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# REGIONAL

## MEDIA KIT & RATE GUIDE

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### **RICHMOND**

300 E. Franklin Street  
Richmond, VA 23219

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### **KELLY TILL**

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smithmountainlake  com

THE ROANOKE TIMES

Richmond Times-Dispatch

BRISTOL HERALD COURIER

Danville Register & Bee

CULPEPER STAR-EXPONENT



LEE BUSINESS SOLUTIONS

The Daily Progress

The News & Advance

MARTINSVILLE BULLETIN

The Franklin News-Post

The Free Lance-Star

swva  today

THE NEWS VIRGINIAN



sales@timesdispatch.com (804)649-6521



## COMPREHENSIVE MARKETING SOLUTIONS

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

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



### DIGITAL MARKETING

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



### SOCIAL MEDIA MARKETING

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



### PRINT MARKETING

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

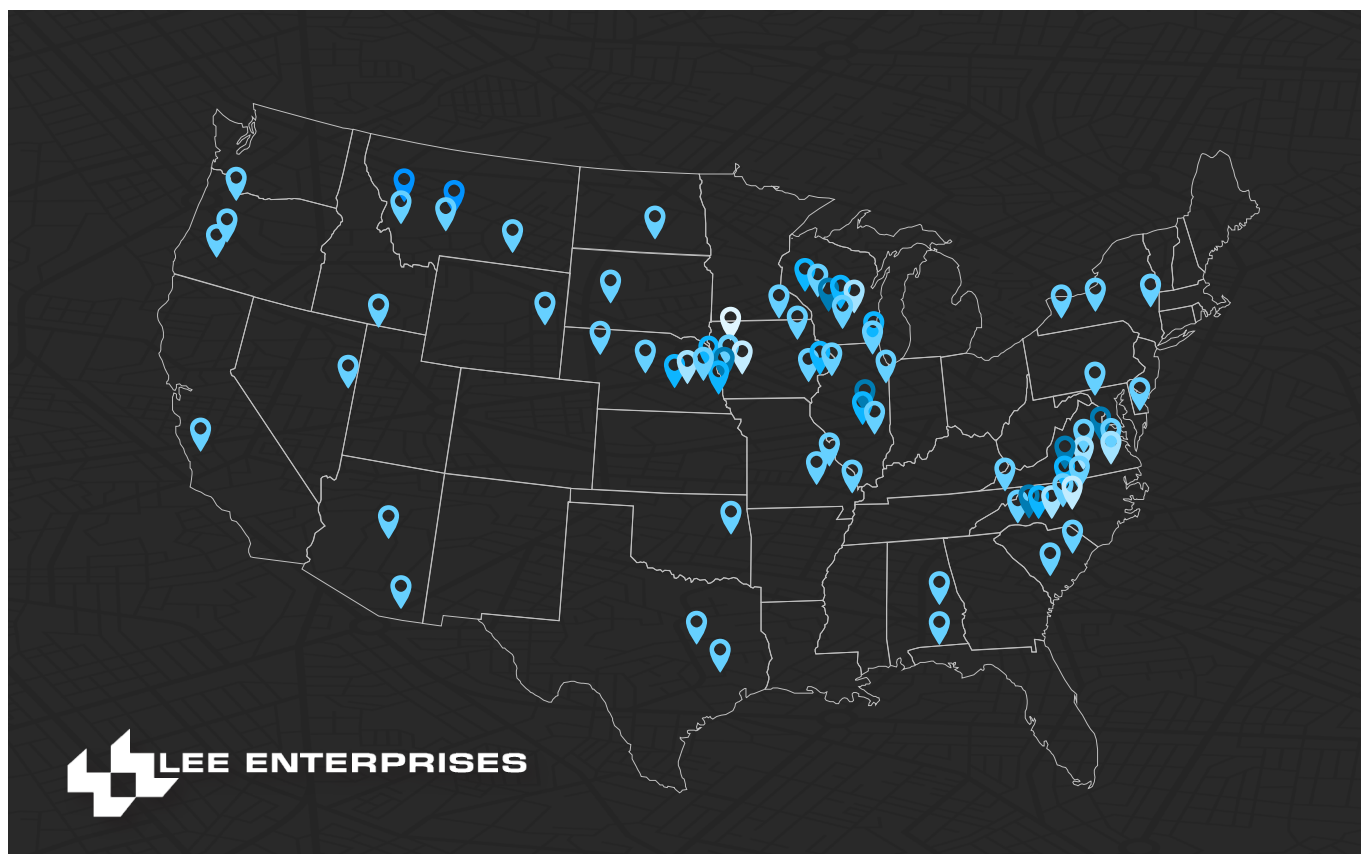


# WE'RE **NOT JUST** THE NEWSPAPER!

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



# NATIONAL RESOURCES MEET **LOCAL EXPERTISE**



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

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

REPRESENTED IN:

**77 MARKETS**

LOCAL PRESENCE IN:

**26 STATES**

TEAM MEMBERS:

**NATIONWIDE**

DIGITAL MARKETING POWERED BY:



# WE'VE GOT VA COVERED!



## MARKET SNAPSHOT

Anchoring Central Virginia, the Richmond-Petersburg market serves as the capital of the Commonwealth and boasts a diverse populations and smattering of cultures.

This area has a rich history with chapters that include health tech, innovative research, agriculture, educational excellence and so much more. It is also poised for an exciting future with an influx of new businesses, developments, and residents moving to the area every year.

This is where urban edginess meets southern charm. Or, as some would say, chaaam. It's a mid-size city – but traffic's no big deal, which is good if you're trying to get to one of our amazing restaurants, art exhibits or unique attractions.

## MARKET MAKEUP

Population .....	1,210,036
Average age .....	48
Average household Income .....	\$84,341.43
Average home value .....	\$299,426.09
% with college degree .....	36.7%
Military households .....	229,838

Source: Scarborough R2 2021

## BRAND FAMILY

### THE DAILY PROGRESS

CHARLOTTESVILLE • [DAILYPROGRESS.COM](http://DAILYPROGRESS.COM)

### FREDERICKSBURG FREE LANCE STAR

FREDERICKSBURG • [FREDERICKSBURG.COM](http://FREDERICKSBURG.COM)

### DANVILLE REGISTER BEE/GO DAN RIVER

DANVILLE • [GODANRIVER.COM](http://GODANRIVER.COM)

### BRISTOL HERALD COURIER - TRICITIES

BRISTOL • [HERALDCOURIER.COM](http://HERALDCOURIER.COM)

### MARTINSVILLE BULLETIN

MARTINSVILLE • [MARTINSVILLEBULLETIN.COM](http://MARTINSVILLEBULLETIN.COM)

### LYNCHBURG NEWS AND ADVANCE

LYNCHBURG • [NEWSADVANCE.COM](http://NEWSADVANCE.COM)

### THE NEWS VIRGINIAN

WAYNESBORO • [NEWSVIRGINIAN.COM](http://NEWSVIRGINIAN.COM)

### RICHMOND TIMES-DISPATCH

RICHMOND • [RICHMOND.COM](http://RICHMOND.COM)

### ROANOKE TIMES

ROANOKE • [ROANOKE.COM](http://ROANOKE.COM)

### SMITH MOUNTAIN LAKE

HARDY • [SMITHMOUNTAINLAKE.COM](http://SMITHMOUNTAINLAKE.COM)

### CULPEPER STAR-EXPONENT

CULPEPER • [STAREXPONENT.COM](http://STAREXPONENT.COM)

### SWVA TODAY

WYTHEVILLE • [SWVATODAY.COM](http://SWVATODAY.COM)

### FRANKLIN NEWS POST

ROCKY MOUNT • [THEFRANKLINNEWSPOST.COM](http://THEFRANKLINNEWSPOST.COM)

# MASSIVE REACH + MASSIVE RESULTS



## LOCAL REACH

# 70%

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

## RESPONSE RATE

# 10x

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

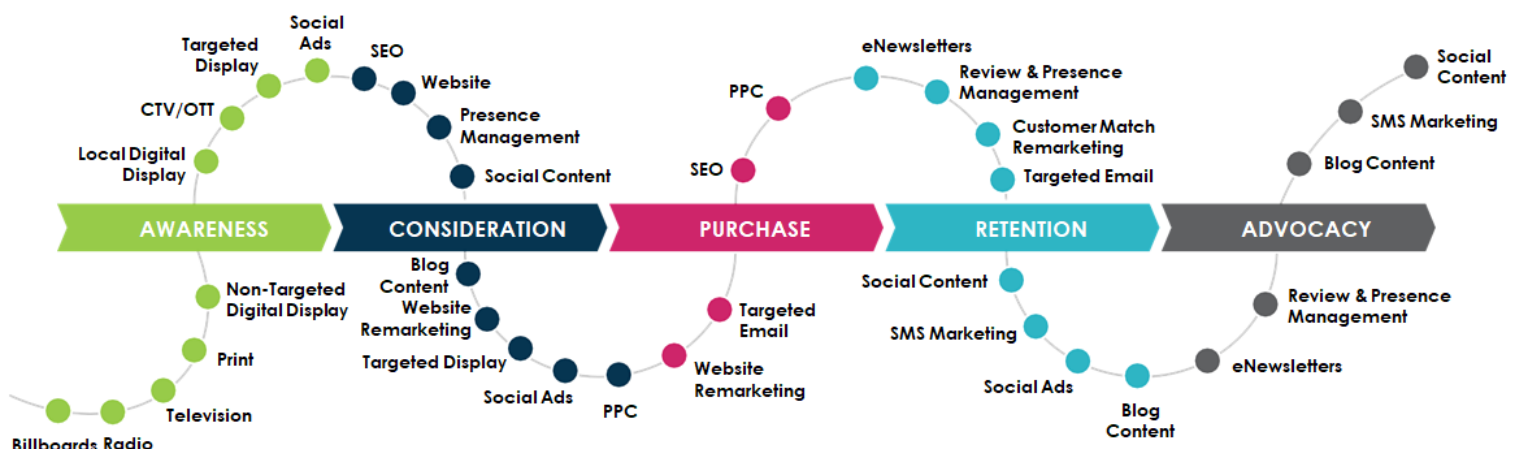
## WEBSITE PAGEVIEWS

# 30.7M

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

Source: Google Analytics

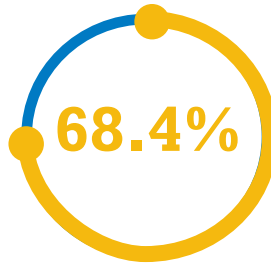
## FULL SERVICE MARKETING TAYLORED TO THE CONSUMER JOURNEY





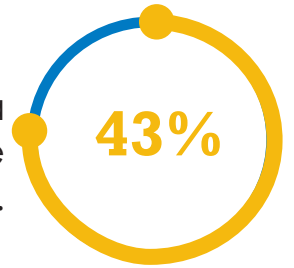


## READERSHIP



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

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



## OUR AUDIENCE



**50%**

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



**70%**

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



**37%**

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



**85%**

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

Source: CODA custom audience report commissioned by Lee Enterprises

## SOCIAL MEDIA AUDIENCE

### FACEBOOK

#### GENDER

**65.1%Female/34.9%Male**

#### AGE

**2.9% A18-24**

**17.1% A 25-34**

**23.5% A35-44**

**22.7% A45-54**

**17.6% A55-64**

**16.2% A65+**

#### LOCATIONS

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

### INSTAGRAM

#### GENDER

**65.8%Female/34.2%Male**

#### AGE

**3.3% A18-24**

**20.5% A 25-34**

**30.4% A35-44**

**23.7% A45-54**

**14.3% A55-64**

**7.8% A65+**

#### LOCATIONS

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

Source: Facebook Analytics



# AUDIENCE

## PRINT

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



# AUDIENCE *contd.*

## PRINT

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

**Statewide Total 1,074,947**

## WEBSITE

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

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

# RICHMOND.COM

## PREMIUM USER EXPERIENCE & HIGH IMPACT BRAND OPPORTUNITIES

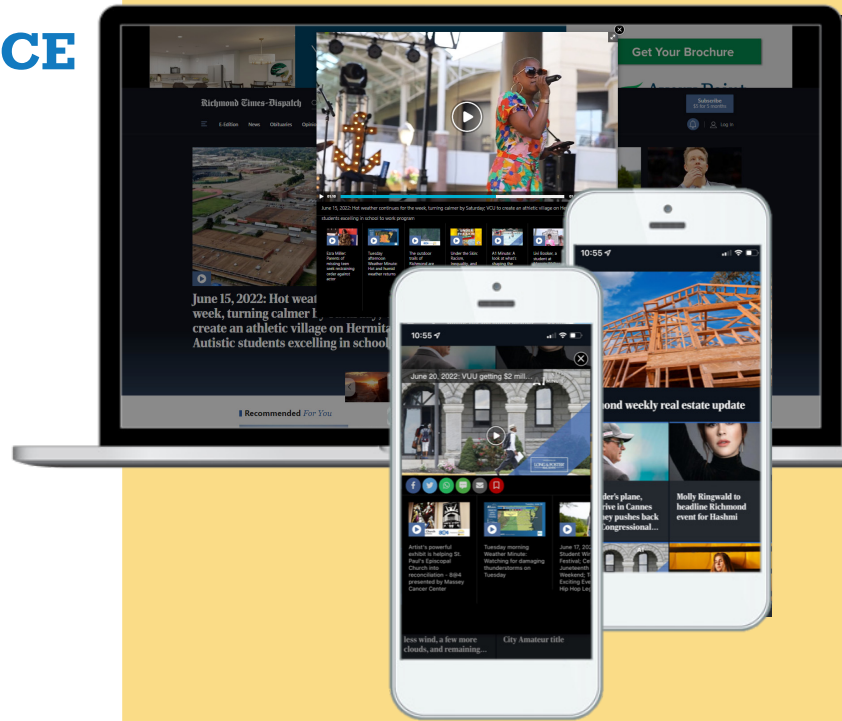
Users find our site template to be:

- Highly engaging
- Easy to navigate
- Modern and colorful

With an increased emphasis on digital storytelling and interactive content.

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

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



## VIDEO-CENTRIC SITE DESIGN

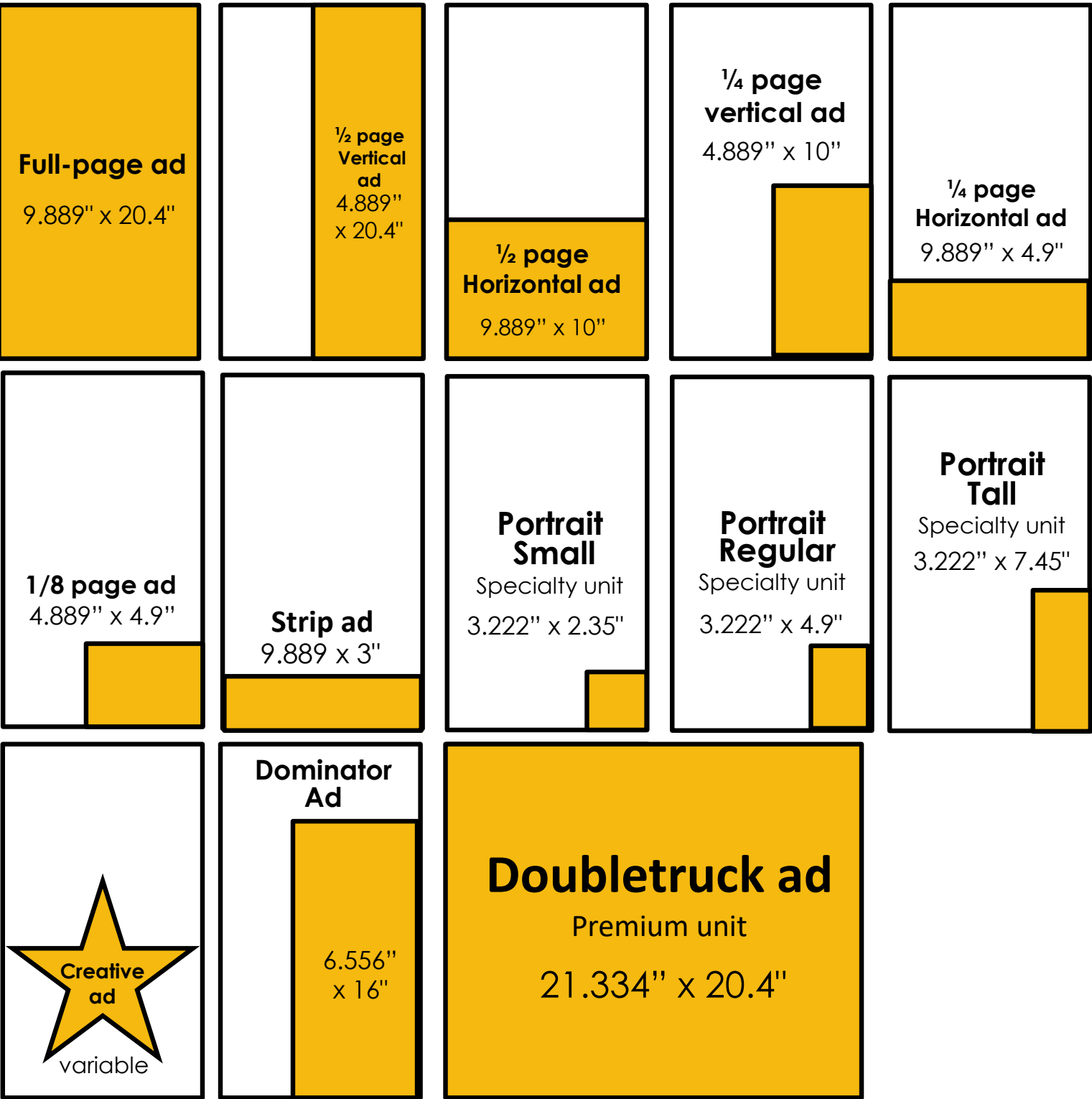
**The data doesn't lie! Video is king, so we designed our sites to be video forward, to give our audience what they want!**

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



# MODULAR SIZE INFO

## STANDARD MODULAR AD SIZES

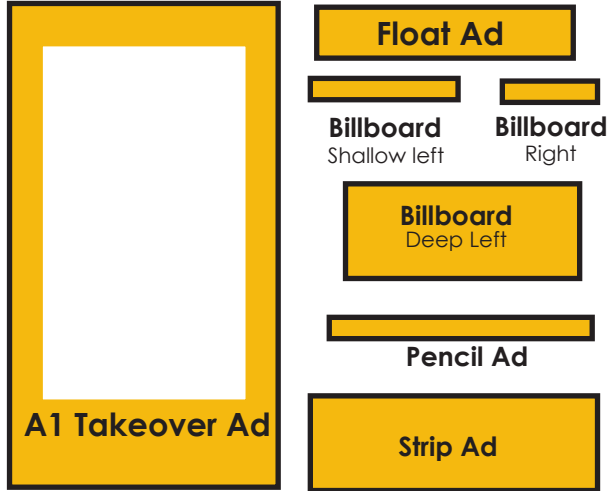




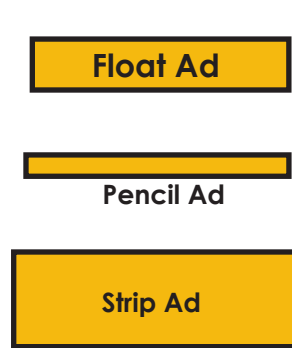
# PREMIUM

## PREMIUM MODULAR AD SIZES

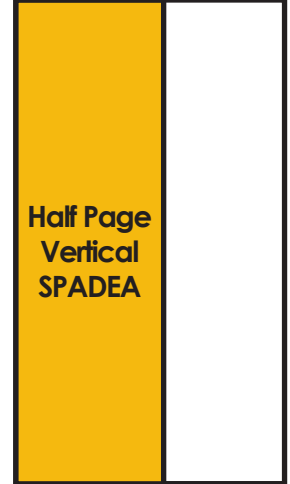
### Front Page



### Section Front



### Spadea



## MODULAR AD SIZE BY TYPE

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

# GENERAL INFORMATION

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

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

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

Thanksgiving Day edition is rated at Sunday rates.

## Preferred Positioning

Page +25%  
Section +15%

## ROP Size: Two Facing Pages

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

## Advertising Sizes

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

## Advertising Elements

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

## Reservations for color advertisements

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

## Late Reservations/Cancellations

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

## Advertising Dispatch

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

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

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

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

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

## PAYMENT & LIABILITY

### Commissions

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

### Payment Terms

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

### Credit

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

### Liability

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

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

All rates are firm, in compliance with government regulations, and not subject to rebates.

The RTD cannot be liable for advertisements not run or be responsible for content of advertisements.

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

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

### Coupon Backing

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



## RICHMOND

Advertising Information

Phone: (804)649-6521

Email: sales@timesdispatch.com

Fax: 804.775.4010

300 East Franklin St.  
Richmond, VA 23219

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