

HOMES REAL ESTATE ADVERTISING 2008 RATES

Non-Commissionable Net Advertising Rates



PUBLICATION & CIRCULATION	FAIRFAX Broadsheet 192,402	LOUDOUN Modular Tab 76,781	FAUQUIER Broadsheet 25,097
1/16 PAGE	\$235	\$91	\$132
BONUS 1/16 HORIZONTAL	\$363	N/A	N/A
BONUS 1/16 VERTICAL	\$363	N/A	N/A
1/8 PAGE	\$492	\$182	\$276
BONUS 1/8 HORIZONTAL	\$737	\$281	N/A
BONUS 1/8 VERTICAL	\$737	\$281	N/A
1/4 PAGE	\$983	\$380	\$552
BONUS 1/4 HORIZONTAL	\$1,090	\$569	N/A
BONUS 1/4 VERTICAL	N/A	\$569	N/A
1/2 PAGE	\$1,966	\$759	\$1,104
BONUS 1/2	N/A	\$842	N/A
3/4 PAGE	N/A	\$1,122	N/A
FULL PAGE	\$3,932	\$1,518	\$2,208
DOUBLE TRUCK	N/A	\$3,036	N/A

A 20% discount for 2 buys and a 30% discount for 3 buys are built into the rates above.
*Runs as a stand alone tab only on the 4th week of the month, all ads include full color, not eligible for discounts.

Fairfax and Fauquier rates based on Broadsheet sizes. Loudoun rates based on 4 column Tabloid sizes.

■ COLOR RATES

Contract discounts do not apply.
Black plus One Color
\$140 per page/per buy
Four Color\$250 per page/per buy
 Additional color strategies available.

■ CONTRACT DISCOUNTS

Signed contracts required.
 6 weeks10%
 13 weeks15%
 26 weeks20%
 52 weeks25%

EDITORIAL/SALES OFFICES

CLARKE COUNTY
Clarke Times-Courier
 16 West Main Street, Berryville, VA 22611
 www.ClarkeTimes.com
Ph: 540.955.1111 | Fax: 540.955.1334

CULPEPER COUNTY
Culpeper Times
 102 North Main Street, Suite 300
 Culpeper, VA 22701
 www.CulpeperTimes.com
Ph: 540.825.9882 | Fax: 540.825.2644

FAIRFAX COUNTY
The Fairfax County Times
 Reston Edition, Herndon Edition
 Vienna/McLean/Great Falls Edition
 Centreville/Chantilly Edition
 Fairfax/Annandale Edition
 Fairfax Station/Burke/Springfield Edition
 1760 Reston Parkway, Suite 411
 Reston, VA 20190-3316
 www.FairfaxTimes.com
Ph: 703.437.5400 | Fax: 703.437.6019

FAUQUIER COUNTY
Fauquier Times-Democrat
Fauquier Times-Democrat Weekend
 39 Culpeper Street
 Warrenton, VA 20186-3338
 www.Fauquier.com
Ph: 540.347.4222 | Fax: 540.349.8676

LOUDOUN COUNTY
Loudoun Times-Mirror
 East or West Edition
 9 East Market Street
 Leesburg, VA 20176-3013
 www.LoudounTimes.com
Ph: 703.777.1111 | Fax: 703.771.0036

PRINCE WILLIAM COUNTY
Gainesville Times
 39 Culpeper Street
 Warrenton, VA 20186-3338
 www.Gainesville-Times.com
Ph: 540.347.4222 | Fax: 540.349.8676

RAPPAHANNOCK COUNTY
Rappahannock News
 Box 59, Washington, VA 22747
 www.RappNews.com
Ph: 540.675.3338 | Fax: 540.675.3088

CORPORATE HEADQUARTERS
 13873 Park Center Road, Suite 301
 Herndon, VA 20171
 www.TimesCommunity.com
Ph: 703.478.6666 | Fax: 703.435.9754

HOMES REAL ESTATE ADVERTISING 2008 RATES

Non-Commissionable Net Advertising Rates

DEADLINES

Ads cancelled after deadline will be charged the full amount of the ad.

Loudoun	Friday, 3:00 P.M.
Fairfax	Friday, 3:00 P.M.
Fauquier	Friday, 3:00 P.M.
Clarke, Rappahannock	Tuesday, 3:00 P.M.

ACCEPTABLE FILE AND TRANSMISSION FORMATS

Illustrator CS or lower (w/fonts as outlines)
Photo CS or lower (TIF/EPS)
Acrobat PDF (w/fonts embedded)
Disk (CD, Zip, 3.5 inch floppy)
FTP, Adsend, Ad Transit, or Fast Channel
Color ads must be CMYK
Minimum dpi is 300; 600 preferred.

DISTRIBUTION DAYS

Wednesday:

The Fairfax County Times
Reston Edition and Herndon Edition
Fauquier Times-Democrat
Loudoun Times-Mirror
East or West Edition

Thursday:

Clarke Times-Courier, Rappahannock News,
Culpeper Times
The Fairfax County Times
Vienna/McLean/Great Falls Edition
Centreville/Chantilly Edition
Fairfax/ Annandale Edition
Fairfax Station/Burke/Springfield Edition

Friday:

Gainesville Times
Fauquier Times Democrat Weekend

MECHANICAL REQUIREMENTS

Broadsheet Format—Homes - 6 columns per page

Sizes	Picas	Inches
Full Page	72p0 x 126p0	12.0" x 21"
1/2 page (H)	72p0 x 63p0	12.0" x 10.5"
1/2 page (V)	35p6 x 126p0	5.92" x 21"
B1/4 page (H)	47p8 x 69p0	7.94" x 11.5"
1/4 page (H)	72p0 x 31p5	12.0" x 5.25"
1/4 page (V)	35p6 x 63p0	5.92" x 10.5"
B1/8 page (H)	47p8 x 34p5	7.94" x 5.75"
B1/8 page (V)	35p6 x 51p0	5.92" x 8.5"
1/8 page (H)	35p6 x 34p5	5.92" x 5.75"
B1/16 page (H)	35p6 x 25p5	5.92" x 4.25"
B1/16 page (V)	23p4 x 51p0	3.89" x 8.5"
1/16 page (H)	23p4 x 21p0	3.89" x 3.5"
1/16 page (V)	11p4 x 42p0	1.86" x 7.0"

MECHANICAL REQUIREMENTS

Modular Tabloid Format—Homes - 4 columns per page

Sizes	Picas	Inches
Full Page	60p0 x 69p0	10.0" x 11.5"
3/4 page (V)	44p9 x 69p0	7.5" x 11.5"
3/4 page (H)	60p0 x 51p0	10.0" x 8.5"
Bonus 1/2	44p9 x 51p0	7.5" x 8.5"
1/2 page (V)	29p0 x 69p0	5.0" x 11.5"
1/2 page (H)	60p0 x 34p5	10.0" x 5.75"
B1/4 page (V)	29p6 x 51p0	5.0" x 8.5"
B1/4 page (H)	44p9 x 34p6	7.5" x 5.75"
1/4 page	29p6 x 34p6	5.0" x 5.75"
1/4 page (H)	60p x 16p6	10.0" x 2.75"
B1/8 page (V)	14p3 x 51p0	2.4" x 8.5"
B1/8 page (H)	29p6 x 25p6	5.0" x 4.25"
1/8 page (V)	14p3 x 34p6	2.4" x 5.75"
1/8 page (H)	29p6 x 16p6	5.0" x 2.75"
1/16 page	14p3 x 16p6	2.4" x 2.75"

Broadsheet Column widths:

1 column =	1.86" wide 11p2 wide
2 columns =	3.89" wide 23p4 wide
3 columns =	5.92" wide 35p6 wide
4 columns =	7.95" wide 47p8 wide
5 columns =	10" wide 59p10 wide
6 columns =	12" wide 72p wide

Tabloid Column widths:

1 column =	2.4" wide 14p3 wide
2 columns =	5.0" wide 29p6 wide
3 columns =	7.5" wide 44p9 wide
4 columns =	10" wide 60p0 wide

Column inches:

To determine the total inches of your ad multiply the number of columns by the height of the ad.
For example:
6 col. x 14" = 84 column inches

TERMS OF ADVERTISING

- Monthly advertising accounts are payable 15 (fifteen) days from invoice date.
- Submitted invoices to the advertiser or its agent shall be considered correct and final unless the client or its agent make a written objection. This written objection should be delivered to the Publisher within 20 days of invoice receipt. Advertiser and Times Community Newspapers agree to cooperate for the prompt resolution of disputes. Failure to receive tear sheets or checking copies is not recognized as a valid reason to withhold payment.
- Tear sheets are available upon written request only. Advertisers can receive a maximum of 2 tear sheets at no extra charge. Tear sheets in excess of two will be charged .50 each.
- Ads placed by an advertising agency accept the responsibility of payment for the advertisement in Times Community Newspapers on behalf of their client. Otherwise, a written statement from the agency and signed by the client will be required in order to place payment responsibility with the client.
- The Publisher reserves the right to revise the rates on 30 days written notice to the contract advertiser.
- Additional terms or conditions pertaining to an advertising contract will not be recognized by the Publisher unless noted and signed by both parties.
- All copy is subject to the Publisher's approval.
- Advertising cancelled after printing deadlines will be charged the full amount of the ad.
- All contract advertisers who fail to meet specified contract agreements will be short-rated.
- The Publisher does not assume any responsibility for ad errors beyond the actual cost of the ad itself.
- Adjustments will be made only for the first incorrect insertion and only for errors which materially affect the value of the advertisement.
- In the event of non-publication of copy furnished, no liability shall exist on the part of the Publisher and there will be no charge. If an ad has been prepaid, it will run at a later date. If this ad is not to run at a later date, then the advertiser will receive a full credit or refund.
- We will make every effort to comply with requests for certain positions in the newspaper. Unfortunately, we are not always able to do this. Should you want your ad on a specific page, we will guarantee this position for an additional 25% of the ad cost, if available.
- The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank or copy instructions when such conditions conflict with any Times Community Newspaper's regulations or rates.
- All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.
- It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Publisher from and against any judgment, costs, expenses or disbursement incurred by reason of claims or suits based upon the contents of subject matter of such advertisements.
- Advertising which might be construed as editorial matter may be labeled "advertisement" at the Publisher's discretion.
- Advertisements of a political nature must comply with existing federal, state or local requirements and must identify the sponsor. All political ads must be paid prior to publication.
- The placing of any matter for publication with any Times Community Newspaper will be regarded as acceptance of the provisions of this rate card.