

Daily News-Record

PAGE NEWS *and* COURIER

The Warren Sentinel

2025 MEDIA KIT

Updated 7/2025

Daily News-Record Retail Rates

Daily News – Record is delivered to households via USPS, Monday – Friday, except for Federal Holidays. We are also available for purchase at many single copy locations.

Full color is available on all pages at no additional cost!

Open Rate*:

1” – under 60”	\$30.00 pci
60” and above	\$25.50 pci
National Rate	\$34.00 pci
Political Rate	\$30.00 pci

* All ads require an Ads On Display in the online carousel on DNROnline.com \$20/Per 7 Day Run (not eligible for discounts)

Discounts:

Non-profit – 15%

Straight Pick up Discount – 25% -

(Artwork can not change, must run within the same week)

Frequency Discounts:

4x – 25%	26X – 40%
6x – 30%	52x – 50%
12x – 35%	

More than 52 times – 60%

Upcharges:

Guaranteed placement – 20%

Front Cover Banner*:

\$480 per day
(50% off for 5 day commitment)
6 col.x2”
• All ads require an Ads On Display in the online carousel on DNROnline.com - \$20/7 day run. (not eligible for discounts)

Weather Page Banner*:

\$240 per day
(50% off for 5 day commitment)
6 col.x2”
• All ads require an Ads On Display in the online carousel on DNROnline.com - \$20/7 day run. (not eligible for discounts)

Reservation Deadline:

- Noon, two business days prior to publication

Ad Approval Deadline:

Tuesday – Friday:

3 PM, one business day prior to publication

Monday:

3 PM, on Friday

Mechanicals:

1 column = 1.57”	4 columns = 6.61”
2 columns = 3.26”	5 columns = 8.29”
3 columns = 4.95”	6 columns = 10”

WEEKEND EDITION
REGION • A2
Virginia's top elections
official warns of
possible delays in
mail-in ballots

SPORTS • B1
High School
Football
previews

Daily News-Record

Friday, September 6, 2024 | Harrisonburg, Va. | [dnronline.com](#) | \$150

Fitting in with the boys

Long snapper
Ava Colley thriving
as the program's
first girl player

By JOHN BREEDEN
DNR Staff Writer

Ava Colley's football journey began with a simple question: "Can I play?" Colley, a senior at Harrisonburg High School, has been on the team since her freshman year. She is the only female player on the team. Colley is a long snapper, a position that requires precision and strength. She has been a key player for the team, and her presence has inspired other girls to join the sport. Colley's journey is a testament to her passion for the game and her determination to succeed. She has faced challenges, but she has overcome them all. Colley is a role model for other girls who want to play football. She is a true athlete and a true leader. Colley's story is a great example of what can be achieved when you follow your dreams. She is a true inspiration to all who know her.

A YEAR OF FIRSTS

EDUCATION

Rocktown students reflect on attending new school

By RICHARD H. HONICK III
DNR Staff Writer

After three weeks, students at Harrisonburg's newest high school are starting to feel like they belong. The school, which opened its doors in August, is a testament to the community's commitment to education. The school is a place where students can find a new home and a new community. The school is a place where students can learn and grow. The school is a place where students can make a difference. The school is a place where students can find a new home and a new community. The school is a place where students can learn and grow. The school is a place where students can make a difference.

Photography allowed in courtroom

'Shopping Cart Killer' trial is scheduled for later this month

By ANNA SCZESZCZAK
DNR Staff Writer

It was once a well-kept secret that the trial of the defendant "Shopping Cart Killer" would be held in the courtroom. But now, thanks to a recent ruling, photography is allowed in the courtroom. This means that the trial will be a public event, and anyone can watch it. This is a great step forward for transparency and accountability. It is a good thing that the trial will be a public event. It is a good thing that anyone can watch it. It is a good thing that the trial will be a public event. It is a good thing that anyone can watch it.

DEATHS, A4
John Lee Smith, 80, of Great Falls, Va.
Robert Lee Smith, 80, of Great Falls, Va.
David M. Smith, 80, of Great Falls, Va.

Party Daily
Checklist: 81 57

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Customer Testimonials:

Advertising my Lawn Business has been a great return for the price, and we're thankful for the coverage of our Food Drive. - **Bucky Berry, Berry's Lawn Service**

Lauren and I worked on an ad celebrating a new citizen. The ad was attractive in every way. It was well received by the person in the ad, friends, family and the general public. Thank you, Lauren, and DNR! – **Roger Kagey**

Daily News-Record Classified Rates

General Classified Rates:

Everything Except – Help Wanted & Legal ads
 \$18 per inch/per day
 Minimum of 1/3 inch (=3 lines) and 3 days
 2 weeks – 20%
 3 weeks – 30%
 4 weeks – 40%

Help Wanted:

Class Display:
 \$22.10

Discounts for Class Display (Help Wanted) Advertising

2x – 15% 3x – 20%
 4x – 25% 5x – 30%

Class Liners:

\$18.90 per inch , per day
 Minimum of 1/3 inch (=3 lines) and 3 days

Legal Ads:

\$24 per inch
 ABC Notices (Required 2 Day Run) - \$146
 (certain legal classifications are payable in advance)

Mechanicals:

1 column = 1.57"
 2 columns = 3.26"
 3 columns = 4.95"
 4 columns = 6.61"
 5 columns = 8.29"
 6 columns = 10"

Reservation Deadlines:

Classified Display – Noon, two business days prior to publication
 Classified Liners – Noon, one business day prior to publication

Page News and Courier

Page News and Courier is delivered by direct mail every Thursday.
Full color is available on all pages at no additional cost!

Retail:

Display Open rate - \$12.00 per column inch

Discounts:

Non-Profit – 15%

Straight Pick Up Discount – 25%
(artwork can not change)

Upcharges:

Guaranteed placement – 20%

Frequency Discounts:

4x – 25% 26x – 40%

6x – 30% 52x – 50%

12x – 35%

Mechanicals:

1 column = 1.57" 4 column = 6.61"

2 columns = 3.26" 5 column = 8.29"

3 columns = 4.95" 6 column = 10"

Front Cover Banner:

\$200 per week

(25% off for 2 week commitment)

Ad size – 6 columns x 2" (10" x 2")

Display Reservation Deadline:

Monday, Noon for Thursday paper

Display Ad Approval Deadline:

Tuesday, 3 PM for Thursday paper



Classified:

General Classified Rates:

\$13.50 per inch/per week

Minimum of 1/3" (=3 lines)

Help Wanted Rates:

Class Display

\$8.50 per column inch

Class Liners

\$13.50 per inch/per week

Minimum of 1/3" (=3 lines)

Discounts for Help Wanted Advertising

2x – 15%

4x – 25%

3x – 20%

5x – 30%

Legal Ads:

\$8.50 per column inch

Customer Testimonials:

I've been in the car business for more than 45 years. The Page News and Courier has always been a good advertising partner. We used the Page News and Courier when it was Sabau Chevrolet and then Cabbage Chrysler and now the Page Motor Company. The Page News and Courier is as much a part of Page County as the Shenandoah River, Shenandoah National Park and the Luray Caverns, it helps us sell cars and trucks and helps keep our name in front of the buying public. We love the Page News and Courier. - Tony Varner, Page Motor Company

Warren Sentinel

Warren Sentinel is delivered by direct mail every Friday.
Full color is available on all pages at no additional cost!

Retail:

Display Open rate - \$12.00 per column inch

Discounts:

Non-Profit – 15%

Straight Pick Up Discount – 25%
(artwork can not change)

Upcharges:

Guaranteed placement – 20%

Frequency Discounts:

4x – 25%	26x – 40%
6x – 30%	52x – 50%
12x – 35%	

Mechanicals:

1 column = 1.57"	4 column = 6.61"
2 columns = 3.26"	5 column = 8.29"
3 columns = 4.95"	6 column = 10"

Front Cover Banner:

\$200 per week

(25% off for 2 week commitment)

Ad size – 6 columns x 2" (10" x 2")

Reservation Deadline:

Tuesday, Noon for Friday paper

Ad Approval Deadlines:

Tuesday, 5 PM for Friday paper



Classified:

General Classified Rates:

\$11.25 per inch/per week
Minimum of 1/3" (=3 lines)

Help Wanted Rates:

Class Display

\$8.50 per column inch

Class Liners

\$11.25 per inch/per week
Minimum of 1/3" (=3 lines)

Discounts for Help Wanted Advertising

2x – 15%
4x – 25%
3x – 20%
5x – 30%

Legal Ads:

\$8.00 per column inch



Multi Pub Discounts

Run your ad in multiple publications and receive a discount off each publications open rate!

Publications offered:

Daily News-Record
Page News & Courier
Warren Sentinel

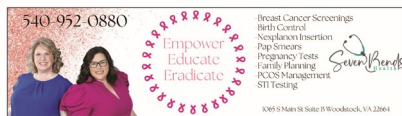
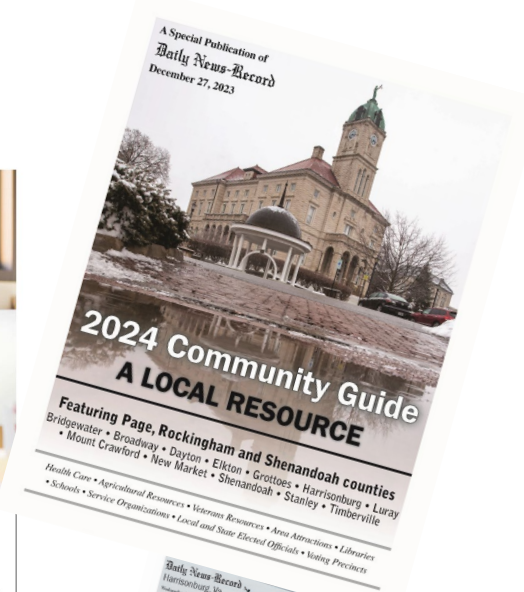
Multi Pub Discounts:

2 publications – take 20% off each papers open rate

3 publications – take 25% off each papers open rate



SPECIAL SECTIONS



Call your representative
for more information!
540-574-6220



Preprints - Daily News-Record

Contract Frequency	Number of Tabloid Pages									
	Single	4-8	12	16	20	24	28	32	40	48
1x – 11x	\$49	\$63	\$68.50	\$74	\$79	\$84	\$86.50	\$95	\$100	\$105
12x – 23x	\$46	\$60	\$65.50	\$71	\$76.50	\$81.50	\$84	\$91	\$93.50	\$97
24x – 35x	\$41	\$55	\$60	\$65.50	\$71	\$76	\$78.50	\$83.50	\$86	\$90
36x – 47x	\$37.50	\$51.50	\$56.50	\$61.50	\$67.50	\$72.50	\$75	\$80	\$82.50	\$85
48x – 52x	\$35	\$49	\$54	\$59	\$65	\$70	\$72.50	\$77.50	\$80	\$82.50

Daily News Record - Inserts available on Wednesdays only. No zoning, full run required.

Specs: Min. width 5”; height 10”; max width 15”; max height 11.75”. Inserts that are lightweight and odd sizes may result in inaccurate inserting.

Insert delivery address

Daily News-Record
c/o Frederick News-Post
351 Ballenger Center Drive
Frederick, MD 21703

Receiving hours: Monday through Friday, 8 AM – 5 PM

Preprints – Page News & Courier and The Warren Sentinel

Number of Tabloid Pages	Single – 8 TAB	10 TAB -16 TAB	18 TAB – 24 TAB	26 TAB – 32 TAB	34 TAB – 40 TAB	42 TAB – 48 TAB
Flat Fee for Inserting Full Run	\$175	\$250	\$325	\$400	\$475	\$550

Page News & Courier – Inserts available on Thursday only. No zoning, full run required

Warren Sentinel – Inserts available on Friday only. No zoning, full run required.

Specs: Min. width 5”; height 10”; max width 15”; max height 11.75”. Inserts that are lightweight and odd sizes may result in inaccurate inserting.

Insert delivery address

Page News & Courier OR The Warren Sentinel

c/o Frederick News-Post

351 Ballenger Center Drive

Frederick, MD 21703

Receiving hours: Monday through Friday, 8 AM – 5 PM

Stickie Notes/ We Prints

Stickie Notes

High impact, front page advertising that sells!

Sticky notes grab the reader's attention, instantly delivering the highest visibility and immediate impact. The shelf life of your message extends beyond the paper, as customers save them.

Specs: 3"x2.375"
Single and double sided printing available.

10,000 minimum order required.

\$75/M 10,000 – 24,999

\$70/M 25,000 +

Ask about our specials of Stickies!

Placement available on Daily News-Record,
Monday – Friday!

***Two week turn around time**



**Made You
LOOK!**

Does advertising work?
It just did! Put your message here!

Limited 2023 dates available at discounted rate.
Call today! 540-574-6220

Actual Size

We Prints

Let us print and insert your message for you!

Ask us about pricing for printing and inserting a single sheet or multiple page insert for your business!

Inserting available every Wednesday in DNR!

***Two week turn around time**

Contact us today for more information on either on these **AMAZING** advertising opportunities!



80°
Mostly Cloudy

[News](#)
[Obituaries](#)
[Opinion](#)
[Sports](#)
[Lifestyle & Features](#)
[Calendar](#)
[Classifieds](#)
[e-Edition](#)
[Photos](#)
[Advertise](#)
[Best of the Valley Winners](#)
[f](#)
[X](#)
[@](#)
[✉](#)

119-9 University Blvd,
Harrisonburg, VA 22801
Office: 540-575-5245
www.plena-hc.com
Online scheduling available!

We offer comprehensive annual exams and preventative primary care, and personalized treatments for each individual.

Offering personalized, evidence-based, & integrative gynecology and primary care.

Centerpiece

Area pilots fly donations to aid Helene victims

Once the last remnants of Hurricane Helene started to clear from the valley, pilots at Shenandoah Valley Airport took to the skies.

LOCAL PROMOTIONS

DAY-TRIPPER

Plan your next adventure

PLENA Integrative Health Center

Compassionate Care for Mind, Body, & Soul

Offering personalized, evidence-based, & integrative gynecology and primary care.

Search...

Search

Local News & Lifestyle

Digital/Online Advertising

Reach a loyal and engaged audience on Daily News-Records website, DNRonline.com

Monthly Audience:

125,600 + Users/560,000 + Pageviews

Standard Sizes Offered

We bundle the following sizes together to maximize your exposure on DNRonline.com (All sizes are in pixels)

728 x 90 Leaderboard, 300x250 Medium Rectangle, 300x600 Wide Skyscraper, 320x50 Mobile Leaderboard

Rates for standard sizes:

\$10 per 1,000 impressions (online only) or \$8 per 1,000 impressions (paired with print)

Other size offered:

Expandable Leaderboard (728x90 expands to 728x398)

\$250 per day

\$1,400 per week (7 day week)

Digital/Online Ad Guidelines Please keep the following in mind when submitting your digital camera ready ads.

- If you are ordering the standard sizes, please send all 4 sizes listed above.
- The ad should be a high res .jpeg or .gif file.
- The .jpeg or .gif should be the exact size of the ad you ordered.
- If you are submitting multiple slides that will rotate, please number them so the order of the slides is clear.
- Avoid fonts below size 10 on digital ads.
- Avoid creating ads in word processing or presentation programs, such as Microsoft Word, WordPerfect, Microsoft Publisher, PowerPoint or Paint.
Ads generated from these programs do not produce “camera ready” ads. Remember, our graphics dept. would be glad to assist you in designing your ad (at no extra cost).
- For animated ads, leave looping option as “forever”.
- Finished size digital ads should be 200k or less in size, 60k or less for 320x50 ads.
- Please contact your sales representative if you have any questions.

We also offer:

Audience Extension & Search Advertising

In addition to placing you on DNRonline.com, we can target your ads to reach specific audiences based on interest and behaviors *anywhere on the web.*

Ask your Sales Representative today for details!

Expand your digital audience with a 300x250 banner ad in Daily News-Record's daily and weekly news mails.

Daily News-Record

Friday, September 27th, 2024



68°
Light Rain
Forecast

News Mails Offered

Daily Weather (7 days a week) 500+ subscribers

News of the Day (7 days a week) 5,000+ subscribers

Sun Belt Extra (Monday) 450+ subscribers

Today's Obituaries (5 Days a week) 800+ subscribers

Weekly Top Stories (Saturday) 600+ subscribers

Today's Classifieds (5 Days a week) 400+ subscribers

News Alerts (2 – 4 times per day, minimum of 5 days a week) 4500+ subscribers

NEWS OF THE DAY

School nurse honored for quick action in saving student

14 hrs ago

Teacher saves student's life.

[Read more](#)

Daily News-Record

Friday, October 4th, 2024

READY. SET. HIRE.

Simplify your recruitment journey on our employer-friendly job boards. Fast, easy, and teaming with potential hires.

[Get started today](#)

Browse and search all our classifieds online: [DNROnline.com/Classifieds](https://dnronline.com/classifieds)

Or place an ad by calling 540 574-6210

62°
Cloudy
Forecast

Pricing:

News of the Day & News Alerts - \$100 per week (25% off if you run 4 or more consecutive weeks)

Sun Belt Extra, Daily Weather, Today's Obituaries, Today's Classifieds, Weekly Top Stories - \$50 per week (25% off if you run 4 or more consecutive weeks)



Criders / MLS#652097



Fulks Run / MLS#656936

The Fine Print

Policies, Procedures, Payment Requirements

1. Daily News Record, Page News & Courier and The Warren Sentinel reserve the right to edit, alter or omit any advertisement. (Position cannot be guaranteed. We will attempt to accommodate paid-position advertisers.)

2. Daily News Record, Page News & Courier and The Warren Sentinel shall assume liability for typographical errors only for the first insertion of an 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. 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. Claims for adjustments must be made within seven days of the publication. In the event of an error or omission, we will, if requested, furnish a letter of explanation, which can be used by the advertiser. Daily News Record, Page News & Courier and The Warren Sentinel shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

3. The advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, texts, claims, etc.) and agrees to assume any, and all, responsibility for claims occurring against Daily News Record, Page News & Courier or The Warren Sentinel.

4. Advertising will be considered approved for Daily News Record, if corrections are not specified by 11 AM on the day prior to publication, and 11 AM on Friday for the Monday edition. Page News and Courier corrections are due by 11 AM on Tuesday, week of publication. The Warren Sentinel corrections are due by 1 PM on Tuesday, week of publication.

5. Display page size is 6 columns by 20 inches. Tab page size is 4 columns by 10 inches. Classified page size is 6 columns by 20 inches.

6. Minimum space is 1 column inch. Advertisements more than 18 inches deep will be billed at full column depth, which is 20 inches.

7. Space cannot be sublet to others.

8. All bills are due and payable upon receipt of statement. Any billing discrepancies must be reported within 30 days.

9. Daily News Record, Page News & Courier and The Warren Sentinel reserve the right to revise advertising rates upon 30 days' notice, and all contracts are subject to this revision.

10. Ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in capital letters in 10-to-12- point type above the rule.

11. Daily News Record, Page News & Courier and The Warren Sentinel will not be held responsible for printed material left with us for longer than 30 days.

12. All advertising material is subject to final approval by our Advertising Acceptance Committee, the Publisher or the Advertising Director.

13. Credit applications are required for new accounts. Credit cannot be extended to accounts more than 30 days in arrears.

14. Prepayment is required from all advertisers without approved credit.

15. Prepayment is required for all special/custom publications unless arrangements are made in advance with the advertising director. Prepayment is required for all events.

16. Daily News Record, Page News & Courier and The Warren Sentinel reserve the right for any advertisement that appears in the newspaper to also appear on digital or electronic media.

PREPRINT POLICIES

1. Deadline for scheduling or canceling preprints is 10 days prior to the date of publication.

2. Deadline for delivery of preprints is eight days prior to the insertion date.

3. Preprints should arrive no sooner than two weeks prior to insertion.

STICKY NOTE CONDITIONS FOR PUBLICATION

1. Selected run dates are guaranteed for full-run advertisers on a first-come, first served basis.

2. In the event of major breaking news, Sticky Notes may be run on another day. The publisher reserves the right to revise or reject in whole or in part any advertisement in the newspaper.

3. Artwork guidelines and templates are available. Ask your sales representative for details.

4. All orders are considered firm and cannot be canceled except on written authorization from Daily News Record, Page News & Courier or The Warren Sentinel. A cancellation fee of \$500, plus any accrued charges (artwork, proofs, and materials, etc.), will be charged to the customer.

5. When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.

6. This order is governed by all terms and conditions outlined in Daily News Records, Page News & Courier's and The Warren Sentinel's current advertising policies.