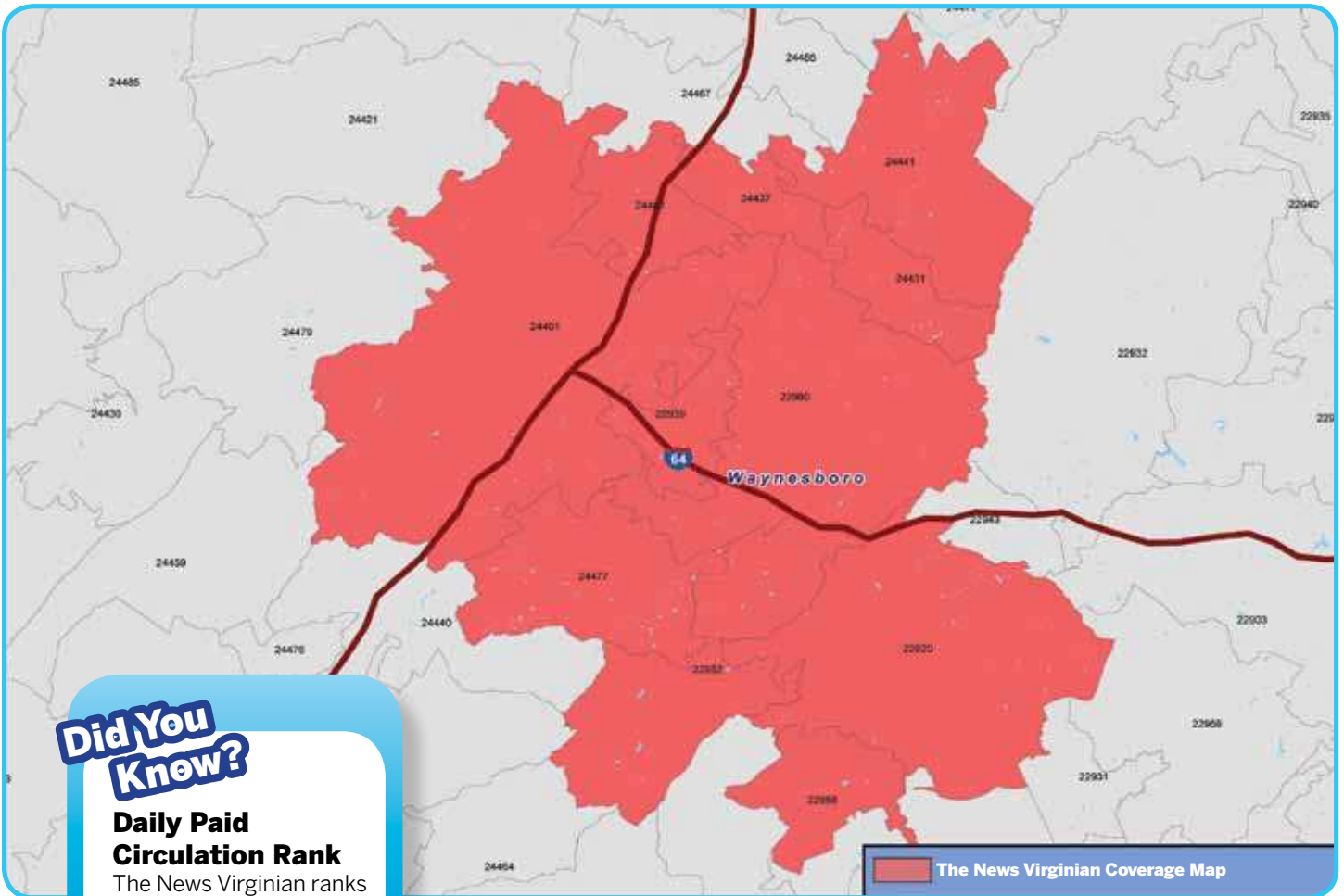
Crossed by the Blue Ridge Mountains and connected by interstates 64 and 81, the Waynesboro-Augusta Staunton market offers a rich blend of culture, history and industry along with bustling urban retail hubs and bucolic rural settings. Major business sectors include higher education, health care, finance and banking, technology, sustainable energy, manufacturing and winemaking.

In the Waynesboro market, government makes up the largest employment sector at 18.5% followed by manufacturing at 15.3%. and health care and social assistance at 12.6%. Nearly a fourth of people 25 or older have obtained a bachelor's degree. Augusta Health, the region's flagship hospital, offers top-rated heart care and one of Virginia's top trauma centers is located

nearby at the University of Virginia Medical Center. Along with Mary Baldwin College and Blue Ridge Community College located in the Waynesboro market, top universities are just a short drive away – the University of Virginia to the east, James Madison University to the north and Virginia Tech to the south.

Culturally, the region offers an array of attractions, including Shenandoah National Park, Woodrow Wilson's birthplace, the George Washington National Forest, the Wintergreen Resort, Skyline Drive and the heavily visited Blue Ridge Parkway alongside which runs the Appalachian Trail. Featuring a unique blend of skilled, educated workers and affordability, the market is vibrant, diverse and strong.

Virginia Community Newspapers The News Virginian Coverage Zip Codes



Did You Know?

Daily Paid Circulation Rank

The News Virginian ranks #1 in 82% of the zip codes it reaches.

The News Virginian Coverage Map

Weekend Circulation

5,406 (AAM Audit)
SEPTEMBER 30, 2014

Daily Circulation

5,610 (AAM Audit)
SEPTEMBER 30, 2014

The Waynesboro Coverage and Rank

Zip Code	HH's	Location	St	Waynesboro News-Virginian		
				Circ	Cov	Rank
22920	1,718	Afton	VA	209	12.17%	1
22939	2,149	Fishersville	VA	342	15.91%	1
22952	798	Lyndhurst	VA	171	21.43%	1
22958	686	Nellysford	VA	62	9.04%	2
22980	12,956	Waynesboro	VA	3,258	25.15%	1
24401	15,045	Staunton	VA	367	2.44%	2
24431	1,068	Crimora	VA	152	14.23%	1
24437	268	Fort Defiance	VA	10	3.73%	1
24441	2,467	Grottoes	VA	62	2.51%	1
24477	4,194	Stuarts Draft	VA	526	12.54%	1
24482	1,878	Verona	VA	42	2.24%	1
Totals:	43,227			5,201	12.03%	

Demographics

INCOME:

2014 Household income: Average	\$63,113
2019 Household income: Average	\$67,482
% 2014 Income up to \$24,999	22.42%
% 2014 Income \$25,000 to \$49,999	23.34%
% 2014 Income \$50,000 to \$74,999	23.77%
% 2014 Income \$75,000 to \$124,999	22.02%
% 2014 Income \$125,000 to \$199,999	6.37%
% 2014 Household income: \$200,000 or more	2.09%

HOUSEHOLDS:

2014 Households	43,908
2014 Average Household Size	2.4
2019 Households	45,134
2019 Average household size	2.4

HOUSING:

2014 Owner occupied housing units	30,900
2014 Renter occupied housing units	12,833

POPULATION:

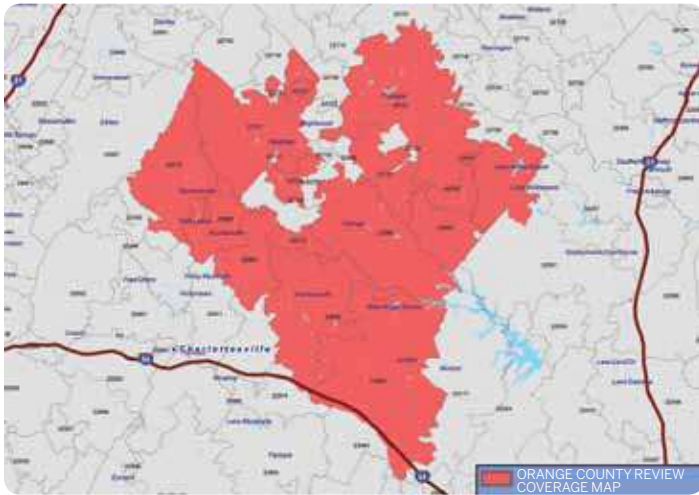
2014 Total Population	106,952
% 2014 Total population: Under 15 years	17.24%
% 2014 Total population: 15 to 19 years	6.22%
% 2014 Total population: 20 to 29 years	11.49%
% 2014 Total population: 30 to 39 years	11.64%
% 2014 Total population: 40 to 49 years	13.50%
% 2014 Total population: 50 to 59 years	14.65%
% 2014 Total population: 60 to 69 years	12.76%
% 2014 Total population: 70+ years	12.50%
% Population Change 2014-2019	2.35%
% 2014 No High School Diploma	15.08%
% 2014 High school graduate, GED, or alternative	37.58%
% 2014 College No Degree	17.74%
% 2014 College Degree	21.56%
% 2014 Advanced Degree	8.03%
% 2014 Occupation: White collar	56.96%
% 2014 Occupation: Blue collar	43.04%
2014 Home value: Median	\$187,157

CONSUMER EXPENDITURE AVERAGES:

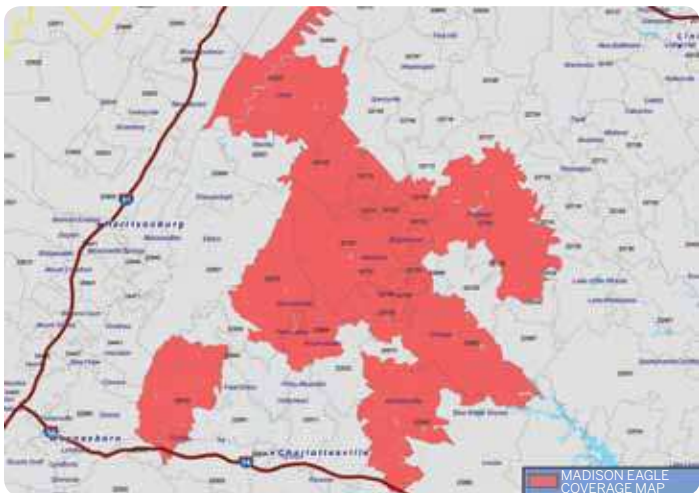
2014 Total Household Expenditures (Avg.)	\$13,926
2014 Apparel and Services (Avg.)	\$645
2014 Men, 16 and over (Avg.)	\$117
2014 Boys, 2 to 15 (Avg.)	\$27
2014 Women, 16 and Over (Avg.)	\$226
2014 Girls, 2 to 15 (Avg.)	\$33
2014 Children Under 2 (Avg.)	\$19
2014 Footwear (Avg.)	\$139
2014 Prescription Drugs (Avg.)	\$42
2014 Entertainment (Avg.)	\$831
2014 Audio and Visual Equip & Services (Avg.)	\$331
2014 Furniture (Avg.)	\$137
2014 Household Furnishings and Equip (Avg.)	\$573
2014 Major Appliances (Avg.)	\$65
2014 Housewares (Avg.)	\$24

Mapinfo Groundview Data - 2014

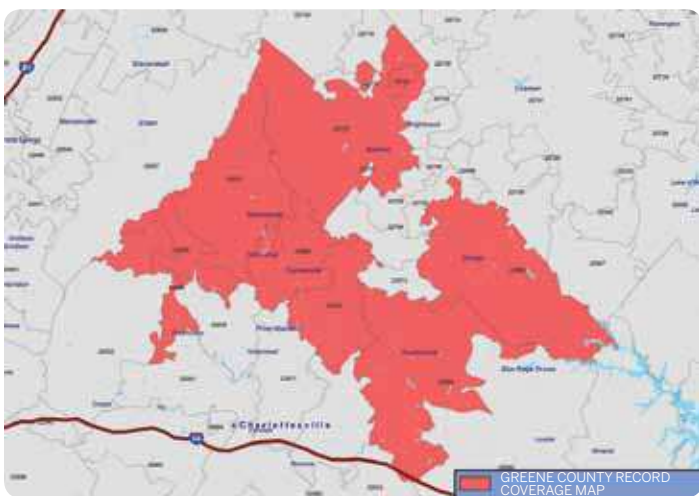
The Orange, Madison & Greene Markets



Orange County Review Daily Circulation:
3,159 (May, 2015)



Madison Eagle Daily Circulation:
2,430 (May, 2015)



Greene County Record Daily Circulation:
1,463 (May, 2015)

In the foothills of the Blue Ridge, **Orange County** is a progressive community rich with culture and history. It's where James Madison drafted the framework of the U.S. Constitution and where Union and Confederate forces engaged in the destructive Battle of the Wilderness. It's where the first Virginia settlement beyond the Tidewater was established. The county parlays its deep-rooted history with a geographically advantageous position between Charlottesville, Culpeper and Fredericksburg. Its world-class wineries, charming inns, vibrant arts center, community theater and skydiving center help make it a growing destination community. The county easily could be divided into two halves: the growing eastern end and the rural, agricultural western section. Many of its 35,000 residents work outside of the county, with those in the eastern end often commuting up or down the nearby I-95 corridor. Many in the western portion of the county work in Charlottesville, Albemarle or Louisa counties.

Madison County is rustic and rural, fiercely guarding against the encroaching growth of neighboring Culpeper and Greene counties. Geographically twice the size of Greene County, it features only two-thirds its population and one-fourth the population of Culpeper. Hedged to the west by the Blue Ridge Mountains and Shenandoah National Park, Madison County is bisected by Rt. 29. Approximately one-sixth of Madison County resides within the boundary of Shenandoah National Park and the balance of the county is nearly equally as scenic. As such, Madison promotes itself as a tourism destination with trout streams, hiking trails, wineries and inns. In fact, President Herbert Hoover established Rapidan Camp—a predecessor to Camp David—as his Madison County mountain retreat. The waterfalls of White Oak Canyon and the rugged Old Rag Mountain are hiking highlights and draw tens of thousands of visitors annually. Interestingly, the park can only be accessed from Madison County via hiking trails. No motor-entry point exists within the county.

Backed by the Blue Ridge Mountains, **Greene County** tumbles down the Piedmont between its growing and progressive neighbor Albemarle County to the south and its fiercely rustic and rural neighbor Madison County to the north. Retail establishments crowd Rt. 29 fronting the thousands of recently constructed homes there that house the Albemarle Charlottesville workforce. But less than 10 miles to the west is one of only four gateways to Shenandoah National Park/Skyline Drive and the rural setting of most of Greene County appears in stark contrast to the burgeoning commerce of Rt. 29. Still, both are critical to Greene's identity as the "come-heres" in Ruckersville clash with the "been-heres" in Stanardsville. Ruckersville serves as a de facto extension of Albemarle County as the county's growing commercial center. Meanwhile, Stanardsville and western Greene County represent the community's rural, agricultural and mountain heritage. Local government is Greene County's chief employer, though the community is embracing more arts and tourism.

Orange Coverage and Rank

Zip Code	HH's	Location	St	Orange County Review			Culpeper Times		
				Circ	Cov	Rank	Circ	Cov	Rank
22433	77	Burr Hill	VA	-	0.00%		-	0.00%	
22508	5,193	Locust Grove	VA	391	7.53%	1	-	0.00%	
22542	700	Rhoadesville	VA	-	0.00%		-	0.00%	
22567	1,068	Unionville	VA	164	15.36%	1	-	0.00%	
22701	11,928	Culpeper	VA	50	0.42%	2	9,976	83.64%	1
22709	410	Aroda	VA	4	0.98%	1	-	0.00%	
22727	2,109	Madison	VA	116	5.50%	1	-	0.00%	
22733	445	Rapidan	VA	-	0.00%		-	0.00%	
22923	1,775	Barboursville	VA	81	4.56%	1	-	0.00%	
22942	3,512	Gordonsville	VA	549	15.63%	1	-	0.00%	
22957	65	Montpelier Station	VA	-	0.00%		-	0.00%	
22960	3,957	Orange	VA	1,560	39.42%	1	-	0.00%	
22968	3,651	Ruckersville	VA	65	1.78%	2	-	0.00%	
22972	144	Somerset	VA	10	6.94%	1	-	0.00%	
22973	2,355	Stanardsville	VA	51	2.17%	2	-	0.00%	
23093	4,652	Louisa	VA	118	2.54%	1	-	0.00%	
Totals:	42,041			3,159	7.51%		9,976	23.73%	

Madison Coverage and Rank

Zip Code	HH's	Location	St	Madison County Eagle			Charlottesville Weekly			Culpeper Times		
				Circ	Cov	Rank	Circ	Cov	Rank	Circ	Cov	Rank
22701	11,928	Culpeper	VA	126	1.06%	2	-	0.00%		9,976	83.64%	1
22709	410	Aroda	VA	48	11.71%	1	-	0.00%		-	0.00%	
22715	493	Brightwood	VA	107	21.70%	1	-	0.00%		-	0.00%	
22719	204	Etlan	VA	81	39.71%	1	-	0.00%		-	0.00%	
22722	136	Haywood	VA	15	11.03%	1	-	0.00%		-	0.00%	
22723	56	Hood	VA	21	37.50%	1	-	0.00%		-	0.00%	
22727	2,109	Madison	VA	1,252	59.36%	1	110	5.22%	2	-	0.00%	
22730	69	Oakpark	VA	36	52.17%	1	-	0.00%		-	0.00%	
22731	34	Pratts	VA	49	144.12%	1	-	0.00%		-	0.00%	
22732	331	Radiant	VA	15	4.53%	1	-	0.00%		-	0.00%	
22735	446	Reva	VA	121	27.13%	1	-	0.00%		-	0.00%	
22738	294	Rochelle	VA	66	22.45%	1	-	0.00%		-	0.00%	
22743	107	Syria	VA	57	53.27%	1	-	0.00%		-	0.00%	
22748	51	Wolfstown	VA	105	205.88%	1	-	0.00%		-	0.00%	
22835	4,878	Luray	VA	1	0.02%	1	-	0.00%		-	0.00%	
22932	3,122	Crozet	VA	18	0.58%	2	680	21.78%	1	-	0.00%	
22942	3,512	Gordonsville	VA	13	0.37%	2	370	10.54%	1	-	0.00%	
22960	3,957	Orange	VA	207	5.23%	2	225	5.69%	1	-	0.00%	
22965	77	Quinque	VA	1	1.30%	1	-	0.00%		-	0.00%	
22968	3,651	Ruckersville	VA	46	1.26%	2	290	7.94%	1	-	0.00%	
22973	2,355	Stanardsville	VA	45	1.91%	2	125	5.31%	1	-	0.00%	
Totals:	38,220			2,430	6.36%		1,800	4.71%		9,976	26.10%	

Greene Coverage and Rank

Zip Code	HH's	Location	St	Greene County Record			Charlottesville Weekly		
				Circ	Cov	Rank	Circ	Cov	Rank
22727	2,109	Madison	VA	105	0.46%	2	110	0.48%	1
22748	51	Wolfstown	VA	-	0.00%		-	0.00%	
22923	1,775	Barboursville	VA	68	0.30%	1	-	0.00%	
22935	428	Dyke	VA	54	0.24%	1	-	0.00%	
22940	314	Free Union	VA	10	0.04%	2	75	0.33%	1
22942	3,512	Gordonsville	VA	19	0.08%	2	370	1.61%	1
22960	3,957	Orange	VA	6	0.03%	2	225	0.98%	1
22968	3,651	Ruckersville	VA	567	2.47%	1	290	1.26%	2
22973	2,355	Stanardsville	VA	634	2.76%	1	125	0.54%	2
Totals:	18,152			1,463	8.06%		1,195	6.58%	

Orange Demographics

INCOME:

2014 Household income: Average	\$75,730
2019 Household income: Average	\$80,987
% 2014 Income up to \$24,999	15.13%
% 2014 Income \$25,000 to \$49,999	19.89%
% 2014 Income \$50,000 to \$74,999	23.68%
% 2014 Income \$75,000 to \$124,999	27.12%
% 2014 Income \$125,000 to \$199,999	11.23%
% 2014 Household income: \$200,000 or more	2.95%

HOUSEHOLDS:

2014 Households	41,051
2014 Average Household Size	2.7
2019 Households	42,993
2019 Average household size	2.7

HOUSING:

2014 Owner occupied housing units	30,588
2014 Renter occupied housing units	10,386

POPULATION:

2014 Total Population	112,091
% 2014 Total population: Under 15 years	20.12%
% 2014 Total population: 15 to 19 years	6.09%
% 2014 Total population: 20 to 29 years	10.71%
% 2014 Total population: 30 to 39 years	12.49%
% 2014 Total population: 40 to 49 years	14.52%
% 2014 Total population: 50 to 59 years	14.03%
% 2014 Total population: 60 to 69 years	11.73%
% 2014 Total population: 70+ years	10.32%
% Population Change 2014-2019	4.89%
% 2014 No High School Diploma	15.91%
% 2014 High school graduate, GED, or alternative	34.89%
% 2014 College No Degree	20.50%
% 2014 College Degree	21.08%
% 2014 Advanced Degree	7.62%
% 2014 Occupation: White collar	56.65%
% 2014 Occupation: Blue collar	43.35%
2014 Home value: Median	\$235,350

CONSUMER EXPENDITURE AVERAGES:

2014 Total Household Expenditures (Avg.)	\$16,389
2014 Apparel and Services (Avg.)	\$698
2014 Men, 16 and over (Avg.)	\$129
2014 Boys, 2 to 15 (Avg.)	\$30
2014 Women, 16 and Over (Avg.)	\$243
2014 Girls, 2 to 15 (Avg.)	\$36
2014 Children Under 2 (Avg.)	\$20
2014 Footwear (Avg.)	\$148
2014 Prescription Drugs (Avg.)	\$44
2014 Entertainment (Avg.)	\$992
2014 Audio and Visual Equip & Services (Avg.)	\$434
2014 Furniture (Avg.)	\$150
2014 Household Furnishings and Equip (Avg.)	\$630
2014 Major Appliances (Avg.)	\$73
2014 Housewares (Avg.)	\$26

Mapinfo Groundview Data - 2014

Madison Demographics

INCOME:

2014 Household income: Average	\$74,300
2019 Household income: Average	\$79,322
% 2014 Income up to \$24,999	15.54%
% 2014 Income \$25,000 to \$49,999	20.92%
% 2014 Income \$50,000 to \$74,999	23.47%
% 2014 Income \$75,000 to \$124,999	26.20%
% 2014 Income \$125,000 to \$199,999	11.22%
% 2014 Household income: \$200,000 or more	2.65%

HOUSEHOLDS:

2014 Households	38,385
2014 Average Household Size	2.7
2019 Households	40,006
2019 Average household size	2.7

HOUSING:

2014 Owner occupied housing units	27,776
2014 Renter occupied housing units	10,583

POPULATION:

2014 Total Population	103,154
% 2014 Total population: Under 15 years	20.07%
% 2014 Total population: 15 to 19 years	6.12%
% 2014 Total population: 20 to 29 years	10.69%
% 2014 Total population: 30 to 39 years	12.44%
% 2014 Total population: 40 to 49 years	14.56%
% 2014 Total population: 50 to 59 years	14.30%
% 2014 Total population: 60 to 69 years	11.46%
% 2014 Total population: 70+ years	10.36%
% Population Change 2014-2019	4.32%
% 2014 No High School Diploma	17.61%
% 2014 High school graduate, GED, or alternative	34.87%
% 2014 College No Degree	19.44%
% 2014 College Degree	20.14%
% 2014 Advanced Degree	7.94%
% 2014 Occupation: White collar	55.95%
% 2014 Occupation: Blue collar	44.05%
2014 Home value: Median	\$238,312

CONSUMER EXPENDITURE AVERAGES:

2014 Total Household Expenditures (Avg.)	\$16,244
2014 Apparel and Services (Avg.)	\$694
2014 Men, 16 and over (Avg.)	\$129
2014 Boys, 2 to 15 (Avg.)	\$30
2014 Women, 16 and Over (Avg.)	\$242
2014 Girls, 2 to 15 (Avg.)	\$36
2014 Children Under 2 (Avg.)	\$20
2014 Footwear (Avg.)	\$148
2014 Prescription Drugs (Avg.)	\$44
2014 Entertainment (Avg.)	\$983
2014 Audio and Visual Equip & Services (Avg.)	\$428
2014 Furniture (Avg.)	\$150
2014 Household Furnishings and Equip (Avg.)	\$626
2014 Major Appliances (Avg.)	\$72
2014 Housewares (Avg.)	\$26

Mapinfo Groundview Data - 2014

Greene Demographics

INCOME:

2014 Household income: Average	\$71,491
2019 Household income: Average	\$76,345
% 2014 Income up to \$24,999	16.17%
% 2014 Income \$25,000 to \$49,999	21.79%
% 2014 Income \$50,000 to \$74,999	24.18%
% 2014 Income \$75,000 to \$124,999	26.03%
% 2014 Income \$125,000 to \$199,999	9.46%
% 2014 Household income: \$200,000 or more	2.36%

HOUSEHOLDS:

2014 Households	18,529
2014 Average Household Size	2.6
2019 Households	18,967
2019 Average household size	2.6

HOUSING:

2014 Owner occupied housing units	14,116
2014 Renter occupied housing units	4,435

POPULATION:

2014 Total Population	49,561
% 2014 Total population: Under 15 years	19.22%
% 2014 Total population: 15 to 19 years	5.92%
% 2014 Total population: 20 to 29 years	10.31%
% 2014 Total population: 30 to 39 years	12.12%
% 2014 Total population: 40 to 49 years	14.83%
% 2014 Total population: 50 to 59 years	15.18%
% 2014 Total population: 60 to 69 years	11.97%
% 2014 Total population: 70+ years	10.46%
% Population Change 2014-2019	2.41%
% 2014 No High School Diploma	17.12%
% 2014 High school graduate, GED, or alternative	34.98%
% 2014 College No Degree	19.93%
% 2014 College Degree	20.43%
% 2014 Advanced Degree	7.54%
% 2014 Occupation: White collar	56.48%
% 2014 Occupation: Blue collar	43.52%
2014 Home value: Median	\$230,362

CONSUMER EXPENDITURE AVERAGES:

2014 Total Household Expenditures (Avg.)	\$16,307
2014 Apparel and Services (Avg.)	\$695
2014 Men, 16 and over (Avg.)	\$128
2014 Boys, 2 to 15 (Avg.)	\$29
2014 Women, 16 and Over (Avg.)	\$243
2014 Girls, 2 to 15 (Avg.)	\$36
2014 Children Under 2 (Avg.)	\$20
2014 Footwear (Avg.)	\$148
2014 Prescription Drugs (Avg.)	\$44
2014 Entertainment (Avg.)	\$981
2014 Audio and Visual Equip & Services (Avg.)	\$429
2014 Furniture (Avg.)	\$150
2014 Household Furnishings and Equip (Avg.)	\$625
2014 Major Appliances (Avg.)	\$72
2014 Housewares (Avg.)	\$26

Mapinfo Groundview Data - 2014



Retail Rates

RETAIL RATES

Display – 6 Column Annual Commitment	The Daily Progress		THE NEWS VIRGINIAN		Weekly Publications			
	Daily	Sun./Holiday	Daily	Sun./Holiday	Orange County Review	Madison Eagle	Greene County Record	OMG Combo
Open Rate	\$44.56	\$49.75	\$19.14	\$22.05	\$18.53	\$14.46	\$11.42	\$31.09
\$1,000-\$2,999	\$32.51	\$36.73	\$15.38	\$16.70	\$12.87	\$10.09	\$8.14	\$21.77
\$3,000-\$5,999	\$31.63	\$34.28	\$14.53	\$15.77	\$12.71	\$9.88	\$7.98	\$21.40
\$6,000-\$8,999	\$29.50	\$32.25	\$13.69	\$14.83	\$12.61	\$9.77	\$7.88	\$21.18
\$9,000-\$11,999	\$29.49	\$32.20	\$13.25	\$14.06	\$12.50	\$9.67	\$7.77	\$20.96
\$12,000-\$14,999	\$28.96	\$31.51	\$12.93	\$13.78	\$12.47	\$9.60	\$7.59	\$20.76
\$15,000-\$19,999	\$28.38	\$30.93	\$12.55	\$13.45	\$12.36	\$9.50	\$7.48	\$20.54
\$20,000-\$29,999	\$28.23	\$30.66	\$12.01	\$12.79	\$12.04	\$9.18	\$7.11	\$19.83
\$30,000-\$49,999	\$27.63	\$30.12	\$11.74	\$12.40	\$11.90	\$9.01	\$6.90	\$19.47
\$50,000-\$74,000	\$27.31	\$29.74	\$11.46	\$12.02	\$11.02	\$8.14	\$6.64	\$18.06
\$75,000-\$99,999	\$27.04	\$29.47	\$11.09	\$11.69	\$10.45	\$7.62	\$6.13	\$16.94
\$100,000-\$199,999	\$26.72	\$28.99	\$10.71	\$11.03				
\$200,000-\$299,000	\$26.45	\$28.77	\$10.00	\$10.58				
\$300,000 +	\$26.07	\$28.39	\$9.46	\$9.98				
Non-Subscriber Publications	Pulse (Wed.)	Rural Virginian (Wed.) <small>(rate is per column inch) COLOR INCLUDED</small>	Shenandoah Shopper (Wed.)					
Open	See Pulse section in this Media Kit for Rates	\$10.00	\$17.00					
Contract		\$8.00	\$10.15					
Pick-Up		\$4.00	\$4.06					

Sunday Circulation and Advertising rates will apply to New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day and Christmas Day

Pickup Rates: (Applies to The Daily Progress and The News Virginian)

Second insertion within 7 day window = 25% discount

Third + insertion within 7 day window = 50% discount

Sunday ad always run at first insertion rates.

Guaranteed Placement:

25 % addition to ad space prior to color charges and picture / multi-newspaper discounts.

Placement charge not assessed if placement doesn't occur.

Color:

25% of Advertising Space Investment prior to pickup or multiple newspaper discounts. Color put on after pickup discount.

Multiple Newspaper Discounts For Ads Running in The Daily Progress

Run the same ad within 7 days in The The News Virginian for only \$7 more per column inch per paper. Run the same ad within 7 days in the Orange County Review, Madison Eagle and Greene County Record for only \$10 more per column inch. Color charge is 25% of Advertising Space Investment prior to pickup or multiple newspaper discounts. Has to be booked on same order.

Multiple Newspaper Discounts For Ads Running in the The News Virginian, Orange County Review, Madison Eagle or Greene County Record

Run the same ad within 7 days in The Daily Progress for only \$15 more per column inch. Color charge is 25% of Advertising Space Investment prior to pickup or multiple newspaper discounts.

Good to know!

Did you know, that reader engagement in newspaper advertising translates into action?

- 79% of readers took action as a result of advertising seen in a newspaper
- 51% clipped a coupon
- 48% bought something advertised
- 42% visited a retail store

– The Newspaper Association of America's 2016 Advertising Planbook Guide

Community Benefit* Per Column Inch Rates

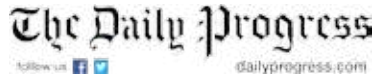
	Daily	Sunday
CDP	\$15.00	\$20.00
WNV	\$7.00	\$10.00
Orange	\$5.00	
Madison	\$5.00	
Greene	\$5.00	
OMG Combo	\$10.00	
Rural Virginian	\$8.00	

Color rate = 25% of space charge

*Use of Community Benefit Rate must be approved by Advertising Manager



National Rates



**Weekly Publications:
Orange,
Madison
& Greene**

DISPLAY - 6 Column Rates Are Net	Daily	Sun./Hol.	Non-Subscriber	Daily	Sun./Hol.	Non-Subscriber	Thurs.
Retail	\$57.88	\$61.36	\$28.39	\$23.85	\$27.26	\$18.17	\$39.75
Color Rates	Ad Size	Spot Color	Full Color	Ad Size	Full Color		
	118.5"	27%	35% of ad cost	118.5"	25 % of ad cost		
	63"-62.75"	29%	37% of ad cost	63"-62.75"	30 % of ad cost		
	31.5"-62.75"	31%	39% of ad cost	31.5"-62.75"	35 % of ad cost		
	15.25"-31.25"	33%	41% of ad cost	15.25"-31.25"			
	3"-15"	35%	43% of ad cost	3"-15"			
	Rates Are Net			Rates Are Net			
Preprint Full Runs	Daily	Sun./Hol.	Non-Subscriber	Daily	Sun./Hol.	Non-Subscriber	Weekly
Single	\$86.00	\$90.20	\$86.00	\$86.00	\$90.20	\$86.00	\$86.00
2pg. std. / 4pg. tab	\$91.25	\$95.50	\$91.25	\$91.25	\$95.50	\$91.25	\$91.25
4pg. std. / 8pg. tab	\$96.50	\$101.00	\$96.50	\$96.50	\$101.00	\$96.50	\$96.50
6pg. std. / 12pg. tab	\$101.75	\$106.00	\$101.75	\$101.75	\$106.00	\$101.75	\$101.75
8pg. std. / 16pg. tab	\$107.00	\$111.00	\$107.00	\$107.00	\$111.00	\$107.00	\$107.00
10pg. std. / 20pg. tab	\$112.00	\$116.00	\$112.00	\$112.00	\$116.00	\$112.00	\$112.00
12pg. std. / 24pg. tab	\$117.50	\$121.00	\$117.50	\$117.50	\$121.00	\$117.50	\$117.50
14pg. std. / 28pg. tab	\$123.00	\$126.00	\$123.00	\$123.00	\$126.00	\$123.00	\$123.00
16pg. std. / 32pg. tab	\$128.50	\$132.00	\$128.50	\$128.50	\$132.00	\$128.50	\$128.50

Over 16pg. std. / 32pg. tab add \$1.25 per tab page.

Did You Know? Advertising in our papers helps your message reach a vibrant community with a diverse set of backgrounds and interests!

Charlottesville Has Been Named...

- The Best College Town in America (#1) – *Traveler's Today 2014*
- One of America's Favorite Mountain Towns – (#9) *Travel + Leisure Magazine (2014)*
- One of the The USA's 12 Best Places For Book Lovers – *The Culture Trip (2015)*

Waynesboro Has Been Awarded...

- The Bronze Excellence in Economic Development Award in 2014 for communities with populations less than 25,000 – *by the International Economic Development Council (IEDC); City of Waynesboro Website*

Pre-Print Rates

PRE-PRINT RATES

Full Run	The Daily Progress dailyprogress.com			THE NEWS VIRGINIAN THE VALLEY IN DEPTH DAILY NewsVirginian.com			Weekly Publications: Orange, Madison & Greene
	Daily	Sun/Hol.	Non-Subscriber	Daily	Sun/Hol.	Non-Subscriber	
Single	\$62.00	\$66.00	\$62.00	\$62.00	\$66.00	\$62.00	\$62.00
4 pg tab	\$66.00	\$68.00	\$66.00	\$66.00	\$68.00	\$66.00	\$66.00
4 pg std./ 8 pg tab	\$68.00	\$71.00	\$68.00	\$68.00	\$71.00	\$68.00	\$68.00
6 pg. std./ 12 pg tab	\$72.00	\$75.00	\$72.00	\$72.00	\$75.00	\$72.00	\$72.00
8 pg std. / 16 pg tab	\$77.00	\$80.00	\$77.00	\$77.00	\$80.00	\$77.00	\$77.00
10 pg std./ 20 pg tab	\$82.00	\$85.00	\$82.00	\$82.00	\$85.00	\$82.00	\$82.00
12 pg std./ 24 pg tab	\$87.00	\$90.00	\$87.00	\$87.00	\$90.00	\$87.00	\$87.00
14 pg std./ 28 pg tab	\$92.00	\$95.00	\$92.00	\$92.00	\$95.00	\$92.00	\$92.00
16 pg std./ 32 pg tab	\$97.00	\$100.00	\$97.00	\$97.00	\$100.00	\$97.00	\$97.00
18 pg std./ 36 pg tab	\$101.50	\$104.50	\$101.50	\$101.50	\$104.50	\$101.50	\$101.50
20 pg std./ 40 pg tab	\$106.00	\$109.00	\$106.00	\$106.00	\$109.00	\$106.00	\$106.00
22 pg std./ 44 pg tab	\$110.50	\$113.50	\$110.50	\$110.50	\$113.50	\$110.50	\$110.50
24 pg std. / 48 pg tab	\$115.00	\$118.00	\$115.50	\$115.00	\$118.00	\$115.50	\$115.00
26 pg std./ 52 pg tab	\$119.00	\$122.50	\$119.50	\$119.00	\$122.50	\$119.50	\$119.50
28 pg std./ 56 pg tab	\$124.00	\$127.00	\$124.00	\$124.00	\$127.00	\$124.00	\$124.00
30 pg std. / 60 pg tab	\$128.00	\$131.50	\$128.00	\$128.00	\$131.50	\$128.00	\$128.50
32 pg std./ 64 pg tab	\$133.00	\$136.00	\$133.00	\$133.00	\$136.00	\$133.00	\$133.00

Over 32 pg std./ 64 pg tab, please contact your sales representative.

Delivery Addresses

The Daily Progress

(5,000 minimum)
Deliver to The Lynchburg
News & Advance
101 Wyndale Drive
Lynchburg, Virginia 24501
434-385-5588

The News Virginian

Deliver to The Lynchburg
News & Advance
101 Wyndale Drive
Lynchburg, Virginia 24501
434-385-5588

Weekly Publications

Deliver to Print Innovators
1381 Belman Road
Fredericksburg, VA 22401
Receiving Hours 8A-5P
Monday – Friday
(Holiday Hours vary)
540-645-5948

**Deliveries are accepted
Monday through Friday,
8:00 am- 4:00 pm unless
otherwise specified**

ANNUAL INVESTMENT DISCOUNTS

	CONTRACT AMT.	
\$5.00 CPM zoning fee surcharge applied to less than full run quantities	3%	\$20k
	6%	\$50k
	9%	\$75k
	12%	\$100k
	15%	\$150k

Annual Retail Investments count toward fulfillment. A current written contract must detail place to receive discount.

Did You Know?

Insert Sizes:

The Daily Progress and News Virginian Maximum:
11" x 11" (before quarterfolding)

Maximum for Orange, Madison & Greene papers:
11" x 10.5" (before quarterfolding)

Maximum paperstock:
60 lbs. coated or uncoated



Classified Rates

CLASSIFIED RATES

Contract Level	Charlottesville Daily Progress	Waynesboro News Virginian	Orange County Review	Madison County Eagle	Greene County Record
Open	\$70.35	\$35.51	\$20.10	\$16.75	\$13.40
\$1K	\$60.30	\$30.15	\$17.42	\$14.07	\$11.39
\$3K	\$53.60	\$26.80	\$15.41	\$12.73	\$10.05
\$6K	\$50.92	\$25.46	\$14.74	\$12.06	\$9.38
\$12K	\$44.22	\$22.11	\$12.73	\$10.72	\$8.71
\$25K	\$41.54	\$20.77	\$12.06	\$10.05	\$8.04
\$50K	\$38.19	\$18.76	\$10.72	\$9.38	\$7.37
\$100K	\$36.18	\$17.42	\$10.05	\$8.71	\$6.70

Rate is for any day and for all classified categories

Open Liner Rates

PAPER	Per 1/4 inch
The Daily Progress	\$17.59
News Virginian	\$8.88
Orange County Review	\$5.03
Madison County Eagle	\$4.19
Greene County News	\$3.35
Rural Virginian	\$6.00

Color – 25% of ad cost

Frequency Discount – must run within 28 days

2-3 days	25%	Off each additional run (not first run)
4-5 days	35%	Off each additional run (not first run)
6-7 days	45%	Off each additional run (not first run)
8+ days	50%	Off each additional run (not first run)

Discount taken off of space and color

Did You Know?

39 percent of people use newspapers as their source for local classified advertising. This places newspapers ahead of both local television websites and online portals.

– The Newspaper Association of America's
2016 Advertising Planbook Guide

Additional Charges	
Background screen charge	\$5
Bold	\$1
Italicized	\$1
Underline	\$1
Photo	\$10
Border	\$10



Employment Section

Central Virginia JOBS



We've created a
GREAT WAY
to find employees.



Forget about posting on multiple job sites to find the best talent. **Advertising in Central Virginia Jobs includes Total Talent Reach™ (TTR)**. With Total Talent Reach™, your posting is distributed on the largest recruitment advertising network in North America reaching more job seekers across thousands of job sites.

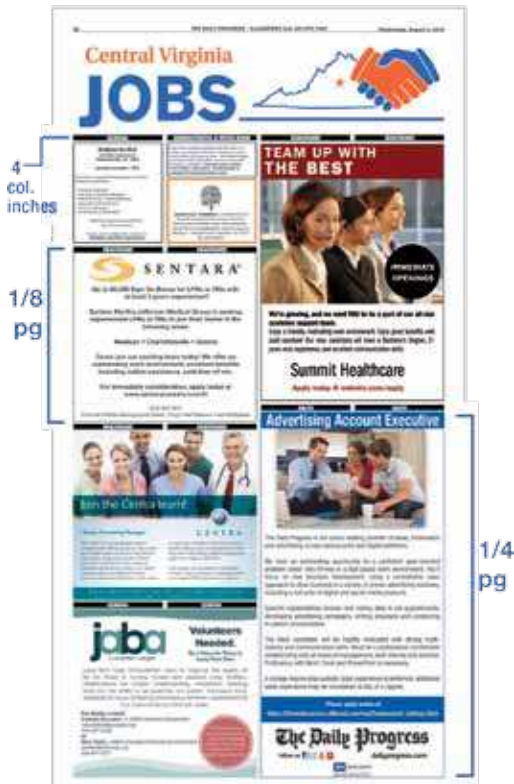
For The Daily Progress:

- Full Circulation Sunday in The Daily Progress classified section
- 30 day - Total Talent Reach (TTR), the most comprehensive solution to reach the most talented active and passive job seekers
- 30 day Featured Job on centralvirginiajobs.com
- 30 day Featured Job video

	1/8 Page 3 col x 4.75"	1/4 Page 3 col x 9.75"	1/2 Page 6 col x 9.75"	Full Page 6 col x 19.75"
TTR Package	\$793.71	\$1,022.85	\$1,366.56	\$1,807.65

*Includes classified ad, TTR with priority search (30 Days),
Featured Job, Mobile, & Video*

Additional Sunday Ads	\$343.71	\$572.85	\$916.56	\$1,357.65
Additional Daily Ads	\$301.50	\$502.50	\$804.00	\$1,190.93



ENHANCEMENTS

(can be added to any package)

Candidate Resume Boost	\$75.00
Social Boost	\$50.00
College Boost	\$50.00
Diversity Boost	\$50.00
1-5 Additional TTR Packages	\$150.00 each
6-10 Additional TTR Packages	\$125.00 each
11+ Additional TTR Packages	\$100.00 each

PRINT ONLY RATES (CHARLOTTESVILLE)

Open	\$1,000	\$3,000	\$6,000	\$12,000	\$25,000	\$50,000	\$100,000
\$70.35	\$60.30	\$53.60	\$50.92	\$44.22	\$41.54	\$38.19	\$36.18

Central Virginia JOBS



We've created a
GREAT WAY
to find employees.



Forget about posting on multiple job sites to find the best talent. **Advertising in Central Virginia Jobs includes Total Talent Reach™ (TTR)**. With Total Talent Reach™, your posting is distributed on the largest recruitment advertising network in North America reaching more job seekers across thousands of job sites.

For News Virginian:

- Full Circulation Sunday in the News Virginian
- 30 day - Total Talent Reach, the most comprehensive solution to reach the most talented active and passive job seekers
- 30 day Featured Job on centralvirginiajobs.com
- 30 day Featured Job video

	1/8 Page 3 col x 4.75"	1/4 Page 3 col x 9.75"	1/2 Page 6 col x 9.75"	Full Page 6 col x 19.75"
TTR Package	\$524.47	\$577.38	\$653.81	\$759.64
<i>Includes classified ad, TTR with priority search (30 Days), Featured Job, Mobile, & Video</i>				
Additional Sunday Ads	\$74.47	\$127.38	\$203.81	\$309.64
Additional Daily Ads	\$65.88	\$112.69	\$180.30	\$273.91



ENHANCEMENTS

(can be added to any package)

Candidate Resume Boost	\$75.00
Social Boost	\$50.00
College Boost	\$5000
Diversity Boost	\$50.00
1-5 Additional TTR Packages	\$150.00 each
6-10 Additional TTR Packages	\$125.00 each
11+ Additional TTR Packages	\$100.00 each

PRINT ONLY RATES (WAYNESBORO)

Open	\$1,000	\$3,000	\$6,000	\$12,000	\$25,000	\$50,000	\$100,000
\$35.51	\$30.15	\$26.80	\$25.46	\$22.11	\$20.77	\$18.76	\$17.42

Central Virginia JOBS



We've created a
GREAT WAY
to find employees.

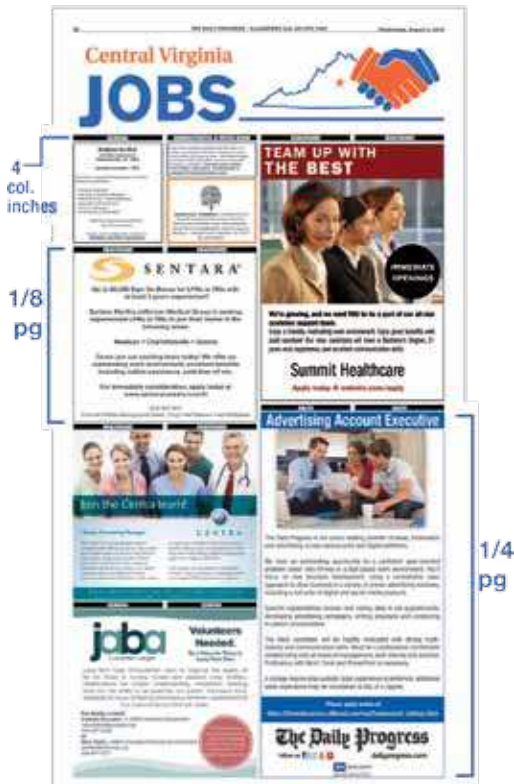


Forget about posting on multiple job sites to find the best talent. **Advertising in Central Virginia Jobs includes Total Talent Reach™ (TTR)**. With Total Talent Reach™, your posting is distributed on the largest recruitment advertising network in North America reaching more job seekers across thousands of job sites.

For Orange, Madison & Greene Papers:

- Full Circulation Thursday in the Orange County Review, Madison Eagle and Greene County Record
- 30 day - Total Talent Reach, the most comprehensive solution to reach the most talented active and passive job seekers
- 30 day Featured Job on centralvirginiajobs.com
- 30 day Featured Job video

	1/8 Page 3 col x 4.75"	1/4 Page 3 col x 9.75"	1/2 Page 6 col x 9.75"	Full Page 6 col x 19.75"
TTR Package	\$524.47	\$577.38	\$653.81	\$759.64
<i>Includes classified ad, TTR with priority search (30 Days), Featured Job, Mobile, & Video</i>				
Additional Sunday Ads	\$74.47	\$127.38	\$203.81	\$309.64
Additional Daily Ads	\$65.88	\$112.69	\$180.30	\$273.91



ENHANCEMENTS

(can be added to any package)

Candidate Resume Boost	\$75.00
Social Boost	\$50.00
College Boost	\$50.00
Diversity Boost	\$50.00
1-5 Additional TTR Packages	\$150.00 each
6-10 Additional TTR Packages	\$125.00 each
11+ Additional TTR Packages	\$100.00 each

PRINT ONLY RATES (ORANGE, MADISON, & GREENE PAPERS)

	Open	\$1,000	\$3,000	\$6,000	\$12,000	\$25,000	\$50,000	\$100,000
Orange	\$20.10	\$17.42	\$15.41	\$14.74	\$12.73	\$12.06	\$10.72	\$10.05
Madison	\$16.75	\$14.07	\$12.73	\$12.06	\$10.72	\$10.05	\$9.38	\$8.71
Greene	\$13.40	\$11.39	\$10.05	\$9.38	\$8.71	\$8.04	\$7.37	\$6.70



Automotive Section

Central Virginia DRIVE



Prices include a Full Page in Full Color any day of the week plus posting of ad online for 7 days

Per Ad Investment	# of runs per month	Annual Frequency
\$1,185		Open Rate
\$1,067	1	12x
\$948	2	24x
\$889	3	36x
\$830	4	48x
\$770	6	72x
\$652	8	96x

Prices include a Half Page in Full Color any day of the week plus posting of ad online for 7 days

Per Ad Investment	# of runs per month	Annual Frequency
\$644		Open Rate
\$579	1	12x
\$515	2	24x
\$483	3	36x
\$450	4	48x
\$418	6	72x
\$354	8	96x

Prices include a Quarter Page in Full Color any day of the week plus posting of ad online for 7 days

Per Ad Investment	# of runs per month	Annual Frequency
\$351		Open Rate
\$316	1	12x
\$281	2	24x
\$263	3	36x
\$246	4	48x
\$228	6	72x
\$193	8	96x

ACCELERATOR BUNDLES

Full Page Package\$1,605.50

Includes:

- Full Page Full Color
- 20,000 ROS Impressions
- Ad Posted on Dailyprogress.com for 7 days
- Eblast

Half Page Package \$974.75

Includes:

- 1/2 Page Full Color
- 10,000 ROS Impressions
- Ad Posted on Dailyprogress.com for 7 days
- Eblast

Quarter Page Package\$711.50

Includes:

- 1/4 Page Full Color
- 10,000 ROS Impressions
- Ad Posted on Dailyprogress.com for 7 days
- Eblast



Real Estate Section

Central Virginia

HOMES

NEW!
Digital Advertising
for Realtors!
Contact Mark
434-978-7241

The Daily Progress is read by nearly 63,852 print readers every Sunday, and over 241,000 unique visitor each month on dailyprogress.com. What a powerful combination to help area realtors reach buyers and sellers in the Central Virginia market! With more than 120 years of experience serving the Charlottesville area, The Daily Progress is the leading local resource for individuals and families looking for their next home.

*Scarborough Data

2016 Agent Contract Rates

SUNDAY MARKET POWER (4.89" WIDE x 4.25")

# OF CONTRACTED SPOTS	Mon-Sat	Sun
52	\$134	\$149
44	\$164	\$182
36	\$193	\$215
28	\$223	\$248
20	\$253	\$281
12	\$283	\$314
4	\$327	\$363
Open Rates	\$372	\$413

AGENT'S CHOICE (2.389" WIDE x 3.25" TALL)

\$75

*Ads may run on Saturday or Sunday

Double Sunday Market Power available.
Sunday reservation deadline is Wednesday
at noon. **Ad materials are due
Wednesday by 5 p.m.**

2016 Local Area Reach Option (PRINT ONLY)

Annual Interest Level*	\$200K+	\$199K-\$100K	\$99K-\$75K	\$74K-\$50K	\$49K-\$30K	\$29K-\$20K	\$19K-\$10K	Open
Full Page	\$700	\$760	\$870	\$979	\$1,100	\$1,304	\$1,398	\$1,674
Half Page	\$354	\$384	\$440	\$491	\$561	\$590	\$701	\$843
Quarter Page	\$180	\$194	\$224	\$250	\$284	\$299	\$354	\$428
Eighth Page	\$94	\$100	\$115	\$130	\$145	\$151	\$180	\$218
Sixteenth Page	\$50	\$55	\$60	\$68	\$74	\$79	\$92	\$119
Sunday Market Power	\$149	\$182	\$215	\$248	\$281	\$314	\$363	\$413

*All include full color

Total Area Reach Option (Print & Digital)

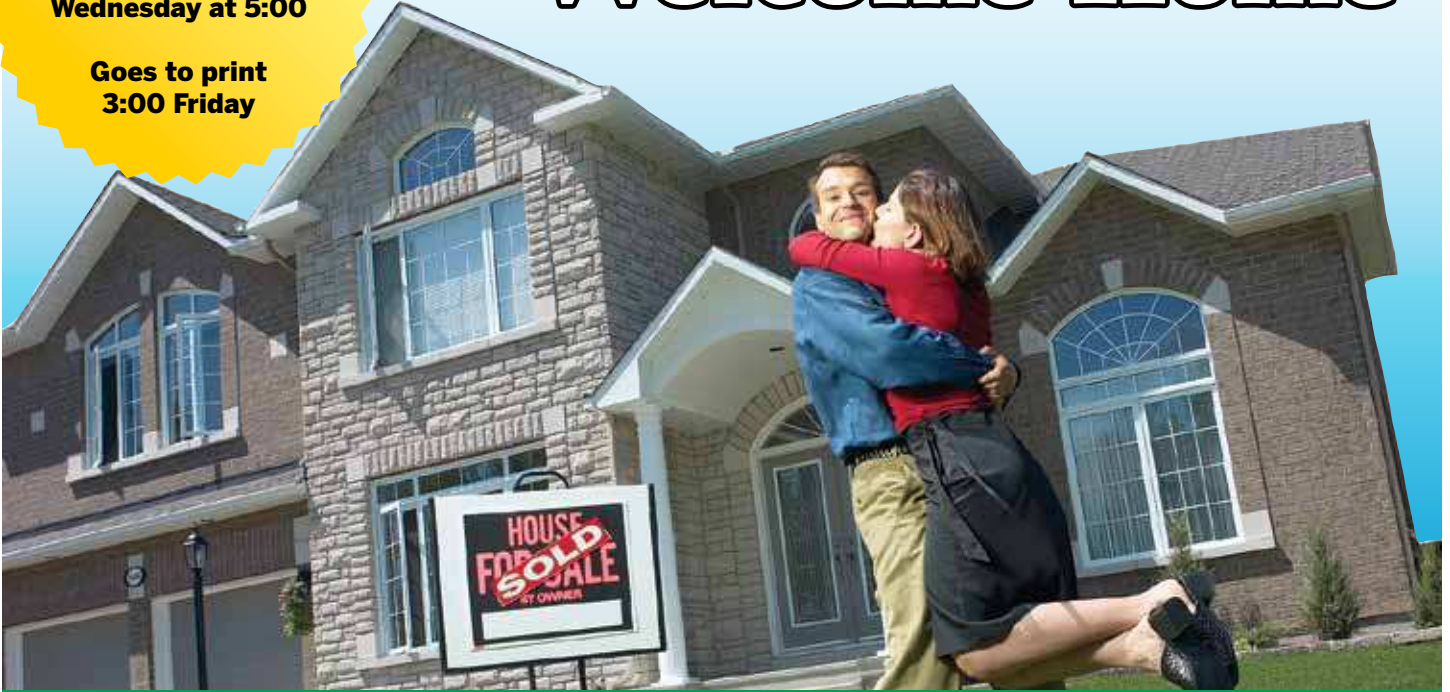
BUNDLE:	\$200K+	\$199K-\$100K	\$99K-\$75K	\$74K-\$50K	\$49K-\$30K	\$29K-\$20K	\$19K-\$10K	Open
Full Page	\$1,653	\$1,962	\$2,180	\$2,399	\$2,622	\$2,782	\$3,124	\$3,566
Full Page Bundle Includes: Full Page, Full Color Desktop — 100K ROS Impressions Mobile — 50K ROS Impressions E-Mail Blast PTW								
Half Page	\$1,000	\$1,169	\$1,295	\$1,420	\$1,551	\$1,645	\$1,838	\$2,094
Half Page Bundle Includes: Half Page, Full Color Desktop — 50K ROS Impressions Mobile — 25K ROS Impressions E-Mail Blast PTW								
Quarter Page	\$638	\$731	\$805	\$879	\$958	\$1,016	\$1,127	\$1,280
Quarter Page Bundle Includes: Quarter Page, Full Color Desktop — 25K ROS Impressions Mobile — K ROS Impressions E-Mail Blast PTW								

Publishes every Sunday

Deadlines Wednesday at 5:00

Goes to print 3:00 Friday

THE NEWS VIRGINIAN Welcome Home

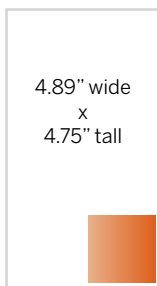


Please contact The News Virginian to reserve your spot – 540.932.3545

Reach your target market and showcase your listings in the Sunday Real Estate edition of The News Virginian and online at NewsVirginian.com. Take this opportunity to connect with 15,000 readers in the valley and over 33,000 unique visitors and tell them why you're the go to for any Real Estate inquiry.

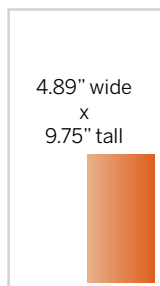
AVAILABLE PACKAGES

1/8 PAGE



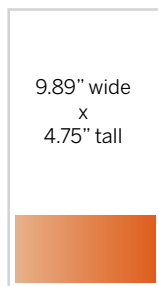
\$88.00

1/4 PAGE



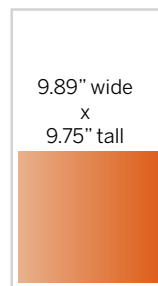
\$148.00

BANNER AD



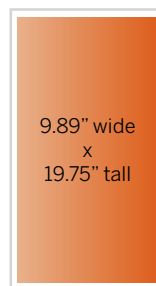
\$160.00

1/2 PAGE



\$231.00

FULL PAGE



\$370.00



pulse

pulse

Charlottesville's Entertainment Magazine!

- Publishes every Thursday
- Over 40,000 copies delivered each week! Subscribers and non-subscribers!
- High level of loyal readership increasing ticket sales, restaurant reservations & event attendance
- Premier location for bars, restaurants and retail businesses to advertise



ADVERTISING RATES

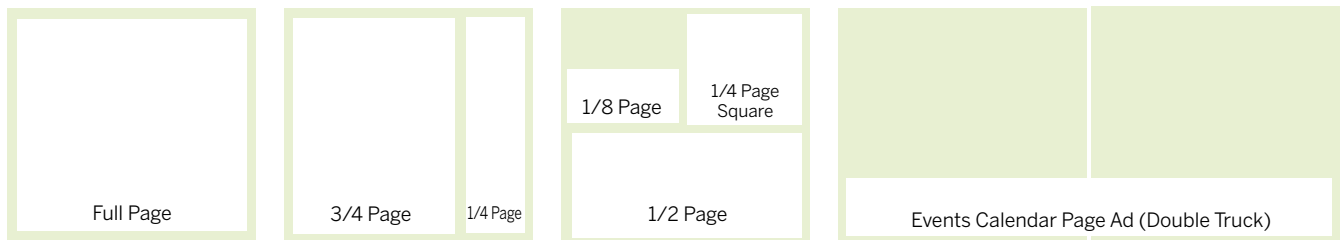
COMMITMENT LEVEL	1X	13X	26X	52X
Full Page (9.49" x 9.5")	\$1050	\$910	\$805	\$700
3/4 Page (7.13" x 9.5")	\$825	\$715	\$633	\$550
1/2 Page HORIZONTAL: 9.49" X 4.68" VERTICAL: 4.69" X 9.49"	\$563	\$488	\$431	\$375
1/4 Page Square (4.69" x 4.68") HORIZONTAL: 9.49" X 2.29" VERTICAL: 2.29" X 9.49"	\$315	\$273	\$242	\$210
1/8 Page (4.69" x 2.25")	\$180	\$156	\$138	\$120


RE-RUN THE SAME AD WITHIN 7 DAYS (MON-SAT) FOR THE SAME PRICE!

PREMIUM SPONSORSHIP POSITIONS

52X COMMITMENT		
Back Page (9.49" x 9.5")	\$899	Includes 728x90 banner*
Events Calendar Page Ad (19" x 2.25")	\$499	Includes 728x90 banner*
Page Two 1/4 Page Ad (2.29" x 9.49")	\$299	Includes 728x90 banner*

*Includes PTW, Directory and noted Sponsorship Banner of PULSE Magazine web page





Power Notes

POWER NOTE ADVERTISING

Your message will *stick* in people's minds like never before!

Placement: Front Page
Availability: Monday - Sunday
Deadline: 14 days prior
(camera ready, 12 days prior)

Quantity:

The Daily Progress:
Full Run: 18,500 Daily - 22,000 Sunday

The News Virginian:
Full Run: 6,000

Image Sizes:

2.5" x 2.625 front • 2" x 2.6525 back

Paper Size:

3" x 3"



Place your ad alongside tomorrow's headlines on Page One. Our Power Note advertising program makes your message stick out!

- High visibility
- Consumers take the notes with them
- Coupons without the clipping
- Perfect for grand openings, special events or product premiers

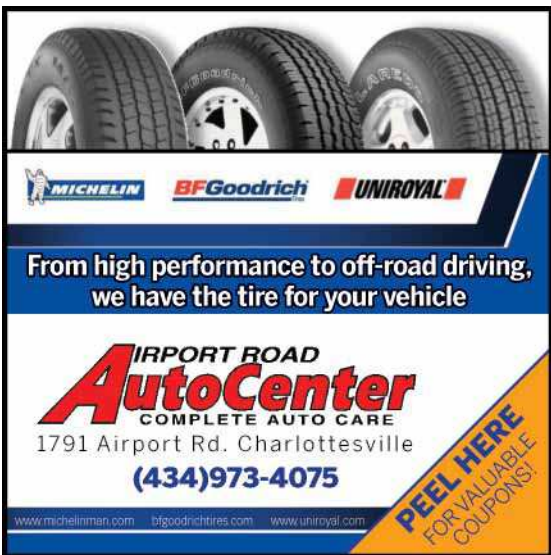
What Makes a Good Power Note?

Identity or Brand • Offer or Event • Call to Action

POWER NOTE PRICING

The Daily Progress:
Sunday: \$1,500 • Daily: \$1,250
SINGLE-SIDED FULL COLOR

The News Virginian: \$490



ACTUAL SIZE

For special requests (i.e. specialty die cuts or double-sided Power Notes), please contact your Account Executive for details.

For ad submission deadlines, please refer to the Deadline Section at the end of this Media Kit.

Print and Distribution

High quality,
 low cost, targeted
 advertising!

PRINT INSERT DELIVER

FULL COLOR PRINT & DELIVER INSERTS

Rates that work for you

5.5" x 8.5"

Quantity	Rate/CPM
5,000	\$85.00
10,000	\$46.00
30,000	\$35.00
60,000	\$32.00
100,000	\$30.00
200,000	\$28.00
300,000	\$25.00

11" x 17"

Quantity	Rate/CPM
5,000	\$175.00
10,000	\$105.00
30,000	\$95.00
60,000	\$80.00
100,000	\$75.00
200,000	\$70.00
300,000	\$55.00

8.5" x 11"

Quantity	Rate/CPM
5,000	\$90.00
10,000	\$56.00
30,000	\$44.00
60,000	\$41.00
100,000	\$37.00
200,000	\$34.00
300,000	\$31.00

*Bleeds, folds and perforations add \$4.00 per thousand. Minimum quantity of 5,000 per insert drop

PRINT:

- Choose from three sizes of inserts
- Enjoy the benefits of two-sided, full color printing
- Provide impact with 70# gloss stock
- Other sizes or paper types available, see Account Executive for details

DEADLINES:

Ad Reservation/Copy for proof deadline:
 Sundays: Friday, 16 days prior to publication
 Tuesday - Friday: 14 days prior to publication
 Unable to publish inserts on Monday and Saturday

PRINT & HOLD

Save by printing multiple insert drops. We will print and hold inserts for a maximum of 90 days for orders under 200,000. All orders over 200,000 are negotiable.

INSERT:

- Select insertions in both subscriber and non-subscriber products
- Take advantage of a print and hold option for multiple insertions
- Add your insert to a package that includes national brand advertisers
- Save! Rates include design, printing and delivery

IMAGE SIZE:

Trim Size	Image Area
5.5" x 8.5"	5" x 8"
8.5" x 11"	8" x 10.5"
11" x 17"	10.5" x 16.5"

for Bleed, add .25" to trim size

Preprint Advertising Supplement Requirement: All inserts printed by any of our publications must include the following tagline: "Newspaper Advertising Supplement"

Section Fronts

Front Page Advertising

Don't miss this opportunity to brand your business with these prime advertising locations!*

PREMIUM PAGE 1 ADVERTISING RATES FOR A 6COL. X 3" STRIP

Frequency	Daily Progress Mon.-Sat. (FULL COLOR)	Daily Progress Sun. (FULL COLOR)	News Virginian Any Day (FULL COLOR)
1x - 5x	\$400	\$500	\$150
6x - 12x	\$375	\$475	\$130
13x - 25x	\$350	\$450	\$115
26x - 51x	\$325	\$425	\$100
52x - 77x	\$300	\$400	\$85 (52x or more)
78x +	\$250	\$350	

INSIDE SECTION FRONT ADVERTISING RATES FOR A 6COL. X 3" STRIP

Frequency	Daily Progress Mon.-Sat. (FULL COLOR)	Daily Progress Sun. (FULL COLOR)	News Virginian Any Day (FULL COLOR)
1x - 5x	\$360	\$450	\$130
6x - 12x	\$340	\$430	\$110
13x - 25x	\$315	\$405	\$100
26x - 51x	\$295	\$385	\$90
52x - 77x	\$270	\$360	\$90 (52x or more)
78x +	\$225	\$315	

College baseball: Virginia wraps up regular season with sweep of Virginia Tech BI



UVA FINAL EXERCISES
Embrace uncertain futures, grads told

Rita Dove delivers keynote address on ups, downs of life

BY DEREK QUON

The University of Virginia awarded about 3,000 degrees on Saturday in the first of two Final Exercises ceremonies this weekend. Graduates and their families stood in the rain to listen to former U.S. Poet Laureate and Commonwealth Professor of English Rita Dove, the event's keynote speaker.

Dove told the graduates to embrace the uncertainty of the future while using the skills they had learned from their time at UVA, which gives each student an "apprenticeship in the investigation of ideas."

Those skills can act as a guide to one's future — but uncertainty is a part of life, Dove said. The Pulitzer Prize winner remembered how she went from a shy teenager who trembled before class presentations to a public figure who dined with presidents, held press conferences and was even featured on "Seinfeld."

The unexpected ups and downs made it all the more exciting, Dove said.

"If you are lucky, you can't possibly imagine what life has in store for you," she said. "The worst kind of future I can think of for you is one that is already spelled out — already prescribed."

Many of this weekend's graduates have cleared up some of the uncertainty by lining up jobs or spots in

Charlottesville, Virginia | DailyProgress.com SUNDAY, MAY 22, 2016 WEATHER: High: 61° Low: 52° Forecast: A2

UVA RESEARCH

Scientists: Find could help prevent heart attacks

Researchers also think Oct4 may play a role in healing, cell growth

BY DEREK QUON

University of Virginia researchers believe they may have stumbled onto the fountain of youth in the search for new cardiovascular treatments.

Scientists have always known the Oct4 gene plays a critical role in embryonic development but believed it lay dormant in adults.

Researchers at a cardiovascular research lab have discovered the gene plays an important role in the formation of atherosclerotic plaque inside blood vessels.

In the short term, this discovery could help doctors prevent heart attacks, said Gary K. Owens, director of UVA's Robert M. Berne Cardiovascular Research Center.

See **GENE**, Page A8

DARDEN SCHOOL OF BUSINESS



Super rADical

Passion for data visualization drives graduate to start business

BY ALLISON WRADEL

While attending the University of Virginia, Arthur Wu put his passion for design to work and, in so doing, is leaving behind an outlet for other students to let their creative abilities shine.

He will walk the Lawn on Sunday and graduate with two bachelor's degrees — one in commerce and another in statistics.

Wu co-founded rADical, a student-run advertising agency, with one of his friends, Kelsey Miller, during their first year on Grounds.

"Kelsey brought a lot of better marketing skills."

See **WU**, Page A7

ONLINE

First-time photos at DailyProgress.com.

See **GRADS**, Page A6

Inside the news

- Lacrosse** ■ The St. Anne's-Belfield boys lacrosse team comes up short in a loss to St. Stephen's and St. Agnes in the VSA Division II state championship game. **B1**
- Women's tennis** ■ Virginia's NCAA Tournament run ends with a loss to defending national champion Vanderbilt. **B1**
- BUSINESS CLASSIFERS** **E1**
- COMMENTS** **E1**
- OPINION** **E1**
- LETTERS** **A3**
- SPORTS** **B1**



An 'apprenticeship in the investigation of ideas'

Former U.S. Poet Laureate and Commonwealth Professor of English Rita Dove was the featured speaker for the graduates of the College and Graduate School of Arts & Sciences during the 2016 University of Virginia Final Exercises on Saturday in Charlottesville. See more photos on Page A6.

your ad could be here!

PRICING DETAILS:

Weekly Publications	
Orange, Madison & Greene Papers*	Premium Page 1: \$175 (Thurs only) Inside Section: \$125 (Thurs only)
Rural Virginian	Premium Page 1: \$165 (Weds only)

*Orange, Madison, Green & Rural Virginian Papers ad size is a 6 col. x 2"

*Subject to rules of acceptance. Ask your Account Executive for details. All front page ads apply toward the fulfillment of front page frequency contract & regular Dollar Volume Contract

For ad submission deadlines, please refer to the Deadline Section at the end of this Media Kit.

Mechanical Specifications

Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The Daily Progress preferred software for electronic ad delivery is PDF. Providing PDF files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using the PDF format also allows you to embed fonts and graphics within the file rather than sending them separately. All artwork must be set to CMYK in color space (unless black and white). We are not responsible for images printed incorrectly due to having set them up as RGB, Lab Color, or Index Color spaces. We do know that things can change, however, so our creative department will still be able to make simple last-minute changes to PDF files if you so request. Copies of The Daily Progress' preferred Acrobat export settings (Mac or Windows) are available upon request. Although we prefer PDF, we aim to be as flexible to our clients' needs as possible, and we will accept ad files created in other software formats. Whatever the format, The Daily Progress will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The Daily Progress will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we prefer to not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit the artwork. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. **If you have questions, please contact The Daily Progress Creative Services at 434-978-7233. Please e-mail all electronic ad submissions to your sales representative.**

SUBMITTING MEDIA TO US

Via Email is recommended. CD-ROM, CD-RW, or USB Drive accepted as well. Electronic ad files will be stored on The Daily Progress file servers for 90 days from the original run date. Ads older than 90 days must be resubmitted.

SOFTWARE (Mac or Windows)

PDF, (recommended), Adobe Photoshop (CS5), Adobe Illustrator (CS5), Adobe InDesign (CS5), Mac users please include program extension when naming file (ex: .tif, .eps, .indd etc.)

GRAPHICS

All Pantone, Index, Lab & RGB spaces must be converted to CMYK. All color scans / bitmaps must be converted to CMYK. The color ink limit for our Flexo press is 240%

GRAYSCALE IMAGES

A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites 2% • Highlights 4% • Midtones 35% • Shadow 85%

E-MAILED ADS & AD MATERIALS

Ads may be sent via e-mail to your account representative. Send the file(s) as an attachment to the e-mail (as opposed to embedded in the body of the e-mail). There is a 20mb file limitation for attachment. If your files exceed 20mb, please make arrangements with your account representative to have them transmitted via an online drop box FTP service. Please note that our e-mail system blocks executable (.exe) attachments. This prohibits any self-extracting compressed ads.

Daily Progress and News Virginian Mechanical Specifications: Retail and Classified Column Widths (Broadsheet 6 col. wide)

- 1 column = 1.556 inches
- 2 columns = 3.22 inches
- 3 columns = 4.889 inches
- 4 columns = 6.556 inches
- 5 columns = 8.22 inches
- 6 columns = 9.889 inches
- Full Page = 6 col. x 19.75 inches
- Double Truck (Center Spread) = 13 columns = 21.25 inches wide (12 columns + gutter)

Daily Progress and News Virginian Tab Mechanical Specifications:*

- Full Page = 9.5" x 9.5"
- Half page (horizontal) = 9.5" x 4.65"
- Half page (vertical) = 4.625" x 9.5"
- Quarter page = 4.625" x 4.65"
- Eighth page = 4.625" x 2.25"

*Please note that sizes will reduce in print due to output process. Actual size will reduce by +/- 4% from specs listed above. (Excludes Full Page size)

Orange County Review, Greene County Record, Madison Eagle Mechanical Specifications: Retail and Classified Column Widths (Broadsheet 6 col. wide)

- 1 column = 1.556 inches
- 2 columns = 3.22 inches
- 3 columns = 4.889 inches
- 4 columns = 6.556 inches
- 5 columns = 8.22 inches
- 6 columns = 9.889 inches
- Full Page = 6 col. x 19.88 inches
- Double Truck (Center Spread) = 13 columns = 21.25 inches wide (12 columns + gutter)

Orange County Review, Greene County Record, Madison Eagle Tab Mechanical Specifications:*

- Full Page = 9.5" x 9.5"
- Half page (horizontal) = 9.5" x 4.65"
- Half page (vertical) = 4.625" x 9.5"
- Quarter page = 4.625" x 4.65"
- Eighth page = 4.625" x 2.25"

*Please note that sizes will reduce in print due to output process. Actual size will reduce by +/- 4% from specs listed above. (Excludes Full Page size)

Daily Progress and News Virginian Modular Sizes:*

Broadsheet Modular Sizes	Dimensions	Total Colum Inches
Full Page	6 col. x 19.75"	118.5
Half Page Horizontal	6 col. x 9.75"	58.5
Half Page Vertical	3 col. x 19.75"	59.25
Quarter Page	3 col. x 9.75"	29.25
Eighth Page	3 col. x 5"	15

*Same for Orange, Madison & Greene, except for Full Page ad, which is 6col. x 19.5" (total col. inches: 117)



Ad File Preparation

In order to produce a high quality newspaper ad, press considerations must be addressed at each stage of ad preparation. In particular, the texture of newsprint causes significant “dot gain” on press. This means that colors (both grayscale or full color) will process at a few shades darker than the image. Dot gain is the effect of halftone dots growing in area between the original film and the printed sheet—this usually happens because of the naturally absorbent quality of newsprint paper. To compensate for this, the specifications below are designed to improve reproduction quality in the printing process.

File Preparation Guide

DOCUMENT SETUP

- Create your documents at 100% of the printed size (ads must not require scaling). For example, if you preparing a 3 column x 5” ad, make sure to set your document width at 4.889” and your document height at 5”. Exact column dimensions can be found in the Mechanical Specifications sheet of this media kit.
- Set your document color space to CMYK. RGB and Index colors are really best relegated to online graphics. CMYK will ensure that the colors you design in will be best replicated in print. Due to dot/gain and computer monitor setting differences though, the printed images will always slightly vary from the digital file. Your account representative can make recommendations based on the artwork you submit.

WORKING WITH IMAGES AND GRAPHICS

- All of the photo-quality images that you use in your document need to be a minimum resolution of 200 dpi (although higher than 200 is always better, it might be best to cap your resolution at 400 dpi max).
- All line art and line drawing are best reproduced at 1016 dpi or higher.
- The individual files that you place in your ad document must have color spaces set to CMYK / Grayscale / Line Art respectively.
- Consider the image you are working with. Keeping in mind that pictures printed will print a few shades darker than what you see on your screen, make necessary adjustments to brighten up the image features using Photoshop or other such image-manipulation programs before you import them into your ad document.

WORKING WITH FONTS

- Because of font incompatibility issues across operating systems, font selection has been sometimes an issue when transmitting files for printing. Nowadays however, there are

ways to work with most fonts that you might want to use in your ad. Even if you package your fonts for printing before you send it to us, there is still sometimes the risk of things not appearing exactly as you designed them. The best way, therefore to work around this, is to export your file to PDF format. Make sure that when you export your file to PDF, that it is still set to the minimum of 200 dpi.

- As an extra step, even before you convert the file to PDF, you can also “outline” your fonts. This means that you are turning each piece of text into vector images, further locking them into the way you see them on your screen. “Outlining” fonts is unfortunately something that programs like Microsoft Publisher or Word or PowerPoint are capable of doing. You will find this functionality though in Adobe InDesign and Illustrator.
- Your safest bet is a PDF file. The Daily Progress art department can always be contacted and will gladly help you set up your artwork so that it looks its best.
- When setting your fonts that are black in color, make sure you are using 100% black, and not a build of CMYK black (meaning do not use “Registration” black). You can check your black settings in the color tab in your InDesign toolbars. If “K” (“K” in print speak means black ink) is set to “100%” you’re good to go.



If you have questions, your account representative and The Daily Progress art department can always be contacted and will gladly help you set up your artwork so that it looks its best.



Ad Reservation Deadlines

AD RESERVATION DEADLINES

**DAILY PROGRESS
RETAIL**

Retail Deadlines

DAILY PROGRESS

PUB DAY

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

CAMERA READY

Thurs, by 5 pm
Fri, by 5 pm
Mon, by 5pm
Tues, by 5 pm
Wed, by 5 pm
Wed, by 5 pm
Wed, by 5 pm

BUILD

Wed, by 5pm
Thurs, by 5pm
Tues, by 5pm
Mon, by 5pm
Tues, by 5pm
Wed, by 5pm
Wed, by 5pm

Holiday Deadlines:
24 hours earlier than above regular deadlines

Pulse Tuesday at 5 pm,
9 days prior to publication
(Monday by 5pm)

Deadlines for Orange, Madison,
Greene, Rural Virginian, see p.41

**NEWS VIRGINIAN
RETAIL**

Retail Deadlines

NEWS VIRGINIAN

PUB DAY

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

ARTWORK

Thurs, by 5 pm
Fri, by 5 pm
Mon, by noon
Mon, by 5 pm
Tues, by 5 pm
Wed, by 5 pm
Wed, by 5 pm

DEADLINE

Thurs, by 5 pm
Fri, by 5 pm
Mon, by noon
Mon, by 5 pm
Tues, by 5 pm
Wed, by 5pm
Thurs, by noon

Holiday Deadlines:
24 hours earlier than above regular deadlines

Shenandoah Shopper:
Pub Day: Wednesday
Deadline: 9 days prior to
publication (Monday by 5pm)

Wrappers
Need to be booked 3 weeks prior
to print date. Built 2 weeks prior
to print date

NATIONAL

National Deadlines

DAILY PUBLICATIONS

Publication Day

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Camera Ready

Thurs, by 5 pm
Fri, by 5 pm
Mon, by 5pm
Tues, by 5 pm
Wed, by 5 pm
Wed, by 5 pm
Wed, by 5 pm

Holiday Deadlines:
24 hours earlier than above regular deadlines

WEEKLY PUBLICATIONS

(Orange County Review, Madison Eagle
and Greene County Record,
Rural Virginian)

Publication Day

Thursday

Deadline

Monday, 12 noon

Non-Subscriber Publications* Deadline: Tuesday at 5 pm, 9 days prior to publication
*Pulse (CDP), and Shenandoah Shopper (WNV)

PRE-PRINT

Pre-Print Deadlines

10 business days prior to publication for space and materials.

- Sunday circulation and Advertising rates will apply to New Years Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day and Christmas Day.
- Pre-printed quantities will vary due to seasonality and spoilage. Please contact your sales representative for press order quantities (usually 2.5-3% overage).
- No inserts available on Mondays & Saturdays

Insert Sizes:

Daily Progress and News Virginian Maximum:
11" x 11" (before quarterfolding)

Maximum for Orange, Madison & Greene papers:
11" x 10.5" (before quarterfolding)

Maximum paperstock:
60 lbs. coated or uncoated

Delivery Addresses

Deliveries are accepted Monday through Friday, 8:00 am- 4:00 pm unless otherwise specified

The Daily Progress
(5,000 minimum)
Deliver to The Lynchburg News & Advance
101 Wyndale Drive
Lynchburg, Virginia 24501
434-385-5588

The News Virginian
Deliver to The Lynchburg News & Advance
101 Wyndale Drive
Lynchburg, Virginia 24501
434-385-5588

Weekly Publications
Deliver to Print Innovators
1381 Belman Road, Fredericksburg, VA 22401
Receiving Hours 8A-5P
Monday – Friday (Holiday Hours vary)
540-645-5948

CLASSIFIED

Classified Deadlines

Holiday Deadlines:
24 hours earlier than above regular deadlines

DAILY PUBLICATIONS

Publication Day	Display & Legals	Liner
Monday	Thurs, by 5pm	Fri, by 4:30pm
Tuesday	Fri, by 5pm	Mon, by 4:30pm
Wednesday	Mon, by noon	Tues, by 4:30pm
Thursday	Mon, by 5pm	Wed, by 4:30pm
Friday	Tues, by 5pm	Thurs, by 4:30pm
Saturday	Wed, by 5pm	Fri, by 4:30pm
Sunday	Wed, by 5pm	Thurs, by 3pm

WEEKLY PUBLICATIONS

(Orange County Review, Madison Eagle and Greene County Record, Rural Virginian)

Publication Day
Thursday

Deadline
Tuesday, 12 noon – OMG
Thursday, 3pm – RV

APPLICABLE TO WAYNESBORO REAL ESTATE / WELCOME HOME ONLY:

Publication Day	Deadline	Art Deadline
Saturday or Sunday	needs to be booked by Wednesday (4 days prior)	Wed by 5pm Goes to print at 3pm Friday

pulse

pulse Deadlines

Publishes Every Thursday

Ad space and copy in by Tuesday at 5:00 pm (9 days prior)

Holiday Deadlines:
24 hours earlier than above regular deadlines

POWER NOTES

Power Note Deadlines

Space reservation: 14 days prior
Camera-ready materials: 12 days prior

Quantity:
Full Run (18,500 Daily - 22,000 Sunday)

Image Sizes:
2.5" x 2.625 front
2" x 2.6525 back

Paper Size:
3" x 3"

PLACEMENT:
Front Page

AVAILABILITY:
Monday to Sunday

PRINT AND DISTRIBUTION

Print & Distribution Deadlines

Ad Reservation: Copy for proof deadline:

Mon.–Sat. 12 days prior to publication
Sundays 15 days prior to publication

Non-Subscriber Publications* Deadline:

Monday at 5 pm, 17 days prior to publication.
Wednesday / Thursday publication.

Holiday Deadlines:

24 hours earlier than above regular
deadlines

*Pulse (CDP), and Shenandoah Shopper (WNV)

WEEKLY PUBLICATIONS

Orange, Madison & Greene Paper

AD SPACE & COPY: Monday at 3pm

Publishes every Thursday

Rural Virginian

AD SPACE & COPY: Tuesday (8 days prior) at noon

Publishes every Wednesday