

# Media Guide

## 2019 - 2020



Northern Neck News

Westmoreland News

Northumberland Echo

### Northern Neck News

SEASIDE ON THE "HEART OF MICHIGAN" SINCE 1878 • WALKER, VA • MAY 6, 2020 • 7/5c

**LOCAL**

#### Leader for learning

Raymond H. Community College commences new president

By Michelle Smith

Raymond H. Community College welcomed Dr. Stephen J. Kowalski as its new president on Monday, May 4, 2020. Kowalski, who has served as president of the college since 2017, will continue to lead the college through the current COVID-19 pandemic. Kowalski is a graduate of the college and has spent the last 15 years of his career at the college. He is a member of the American Association of Community Colleges and the National Association of State Community College Presidents.

**WEEKLY WEATHER**

Friday: Sunny 71°-82°  
Saturday: Partly Cloudy 71°-82°  
Sunday: Partly Cloudy 71°-82°

**INDEX**

Obituaries 3  
Education 4  
Classifieds 6  
Sports 1, 10

**CONNECT**

Follow Northern Neck News on Facebook and Twitter

**INSIDE**

RITE AID  
FOOD FALION

### Westmoreland News

June 12, 2019

#### Bakery comes to Montross

Tappahoc store moves to Westmoreland

By Michelle Smith

A new bakery has been a long time coming to the town of Montross. The Tappahoc Bakery, which has been in business since 1985, has moved its store to Westmoreland. The new store is located on the corner of Highway 17 and Highway 102. The bakery offers a wide variety of breads, pastries, and cakes. The new store is open from 8 a.m. to 6 p.m. every day.

#### POTOMAC RIVER FESTIVAL

Celebrating miracles at Relay for Life

The community comes together, working to end cancer for good

By Michelle Smith

A group of volunteers gathered at the Potomac River Festival to celebrate the success of the Relay for Life event. The event was held at the Potomac River Festival grounds and was a great success. The community came together to support the fight against cancer and to raise money for cancer research. The event was a wonderful day for everyone involved.

#### New school, new ideas

Closing the gaps by lifting students' spirits

By Michelle Smith

Many have been getting excited about the prospect of a new school in Westmoreland. The new school is expected to open in the fall of 2020. The school is expected to provide a high-quality education for the students in the area. The school is expected to be a great addition to the community.

#### Watch out for bears

Several reported bear sightings near King George County

By Michelle Smith

Several people have reported sightings of bears near King George County. The sightings were reported in the area of the Potomac River. The sightings were reported by several people who were out for a walk or a jog. The sightings were reported in the area of the Potomac River.

#### Water rates may increase

Local utility board is expected to raise rates by 10 percent

By Michelle Smith

The local utility board is expected to raise water rates by 10 percent. The increase is expected to be implemented in the fall of 2020. The increase is expected to be necessary to cover the cost of the new water treatment plant. The increase is expected to be a 10 percent increase in the rate.

#### Town tax cap discussion

The local government is expected to discuss a new tax cap

By Michelle Smith

The local government is expected to discuss a new tax cap. The cap is expected to be implemented in the fall of 2020. The cap is expected to be necessary to limit the amount of tax that can be collected. The cap is expected to be a 10 percent cap on the amount of tax that can be collected.

#### Virginia Sheriffs' Institute scholarships awarded

Local students receive awards for academic achievement

By Michelle Smith

Local students have received awards for academic achievement from the Virginia Sheriffs' Institute. The awards were presented to the students at a ceremony held at the Sheriffs' Institute. The awards were presented to the students for their excellent academic performance. The awards were presented to the students for their hard work and dedication.

### Northumberland Echo

WILMINGTON, VA • MAY 6, 2020 • 7/5c

**LOCAL ECHO**

#### Holley Graded School welcomes visitors to historic site

By Michelle Smith

Holley Graded School has welcomed visitors to its historic site. The school is located in the town of Holley and is a great example of early 20th-century architecture. The school is open to the public and is a great place to visit. The school is a great example of the town's rich history.

#### Bluegrass Festival in full swing

By Michelle Smith

The Bluegrass Festival is in full swing in Northumberland. The festival is a great celebration of the town's rich musical heritage. The festival is a great place to enjoy live music and to learn more about the town's history. The festival is a great example of the town's commitment to its cultural heritage.

#### The Freshmen jazz things up in Northumberland

By Michelle Smith

The Freshmen jazz band has put on a great performance in Northumberland. The band is a great example of the town's rich musical heritage. The band is a great example of the town's commitment to its cultural heritage. The band is a great example of the town's commitment to its cultural heritage.

#### SHARING THE WEALTH

By Michelle Smith

Local residents are sharing their wealth with the community. The residents are donating money to support local charities and organizations. The residents are a great example of the town's commitment to its community. The residents are a great example of the town's commitment to its community.

**Index**

Calendar 3  
Classifieds 6  
Sports 4

**INSIDE**

FOOD FALION  
CONNECT

**Northumberland High School principal and counselors present at state conference**

By Michelle Smith

The Northumberland High School principal and counselors have presented at a state conference. The conference was held in the town of Northumberland and was a great opportunity for the school staff to learn more about the latest in education. The conference was a great success and was a great example of the school's commitment to its students.

# Northern Neck News Westmoreland News Northumberland Echo

The Northern Neck News, Westmoreland News, and the Northumberland Echo, some of Virginia's longest-running newspapers, have been providing community news for the Northern Neck region since 1879. The newspapers enjoy a broad-based local support and loyal readership. As the Northern Neck's award-winning newspapers of record, they provide their readers each week with a variety of community news, sports, and local government affairs.

As the primary news source for readers in the area, the NNN, WMN, and NUE are also the strongest print advertising vehicle for businesses seeking to target the diverse Northern Neck region. Despite their long and rich history in print, these papers have dramatically increased their use of technology to quickly get readers the information they want and need in a variety of forms. The text alerts system allows cell phone or email users to receive short, timely updates with the forecast of the day's weather, traffic reports, and breaking news, in addition to newsletter updates.

The newspapers' websites, [www.northernnecknews.com](http://www.northernnecknews.com), [www.westmorelandnews.net](http://www.westmorelandnews.net), and [www.northumberlandecho.com](http://www.northumberlandecho.com) feature portions of articles in the papers each week, as well as breaking news reports and even videos shot by local reporters at Northern Neck events.







## Welcome to the Northern Neck of Virginia

We hope you'll stay awhile. Make sure to pick up a copy of the Northern Neck news, Westmorland News, and Northumberland Echo to read while you relax in this beautiful, historical, rural community.



| <b>Table of Contents</b>              |       |
|---------------------------------------|-------|
| Welcome                               | 1     |
| Northern Neck News Advertising Rates  | 2-3   |
| Westmoreland News Advertising Rates   | 4-5   |
| Northumberland Echo Advertising Rates | 6-7   |
| Sizes & Mechanical Specifications     | 8     |
| Column Inches Charts                  | 9     |
| Classifieds                           | 10    |
| Packages & Specials                   | 11    |
| Online Advertising                    | 12    |
| E-Blasts                              | 13    |
| Special Publications                  | 14-15 |
| Inserts                               | 16    |
| Frequently Asked Questions            | 17    |
| Contact Information                   | BACK  |

# Northern Neck News



Covering Richmond County and Essex County • Circulation: 4,266

## ADVERTISING RATES

**Below are rates per column inch, for black and white advertisements.**

Choose your frequency commitment and the size of your advertisement by the week. No other discounts on advertising or Internet services apply. Color, Business Directory premium upgrades and other advertising package features are not included in a la carte pricing.

| Open Display Rate | National | Legal Display | Classified Display | Business Directory  | Non Profit | Classified Liners   |
|-------------------|----------|---------------|--------------------|---------------------|------------|---|
| \$15.63           | \$18.57  | \$12.46       | \$15.63            | \$43.71<br>per week | \$13.44    | \$21.24<br>up to 14 words,<br>then \$1.51 per<br>word over 14 |

**DEADLINE: Mondays at 10 A.M. All ads must be approved by Monday at 2 P.M. for upcoming Wednesday edition.**



# FREQUENCY & VOLUME DISCOUNTS

## What is a volume discount?

The more you advertise, the more you save. Rates for multi-week and high volume advertising listed below.

| 6X/375" per year | 12X/750" per year | 24X/1500" per year | 48X/3,000" per year |
|------------------|-------------------|--------------------|---------------------|
| \$14.54          | \$14.21           | \$13.98            | \$13.55             |

# COLOR CHARGES

## Color is better.

Color images are more memorable than grayscale. Make your advertisements stand out with color!

| Up to a Quarter Page | Quarter Page | Half Page | Full Page |
|----------------------|--------------|-----------|-----------|
| \$35                 | \$50         | \$100     | \$200     |

# COMBO RATE

## Reach more readers in our other publications.

Ask your multi-media sales consultant for details.

**Westmoreland News Northumberland Echo**

**\$8.09 per column inch for each paper.**

**Our Graphics Department will design your ad at no additional charge!**

## Advertising design is always free.

You don't need to hire a costly agent to design your ad. Let us create an advertising design that will draw those potential customers right to your door!

## Camera ready art preferred formats:

PDF, EPS, TIFF, Adobe InDesign (packaged), Adobe Photoshop, Adobe Illustrator.  
We do not accept files from software programs other than what is listed above.

# Westmoreland News



**Covering Westmoreland County and King George County - Circulation: 2,573**

## ADVERTISING RATES

**Below are rates per column inch, for black and white advertisements.**

Choose your frequency commitment and the size of your advertisement by the week. No other discounts on advertising or Internet services apply. Color, Business Directory premium upgrades and other advertising package features are not included in a la carte pricing.

| Open Display Rate | National | Legal Display | Classified Display | Business Directory  | Non Profit | Classified Liners   |
|-------------------|----------|---------------|--------------------|---------------------|------------|---|
| \$14.86           | \$17.37  | \$11.04       | \$14.64            | \$43.71<br>per week | \$12.51    | \$21.24<br>up to 14 words,<br>then \$1.51 per<br>word over 14 |

**DEADLINE: Mondays at 10 A.M. All ads must be approved by Monday at 2 P.M. for upcoming Wednesday edition.**



# FREQUENCY & VOLUME DISCOUNTS

## What is a volume discount?

The more you advertise, the more you save. Rates for multi-week and high volume advertising listed below.

| 6X/375" per year | 12X/750" per year | 24X/1500" per year | 48X/3,000" per year |
|------------------|-------------------|--------------------|---------------------|
| \$13.55          | \$13.38           | \$13.06            | \$12.62             |

# COLOR CHARGES

## Color is better.

Color images are more memorable than grayscale. Make your advertisements stand out with color!

| Up to a Quarter Page | Quarter Page | Half Page | Full Page |
|----------------------|--------------|-----------|-----------|
| \$35                 | \$50         | \$100     | \$200     |

# COMBO RATE

## Reach more readers in our other publications.

Ask your multi-media sales consultant for details.

**Northern Neck News Northumberland Echo**

**\$8.09 per column inch for each paper.**

**Our Graphics Department will design your ad at no additional charge!**

## Advertising design is always free.

You don't need to hire a costly agent to design your ad. Let us create an advertising design that will draw those potential customers right to your door!

## Camera ready art preferred formats:

PDF, EPS, TIFF, Adobe InDesign (packaged), Adobe Photoshop, Adobe Illustrator.  
We do not accept files from software programs other than what is listed above.

# Northumberland Echo



Covering Northumberland County and Lancaster County • Circulation: 1,543

## ADVERTISING RATES

**Below are rates per column inch, for black and white advertisements.**

Choose your frequency commitment and the size of your advertisement by the week. No other discounts on advertising or Internet services apply. Color, Business Directory premium upgrades and other advertising package features are not included in a la carte pricing.

| Open Display Rate | National | Legal Display | Classified Display | Business Directory  | Non Profit | Classified Liners   |
|-------------------|----------|---------------|--------------------|---------------------|------------|---|
| \$10.71           | \$12.68  | \$8.27        | \$10.60            | \$43.71<br>per week | \$9.39     | \$21.24<br>up to 14 words,<br>then \$1.51 per<br>word over 14 |

**DEADLINE: Mondays at 10 A.M. All ads must be approved by Monday at 2 P.M. for upcoming Wednesday edition.**



# FREQUENCY & VOLUME DISCOUNTS

## What is a volume discount?

The more you advertise, the more you save. Rates for multi-week and high volume advertising listed below.

| 6X/375" per year | 12X/750" per year | 24X/1500" per year | 48X/3,000" per year |
|------------------|-------------------|--------------------|---------------------|
| \$10.27          | \$9.95            | \$9.72             | \$9.39              |

# COLOR CHARGES

## Color is better.

Color images are more memorable than grayscale. Make your advertisements stand out with color!

| Up to a Quarter Page | Quarter Page | Half Page | Full Page |
|----------------------|--------------|-----------|-----------|
| \$35                 | \$50         | \$100     | \$200     |

# COMBO RATE

## Reach more readers in our other publications.

Ask your multi-media sales consultant for details.

# Northern Neck News Westmoreland News

**\$8.09 per column inch for each paper.**

**Our Graphics Department will design your ad at no additional charge!**

## Advertising design is always free.

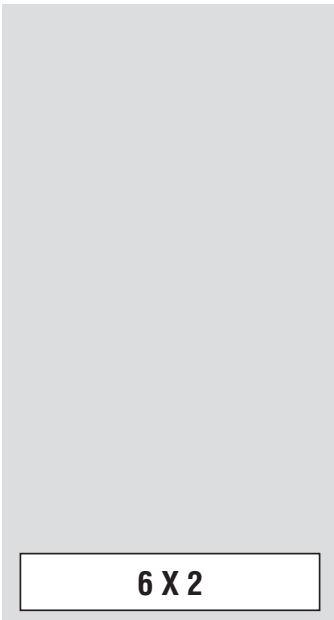
You don't need to hire a costly agent to design your ad. Let us create an advertising design that will draw those potential customers right to your door!

## Camera ready art preferred formats:

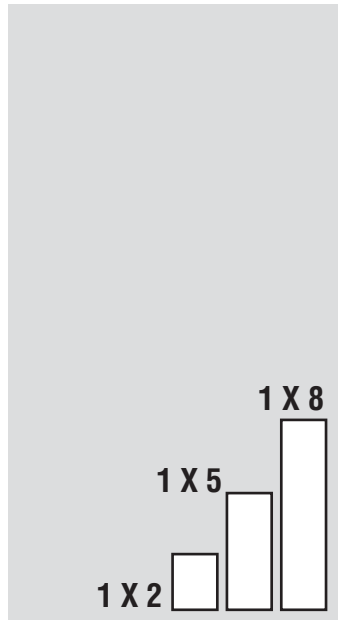
PDF, EPS, TIFF, Adobe InDesign (packaged), Adobe Photoshop, Adobe Illustrator.  
We do not accept files from software programs other than what is listed above.

# SIZES & MECHANICAL SPECIFICATIONS

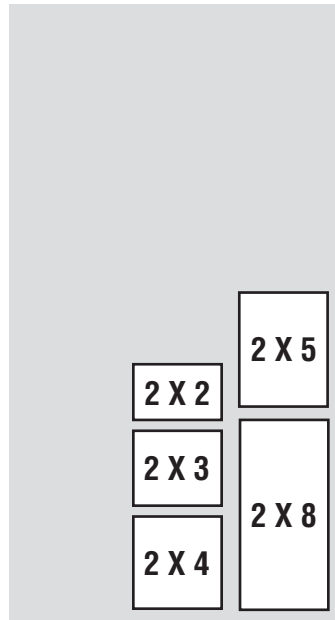
**STRIP AD**



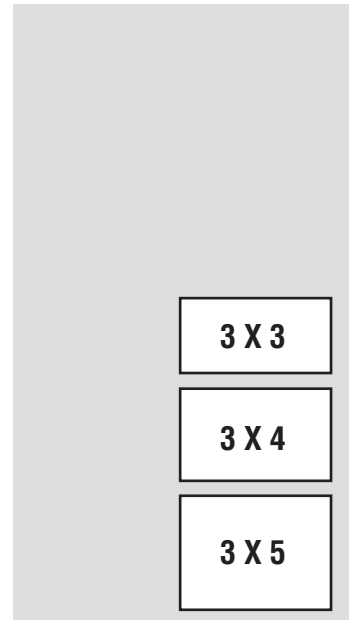
**1 COLUMN ADS**



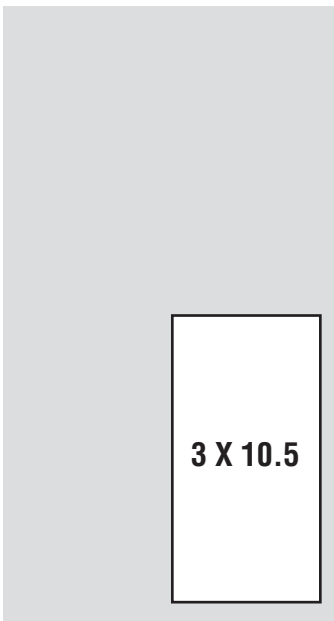
**2 COLUMN ADS**



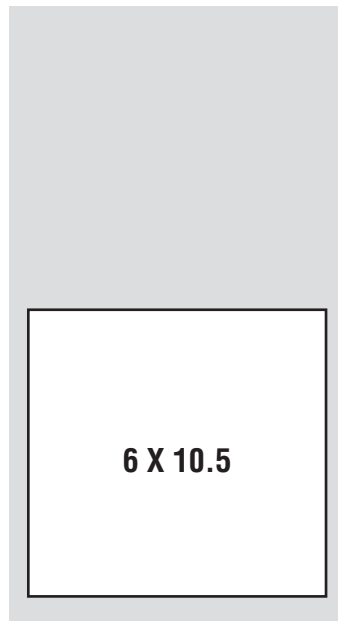
**3 COLUMN ADS**



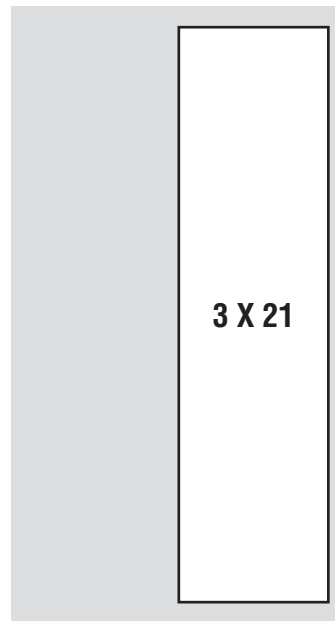
**QUARTER PAGE**



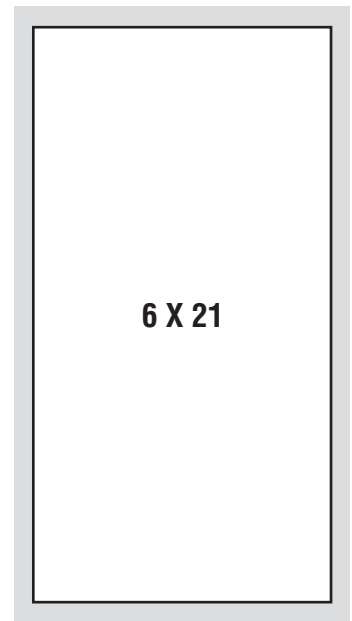
**HORIZONTAL HALF PAGE**



**VERTICAL HALF PAGE**



**FULL PAGE**



Newspaper pages are divided into 6 columns. ROP (Run of the Paper) advertisements are sized using columns for width, and inches for height. These illustrations show some of the most common ad sizes, measured in columns X inches.



# ADVERTISING SIZE CHART

## ROP Column Widths

1..... 1.7361”

2..... 3.6389”

3..... 5.5417”

4..... 7.4444”

5..... 9.3472”

6..... 11.25”

## Classified/Legal Widths

1..... 1.2604”

2..... 2.6875”

3..... 4.1146”

4..... 5.5417”

5..... 6.9688”

6..... 8.3958”

7..... 9.8229”

8..... 11.25”

**Newspaper pages are divided into 6 columns. Classified pages are divided into 8 columns. These tables list the actual inches associated with column width for ROP and Classified/Legal ads.**

# CLASSIFIEDS & PUBLIC NOTICES

Public Notices (also referred to as legal notices or legal ads) in general circulation newspapers are fundamental to a free society, a permanent and verifiable record that the public was adequately informed about decisions taken or about to be taken.

Each week our papers publish several public notices about events, conditions or actions that affect individuals, neighborhoods and businesses of the Northern Neck and surrounding areas.

Public Notices pages appear every week in our newspapers and are searchable 24/7 on our websites. In the newspapers, a banner with artwork, a definition of public notices and why they are important heads the page(s). An individual template may be designed for municipalities so that readers immediately recognize whether the ad invoices their community. Public notice pages are listed in the index of both newspapers, and house ads throughout the paper help educate readers of the importance of public notices and where to find them in their paper.

Public Notice advertisers may purchase frequency contracts and enjoy the same discounts available to retail advertisers. An affidavit with tear sheets to verify publication is mailed to public notice advertisers upon request following the last insertion date. Billing statements are mailed the first of each month.





# PACKAGES & SPECIALS

# OWN THE WEEK!

## YOU CAN DOMINATE THE WEEK

in **PRINT** and **ONLINE** with:

- Front Page strip ad 6c x 2", color
- Desktop Billboard on Home Page
- Mobile Billboard on Home Page
- Email Blast
- Social Media Post on Facebook



Get Customers  
**ATTENTION!**

*Limited availability*

\*No long term contract

**ONLY  
\$415**

**Call today  
804-333-NEWS**

**MORE audience now than any time in our history!**

**Be sure to check with your Multi-Media Sales Consultant for more advertising specials throughout the year!**

# ONLINE DISPLAY ADVERTISING

Get more exposure with online advertising.

Be **SEEN**  
with online  
advertising!



Leaderboard - 728 X 90 pixels

- Leaderboard ads appear on the top of every page of the website.
- Skyscraper ads appear “above the fold” on every top-level page of the website.
- Medium Rectangle ads appear “below the fold” on every top-level page of the website, and on the full story pages in the right-hand rail of the story.
- Mobile banners appear at the top of mobile website pages.



Skyscraper - 300 X 600



Rectangle - 300 X 250 pixels



Mobile Banner - 320 X 50 pixels

## About our websites

www.northernnecknews.com, www.westmorelandnews.net, and www.northumberlandecho.com are the community news and information websites for the Northern Neck area. Available upgrades with our premium packages include a digital subscription to the newspaper, featured positioning, e-newsletter sponsorship, e-blast digital ad, additional category listings and key words, banner and business profile with photographs and logos.

www.northernnecknews.com  
www.westmorelandnews.net  
www.northumberlandecho.com

# E-BLASTS

Reach more customers with email marketing.



Email Blasts are sent out to over 10,000 opt-in email addresses in our area.



Social media? We do that, too!

Ask your Multi-Media Sales Consultant about your approved posts on one or all of our newspapers' Facebook pages.

**EMERGE 24** - This message has been sent to you as a subscriber of **Westmoreland News**

*Here for* | *Tomorrow.*

Let's take our career "roadmap." More time for life.

Learn about our new 401(k) plan and how to take advantage of it. You'll find out how to get the most out of your 401(k) plan. We'll also show you how to get the most out of your 401(k) plan. We'll also show you how to get the most out of your 401(k) plan.

More open.

Regional Center of Excellence  
Westmoreland News  
Town of Warsaw, VA

For more information and details, please visit [www.marywash.com](http://www.marywash.com)

**Mary Washington Healthcare** *Here for you.*  
Customized.com

**EMERGE 24** - This message has been sent to you as a subscriber of **Northern Neck News**

**EMGE Paving**

Driveways & Parking Areas • Paving & Maintenance

OVER 60 YEARS EXPERIENCE, NOW IN YOUR AREA.  
Free Estimates! Call 804-631-2141

Local references include Town of Warsaw  
[www.pavingrichmondva.com](http://www.pavingrichmondva.com)

**EMERGE 24** - This message has been sent to you as a subscriber of **Westmoreland News**

**Bevard Automotive**

7516 COPLER HIGHWAY • HAGUE, VA  
**(804) 472-3700**

TUNE UPS • WHEEL ALIGNMENTS  
AIR CONDITION • SHOCKS • TIRES  
OIL CHANGES • BRAKES  
STATE INSPECTIONS  
USED TIRES STARTING AT \$25

**Readers' Choice 2018**

VOTED BEST AUTO SERVICE SHOP IN THE NORTHERN NECK!

**EMERGE 24** - This message has been sent to you as a subscriber of **Northumberland Echo**

Spend the summer relaxing, not worrying.

**Cralle Insurance Agency**

Sound Insurance for Every Need  
Auto • Home • Business • Flood  
**(804) 529-6226**

**Independent Insurance Agent**

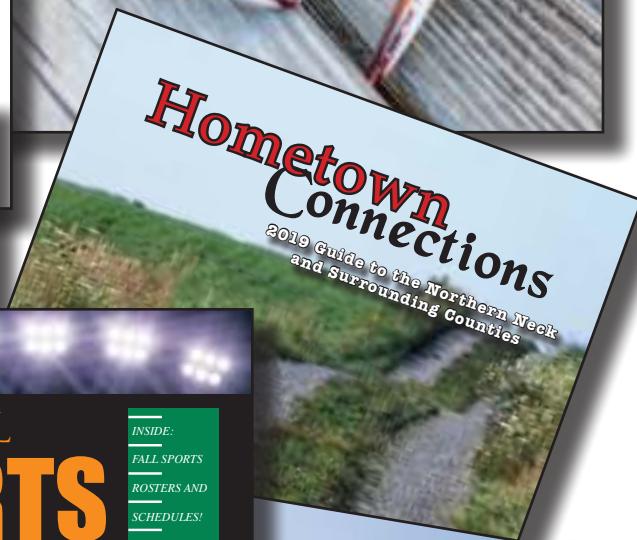
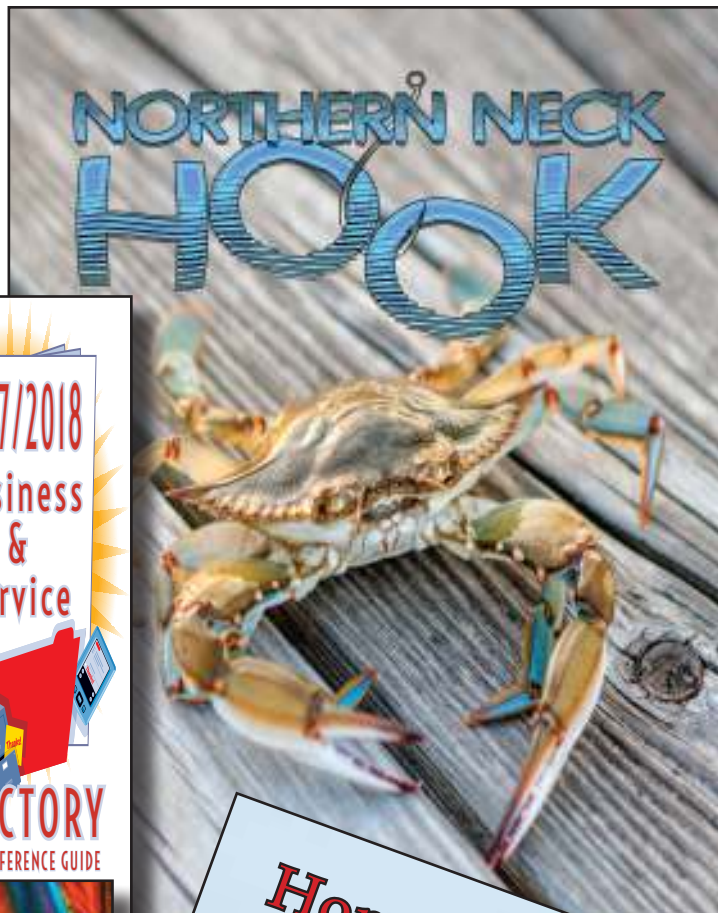
51 Factory Lane  
Callao, Virginia

[www.cralleinsurance.com](http://www.cralleinsurance.com)



We're more than just newspapers.  
 Our readers look forward to our special sections throughout the year.

From RiverViews Magazine to the Business & Service Directory, you're sure to find an audience for your message in the pages of one or all of our special publications.



Brought to you by Northern Neck News,  
 Westmoreland News, and Northumberland Echo

Brought to you by the Northern Neck News,  
 Westmoreland News, and Northumberland Echo



# SPECIAL PUBLICATIONS - SIZES & PRICES

## Tabloids

Special tabloid-sized publications inserted into the newspaper, ie. Fall Sports, Spring Sports, Graduation, and Senior Living.

| Eighth Page                    | Quarter Page                 | Half Page                  | Full Page                | Inside Front/<br>Back Cover | Back Cover               |
|--------------------------------|------------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|
| 2 col x 2.75"<br>4.92" x 2.75" | 2 col x 5.5"<br>4.92" x 5.5" | 4 col x 5.5"<br>10" x 5.5" | 4 col x 11"<br>10" x 11" | 4 col x 11"<br>10" x 11"    | 4 col x 11"<br>10" x 11" |
| <b>€145</b>                    | <b>€268</b>                  | <b>€435</b>                | <b>€625</b>              | <b>€656</b>                 | <b>€670</b>              |

## RiverViews

A slick magazine published twice a year. RiverViews has been a Northern Neck tradition for over 25 years.

| Eighth Page                    | Quarter Page                   | Half Page                     | Full Page                     | Inside Front/<br>Back Cover   | Back Cover                    |
|--------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 2 col x 2.25"<br>3.75" x 2.25" | 2 col x 4.75"<br>3.75" x 4.75" | 4 col x 4.75"<br>7.5" x 4.75" | 4 col x 9.75"<br>7.5" x 9.75" | 4 col x 9.75"<br>7.5" x 9.75" | 4 col x 9.75"<br>7.5" x 9.75" |
| <b>€182</b>                    | <b>€328</b>                    | <b>€491</b>                   | <b>€717</b>                   | <b>€753</b>                   | <b>€768</b>                   |

## Northern Neck Hook

Our most anticipated tabloid of the year, reaching tens of thousands of readers in the Northern Neck.

| Eighth Page              | Quarter Page                   | Half Page                    | Full Page                | Inside Front/<br>Back Cover | Back Cover               |
|--------------------------|--------------------------------|------------------------------|--------------------------|-----------------------------|--------------------------|
| 2 col x 3"<br>4.75" x 3" | 2 col x 6.25"<br>4.75" x 6.25" | 4 col x 6.25"<br>10" x 6.25" | 4 col x 13"<br>10" x 13" | 4 col x 13"<br>10" x 13"    | 4 col x 13"<br>10" x 13" |
| <b>€192</b>              | <b>€346</b>                    | <b>€495</b>                  | <b>€725</b>              | <b>€760</b>                 | <b>€775</b>              |

## Hometown Connections

Also known as the County Guide, this slick magazine contains contact information for county services across the Northern Neck, and is a mainstay on readers' coffee tables the whole year-round.

| Eighth Page                    | Quarter Page                   | Half Page                     | Full Page                     | Inside Front/<br>Back Cover   | Back Cover                    |
|--------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| 2 col x 2.25"<br>3.75" x 2.25" | 2 col x 4.75"<br>3.75" x 4.75" | 4 col x 4.75"<br>7.5" x 4.75" | 4 col x 9.75"<br>7.5" x 9.75" | 4 col x 9.75"<br>7.5" x 9.75" | 4 col x 9.75"<br>7.5" x 9.75" |
| <b>€182</b>                    | <b>€328</b>                    | <b>€491</b>                   | <b>€717</b>                   | <b>€753</b>                   | <b>€768</b>                   |

## Calendar

Each advertiser gets one small ad for every month of the calendar year, and one large ad on one month of the calendar year.

**Small** (one on each month)

1.3976" x 1.1972"

**Large** (one on a random month)

7.5079" x 1.1972"

**€350**

# Insert Advertising

## Pre-Print Insertion Rates:

|                                  |            |
|----------------------------------|------------|
| Single sheet 8.5 x 11 or smaller | \$67.55/M  |
| 4 page tab                       | \$92.87/M  |
| 8 page tab                       | \$100.02/M |
| 12 page tab                      | \$108.53/M |
| 16 page tab                      | \$116.40/M |

**Preprints must measure minimum of 5"x6" and must not exceed 11"x11"**

Pre-print insert rates are for total distribution of the trade areas of Lakeway Publishers of Virginia publications. Total distribution, zip codes breakdowns are available on request. Rates for page counts exceeding 32-page tab equivalency, add \$10/per 4 page increments. We do not accept Brokered Advertising. Pre-prints with page weights exceeding newsprint may be subject to a surcharge equal to the applicable mail rate. Allow for 2% waste. Single sheet inserts should be on 70lb stock or greater. Allow 4% waste for single sheet inserts. Inserts must be shipped to printer and received a minimum of one week prior to publication. Inserts must be stacked on pallets or neatly boxed with appropriate shipping information, including newspaper's name inserting the pre-print; advertisement's name; quantity of pre-prints per shipment; and insertion date.

NNN, WMN, NUE  
 C/O Narrow Passage Press  
 18084 Old Valley Pike  
 Edinburg, VA 22824

540-459-4000



# Frequently Asked Questions

## **How much does an ad cost?**

This question is easily answered once we know the details. When we know your business and marketing goals, we can design an advertising package that will fit your budget. Combination packages are available.

## **What is your circulation?**

Northern Neck News- 4,266  
Westmoreland News- 2,573  
Northumberland Echo- 1,543

## **When are your advertising deadlines?**

The deadline for legal advertisements is 12 Noon on Fridays. The deadline for ROP and classified ads is 10 A.M. on Mondays. For special sections deadlines, please call your advertisement representative.

## **Can I have a proof of my ad before publication?**

Proofs are intended for checking prices, spelling, and corrections.

## **What position or page is the best for my ad?**

Readers tell us that they read our papers from cover to cover. For maximum exposure, it's best for your ads to be placed ROP or "run of paper." Your ad rotates weekly throughout the newspaper and guarantees the widest audience.

## **What credit cards do you accept?**

Visa, Mastercard, Discover, and American Express

## **Can you bill me for advertising?**

Upon receipt and approval of a completed credit application, we happily will bill your advertising cost to your account.

## **When does the paper come out?**

Our papers are published every Wednesday.

## **Is there an extra charge for design?**

No; creative services, layout, copy writing, and campaigns are free to advertisers.

## **How should I send my ad copy?**

You may e-mail a PDF of your ad in the correct size prior to the advertising deadline.

## **What types of files can you accept?**

We accept PDF files. Adobe ID, PS, and AI files.

## **What if there is a mistake in my ad?**

We assume liability for errors in advertising copy only to the extent that the newspaper will publish, at no charge, a corrected version of that portion of any advertisement in which an error occurs. To qualify for publication of corrected copy at no charge, we must be notified of the error by 5 p.m. Monday following the date of original publication.

## **Who owns the Northern Neck News, Northumberland Echo, and the Westmoreland News?**

Lakeway Publishers, Inc. is a multi-state publisher of newspapers, magazines, and special publications. Lakeway owns and operates community newspapers and magazines in Tennessee, Missouri, and Virginia. Lakeway Publishers, Inc. was incorporated in 1966 and is based in Morristown, Tennessee.

Our community-specific papers deliver targeted news, lifestyle, local sports and entertainment information to our diverse regions. With our special publications, we aim to reach people of all ages, and all walks of life. All of our publications are available for all media whether it be desktop computers, mobile devices, or tablets.

## **Copy Regulation**

All advertising is accepted subject to approval by the Publisher. This newspaper reserves the right to refuse or cancel any advertisement at any time. Our papers assume liability for errors in advertising copy to the extent that the newspaper will publish, at no charge, a corrected version of the portion of any advertisement in which an error occurs. To qualify for publication of corrected copy at no charge, we must be notified of the error by 5 p.m. Monday following the date of original publication.

## **Additional Services**

### **Proofs**

Proofs are intended for checking prices, spelling and corrections. Proofs must be returned with corrections three (3) days prior to publication. A design charge at the rate of \$40 per hour will be billed for ads set in proof but not run in our paper, or when changes in proof design elements are required.

### **Tearsheets**

Electronic tearsheets will be supplied at no charge upon request by advertisers following publication. Tear sheets furnished through the U.S. Postal Service may be requested for a flat fee of \$6.00 per month.

THANK YOU for choosing the Northern Neck News, Westmoreland News,  
and Northumberland Echo for your advertising needs.

## CONTACT INFORMATION

**Northern Neck News**  
**Westmoreland News**  
**Northumberland Echo**

132 Court Circle  
P.O. BOX 8  
Warsaw, VA 22572

Phone: 804-333-NEWS (6397)  
Fax: 804-333-0033  
[www.northernnecknews.com](http://www.northernnecknews.com)  
[www.westmorelandnews.net](http://www.westmorelandnews.net)  
[www.northumberlandecho.com](http://www.northumberlandecho.com)

Cathy Gerring  
Publisher

Brittlynn Powell  
Editor  
[bpowell@westmorelandnews.net](mailto:bpowell@westmorelandnews.net)

Stephanie Sanford  
Circulation  
[nnncirc@lcs.net](mailto:nnncirc@lcs.net)

Cassandra Lanier  
classifieds/legals, NNN, WMN, NUE  
[nnnclassifieds@lcs.net](mailto:nnnclassifieds@lcs.net)

**NNN, NUE, WMN**

**Advertising Sales:**

Amber Wilson  
[awilson@northernnecknews.com](mailto:awilson@northernnecknews.com)

**Composition:**

Melody Hasselvander  
[mhasselvander@northernnecknews.com](mailto:mhasselvander@northernnecknews.com)

Cheryl Angolia  
[nnncomp@lcs.net](mailto:nnncomp@lcs.net)

Janice Hutt  
[nnngraphics3@lcs.net](mailto:nnngraphics3@lcs.net)

**Office Hours**

Monday – Friday  
8:30 AM – 5:00 PM  
Saturday – Sunday  
Closed

**Narrow Passage Press**

18084 Old Valley Pike  
Edinburg, VA 22824

540-459-4000