

# Warren County Report

# The Sherando Times

- Combined Circulation 13,000 in Warren and Southern Frederick County, Virginia
- Serving Front Royal, Linden, Stephens City, Middletown & Kernstown

122 W 14th St. PMB 20, Front Royal, VA 22630 • Office: (540) 692-9636 • www.warrencountyreport.com • www.sherandotimes.com

## Advertising Rates Effective November 1, 2009

<u>Popular ANNUAL CONTRACT Rates</u>	<u>Color</u>	<u>B&amp;W</u>
Full Page (62.5 column inches)	\$390.63	\$312.50
Half Page (31.5 column inches)	\$196.88	\$157.50
1/4 Page (15.75 column inches)	\$98.44	\$78.75
1/8 Page (8 column inches)	\$50	\$40

### Display Ad Measurements

Size	Inches	Picas	Size	Inches	Picas
1 Column	1.9167"	11p6	4 Columns	8.1667"	49p
2 Columns	4"	24p	5 Columns	10.25"	61p6
3 Columns	6.0833"	36p6			

Columns are 12.5 inches tall.

Full Page is 5 columns x 12.5" = 62.5 column inches

**Display Deadline:** 10th and 25th of each month

### Preprinted Insert Rates

Inserts are priced on a per-thousand basis. Full-run: 9,200 for Warren County Report & 4,200 for Sherando Times.

Size	Open	6x	12x	24x	48x
Single Sheet/4 Tab	55	54	51	48	45
4 Broad/8 Tab	60	59	56	53	50
6 Broad/12 Tab	65	64	61	58	55
8 Broad/16 Tab	70	69	66	63	60
10 Broad/ 20 Tab	75	74	71	68	65
12 Broad/24 Tab	80	79	76	73	70
14 Broad/28 Tab	85	84	81	78	75

Every 4 tab pages over 28, add \$5.00 per thousand.

### Insert Delivery

1. Supplements must be delivered freight prepaid to The Journal, 207 West King Street, Martinsburg, WV 25401 no later than seven days prior to publication.
2. The hours for receiving are Monday through Friday, 7:00am to 3:00pm.
3. Material should be bundled on pallets in uniform turns when appropriate.
4. Preprint reservations should be made 14 days in advance of the distribution date. Signed agreements are required for contract rates.

### Insert Specifications

Specifications are as follows: maximum width (fold) 14", maximum length 11 1/2"; minimum width (fold) 7", minimum lengths 5". Single sheet and cardstock inserts must be at least .006" thick, 70 lb. stock minimum.

### Notes

- All advertising is pre-paid in cash unless under contract.
- Pre-paid ads receive 5% discount. (Combo rates not eligible.)
- Warren County Report is published every other Friday.
- The Sherando Times is published every Wednesday.
- Ad sizes are to within + or - 5%.
- Preferred method of delivery is Adobe PDF (high resolution, no compression, embedded fonts.)
- Payment in full for all ads is due within 10 days of publication. A late charge of 1.5% per month will be charged on any unpaid balances over 60 days past due. A \$30 fee will be charged on all returned checks. In consideration for the extension of credit to the Advertiser herein, the signing party hereby agrees to personally guarantee any debts incurred by Advertiser and further agrees to all terms of this Advertising Contract. In the event this account is placed with a collection agency the undersigned agrees to pay all costs of collections including reasonable attorney's fees.

### About us

Our formula for success is simple: offer the best in-depth local coverage and analysis, charge very low rates for ads and give the paper away for free.

Warren County Report began in August 2006. It is by far the most read newspaper in the county with a circulation of approximately 9,000. WCR publishes every other Friday for an eager readership of about 20,000, almost all of whom are in Warren County. WCR is famous for it's in-depth coverage of politics and all things Warren. Our content has been seen around the world.

The Sherando Times began in August 2009 at the request of our advertisers and friends who longed for a newspaper that would offer hyper-local coverage of the southern Frederick County areas of Stephens City, Middletown and Kernstown, VA. Despite its relative youth and strong competition from two big regional dailies, it is already the second most-read paper in Frederick County. The Sherando Times publishes each Wednesday with a circulation of 4,000 and growing.

### Black & White Display Ads

Open Rate	\$7.50 per column inch
6 consecutive issues	\$7.00 per column inch
12 issues in same year	\$6.75 per column inch
12 consecutive issues	\$6.50 per column inch
Full year - 24 issues	\$5.00 per column inch

### Color Display Ads

Open Rate	\$9.38 per column inch
6 consecutive issues	\$8.75 per column inch
12 issues in same year	\$8.44 per column inch
12 consecutive issues	\$8.13 per column inch
Full year - 24 issues	\$6.25 per column inch

### Back Cover - Full Page, Full Color, Premium Placement

Open Rate	\$600 per issue
12 issues per year	\$500 per issue
24 issues per year	\$400 per issue

### Volunteer Groups (Approval Required)

Black & White Ads	\$5.00 per column inch
Color ads	\$6.25 per column inch

### National Rates (Agency Commissionable)

Black & White	\$9.00 per column inch
Color	\$11.25 per column inch
Classified Display	\$7.65 per column inch

### Half-Price Combo Special

Run an ad in one paper and run the same ad in the other paper for HALF-PRICE! (Same ad • Same Time Period)