

## HOMES REAL ESTATE ADVERTISING 2008 RATES

### Commissionable Gross Rates for Recognized Advertising Agencies

PUBLICATION & CIRCULATION	FAIRFAX (Broadsheet) 192,402	LOUDOUN (Modular Tab) 76,781	FAUQUIER (Broadsheet) 25,097
1/16 PAGE	\$276.48	\$107.06	\$155.30
BONUS 1/16 HORIZONTAL	\$427.07	N/A	N/A
BONUS 1/16 VERTICAL	\$427.07	N/A	N/A
1/8 PAGE	\$578.84	\$214.12	\$324.71
BONUS 1/8 HORIZONTAL	\$867.08	\$330.60	N/A
BONUS 1/8 VERTICAL	\$867.08	\$330.60	N/A
1/4 PAGE	\$1,156.50	\$447.07	\$649.43
BONUS 1/4 HORIZONTAL	\$1,282.39	\$669.43	N/A
BONUS 1/4 VERTICAL	N/A	\$669.43	N/A
1/2 PAGE	\$2,313.00	\$892.96	\$1,298.86
BONUS 1/2	N/A	\$990.61	N/A
3/4 PAGE	N/A	\$1,320.03	N/A
FULL PAGE	\$4,626.00	\$1,785.93	\$2,597.71
DOUBLE TRUCK	N/A	\$3,571.85	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 weeks .....10%  
 13 weeks .....15%  
 26 weeks .....20%  
 52 weeks .....25%



In Print. Online. Anytime.

#### 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

Commissionable Gross Rates for Recognized Advertising Agencies

## 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.