

## HOMES REAL ESTATE ADVERTISING 2008 RATES

### Non-Commissionable Net Advertising Rates



PUBLICATION & CIRCULATION	FAIRFAX Broadsheet 153,298	LOUDOUN Modular Tab 61,625	FAUQUIER Broadsheet 23,487
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

Combination discounts apply.

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 weeks .....10%

13 weeks .....15%

26 weeks .....20%

52 weeks .....25%

#### 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

### DEADLINES

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

<b>Loudoun</b>	Friday, 3:00 P.M.
<b>Fairfax</b>	Friday, 3:00 P.M.
<b>Fauquier</b>	Friday, 3:00 P.M.
<b>Clarke,</b> <b>Rappahannock</b>	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.