

Daily News-Record



Advertising Rates - 2012

Effective January 1, 2012

Harrisonburg, VA

540-574-6200

DNROnline.com

Daily News-Record

Published Monday – Saturday each week
by Rockingham Publishing Company

231 South Liberty Street
Harrisonburg, Virginia 22801

or

P.O. Box 193

Harrisonburg, Virginia 22803

8 a.m. - 5 p.m. Monday thru Friday

Closed on Saturdays and Holidays.

Main Number: (540) 574-6200

Advertising Fax: (540) 433-5503

IMPORTANT PHONE NUMBERS

General Manager, Peter S. Yates.....574-6297
Advertising Director, Steven N. Turner.....574-6229
Sales Manager, Roland Windmiller.....574-6282
Classified Sales Manager, Cathy Harpine.....574-6203
Business Manager, Betty Hinkle.....574-6300

DEPARTMENT PHONE NUMBERS

Retail Advertising.....574-6220
Classified Advertising.....574-6210
Accounting Dept.....574-6250

Visit us on the World Wide Web: DNRonline.com

IMPORTANT E-MAIL ADDRESSES

Editor and General Manager Peter Yates.....pyates@dnronline.com
Advertising Director Steven Turner.....sturner@dnronline.com
Sales Manager Roland Windmiller.....rolandw@dnronline.com
Classified Sales Manager Cathy Harpine.....cathyre@dnronline.com
Business Manager Betty Hinkle.....bhinkle@dnronline.com

Retail Advertising Rates:

Effective January 1, 2012

ADVERTISING RATES, COLOR PREMIUMS and PROMOTIONS subject to change upon 30 days notice (one calendar month).

Retail Volume Rates

(Earned Monthly)

Open	\$27.00
50 inches per month	\$20.55
100 inches per month.....	\$18.70
200 inches per month.....	\$18.20
300 inches per month.....	\$17.50
500 inches per month.....	\$17.20
1,000 inches per month.....	\$16.80
1,200 inches per month.....	\$16.40
Back page.....	\$27.00
Back Page with color.....	\$44.00
Church and civic club rates (net)...	\$18.70

Color Premium

ONE color and black:add \$310 to cost of ad

TWO colors and black:add \$410 to cost of ad

THREE colors and black:add \$495 to cost of ad

Frequency discounts available. Contact Advertising Manager for frequency discounts.

50% Discount Repeat Advertising Rate - For

each ad purchased at retail volume rates a **50% DISCOUNT** will be given on all advertisement of quarter page size or larger (32.25 inches for Retail or 50 inches for Classified) when repeated within 6 calendar days with **NO COPY CHANGES**. The discount does not apply to color charges.

All ads of 6 inches or larger will be given a 50% discount on the second and third publishing dates when scheduled for 3 runs within 6 calendar days with no copy changes. The discount does not apply to color charges.

Pre-printed Tabloid Inserts

Rate per thousand copies

Preprint Size	Open Rate	12X	24X	36X	48X	60X	72X	90X	105X	130X
4 std. 8 tab, 16 flx	\$ 63.00	\$60.00	\$55.00	\$51.50	\$49.00	\$43.00	\$41.50	\$39.50	\$38.50	\$37.00
6 std. 12 tab, 24 flx	\$ 68.50	\$65.50	\$60.00	\$56.60	\$54.00	\$49.00	\$43.50	\$41.50	\$40.50	\$39.00
8 std. 16 tab, 32 flx	\$ 74.00	\$71.00	\$65.50	\$61.50	\$59.00	\$54.00	\$49.00	\$47.00	\$46.00	\$43.00
10 std. 20 tab, 40 flx	\$ 79.00	\$76.50	\$71.00	\$67.50	\$65.00	\$59.00	\$54.00	\$52.00	\$51.00	\$48.00
12 std. 24 tab, 48 flx	\$ 84.00	\$81.50	\$76.00	\$72.50	\$70.00	\$65.00	\$59.00	\$57.00	\$56.00	\$53.00
14 std. 28 tab, 56 flx	\$ 86.50	\$84.00	\$78.50	\$75.00	\$72.50	\$67.50	\$62.50	\$60.50	\$59.50	\$56.50
16 std. 32 tab, 64 flx	\$ 95.00	\$91.00	\$83.50	\$80.00	\$77.50	\$72.50	\$67.50	\$65.50	\$64.50	\$59.00
20 std. 40 tab, 80 flx	\$100.00	\$93.50	\$86.00	\$82.50	\$80.00	\$75.00	\$70.00	\$68.00	\$67.00	\$62.00
24 std. 48 tab, 96 flx	\$105.00	\$97.00	\$90.00	\$85.00	\$82.50	\$77.50	\$72.50	\$70.50	\$69.50	\$64.00

Over 48 Pages Add \$2.50 Cpm Per 4 Page Increment

Preprint Information

1 Page, Lightweight and Odd Sizes may result in inaccurate inserting. All inserts measuring more than 11.5 inches long or more than 11 inches wide from folded edge must be quarter-folded. Prices based on full circulation. Frequency discounts available: Additional c.p.m. charge for partial or zoned preprints.

Advertisers with signed Preprint Contracts will be extended the same rates for TMC zones.

TMC Retail Open Rate.....	\$27.00
TMC Retail Pick-up Rate.....	\$10.00
TMC Classified In-Column Rate.....	\$10.50
TMC Classified Display Pick-up Rate.....	\$ 9.75

LIMITED PREPRINT ACCEPTANCE

The Publisher reserves the right to limit the number of preprints accepted for delivery on any particular day. In this event, the publisher will include the Advertising Preprints on a "first arrive" basis. This may be necessary to assure timely and safe delivery of preprints in that day's edition. To assure requested Delivery Date of your preprint advertisement, make your insertion reservation early. Contact Advertising Representative for prices.

Political Ads

All political advertising must be paid for in full at the time of ordering the ad space. Each political advertisement will be marked – "PAID POLITICAL ADVERTISEMENT" at the top of the advertisement; and, clear authorization authority (including an individual who can be contacted and the official name of the authorizing authority, committee, etc.) must conspicuously appear at the bottom of each political advertisement inserted in the Daily News-Record. The same authorization is required of all advertising using a name of a group that is speaking for any cause.

SAME RATES APPLY as Retail Volume Rates or National Retail Rates. No Discounts.

Classified Advertising Rates

In-Column Line Ads

30 or more consecutive days.....	\$1.20 per line
12 to 29 consecutive days.....	\$1.40 per line
10 or 11 consecutive days.....	\$1.55 per line
7 to 9 consecutive days.....	\$1.65 per line
3 to 6 consecutive days.....	\$2.30 per line
1 day or 2 consecutive days.....	\$2.55 per line

(average 4 words per line)
3-line minimum, \$15.00 minimum cost per ad.

In-Column Additional Charges

In-column classified ads up to 24-point type, no border. One column width only. Logos and art-work not permitted. Charged by the line as follows:

Line of white space	charged as 1 line
8-pt. caps or bold face	charged as 2 lines
10-pt. caps or bold face	charged as 2 lines
10-pt. type	charged as 2 lines
12-pt. type	charged as 3 lines
14-pt. type	charged as 4 lines
18-pt. type	charged as 5 lines
24-pt. type	charged as 6 lines
Body copy	charged by the line

Rate the same as charged for Line Ads.

Contract Rates available for 1 line of Reverse type (8 pt., 9 pt. and 12 pt.).

See *Classified Manager* for details and prices.

In Memoriams and Cards of Thanks

Approximately 4 words per line; **\$2.50** per line.
 Cash with order required.

Front Page Readers

Light Face Lower Case Type **\$15.00 per word**
 Bold Face or All Caps **\$20.00 per word**
 (Set in 8-pt. type, minimum 5 words per ad.)

Classified Display

Volume Rates

(Earned Monthly)

1-49 inches per month	\$16.45 per inch
50-99 inches per month.....	\$15.50 per inch
100-299 inches per month	\$14.20 per inch
300-499 inches per month	\$13.35 per inch
500-999 inches per month	\$12.95 per inch
1,000 inches per month	\$12.50 per inch
2,000 inches per month	\$ 9.25 per inch

Employment Display

(Earned Monthly)

1-49 inches per month	\$19.45 per inch
50-99 inches per month.....	\$18.60 per inch
100-299 inches per month	\$17.50 per inch
300-499 inches per month	\$16.60 per inch
500-999 inches per month	\$16.15 per inch
1,000 inches per month	\$15.65 per inch

All print employment advertising for Saturday publication will be bundled with our website and appear at www.dnronline.com

Frequency Rates

One column inch minimum per ad
 Ad to appear with no change in copy

Number of Days:	2	3 or more
2-7 inches	\$15.30	\$14.20
8-14 inches	\$14.70	\$13.70
15 inches or more	\$14.30	\$13.20

Price per inch

5% discount will be given for payment prior to insertion if there is no past-due balance.

Legal Ads

Will be billed at classified display rates. Certain legal classifications are payable in advance.

Box Use Charges

\$8.00 service charge; \$20.00 charge if replies are mailed.

Skip Ads

Advertisements going alternate days will be computed and charged by the one-time rate per day.

Why Advertise?

Because newspapers offer the most affordable, proven means of reaching the right customers at the right time.

Because consumer awareness and brand preference increase with advertising.

Because virtually every one of your customers reads and relies on advertising and most would prefer to buy from you again.

Because consumers look to advertising to provide the information they need to finalize their buying decision.

NATIONAL RATES

Commission and Cash Discount

15% to agencies: 2% 10th following month

Inch Rate

\$32.85 (30-day notice given on Rate Revision)

Color

Black plus 1 color Extra\$360.00
 Black plus 2 colors.....\$460.00
 Black plus 3 colors.....\$570.00

Available daily. Two-day leeway required on all color.

Closing date: 10 days in advance of publication for black plus 2 colors or 3 colors.

Pre-Prints

Tabloid Inserts - Available daily. Date and size must be confirmed by advertising representative. 28,000 copies. 8 pages and under: \$75.00 cpm (*Agency commissionable*). *Contact ad manager for additional prices and requirements. All inserts measuring more than 11.5 inches long or more than 11 inches wide from folded edge must be quarter-folded.*

Position: None guaranteed.

Minimum Depth R.O.P.

As many inches deep as columns wide.

Classified Display

\$26.70 inch-9 columns per page.

Classified In Column Line Ads

\$5.00 per line

Contract and Copy Regulations

Contracts must be completed within one year from date. Publishers reserve the right to reject or edit all copy. Advertising of doubtful or misleading nature not accepted. Copy exceeding 18 inches deep must run full column or pay for full column.

Closing Time

36 hours in advance of publication.

Circulation Information

Circulation verified by Audit Bureau of Circulations
 Average Daily Paid Circulation: 28,438*

(*ABC Audited Figure for 12 months ending 3/31/11)

Miscellaneous

Paper varies from 20 to 48 pages.

Food days Mon., Wed., Thurs.

Do not publish Jan. 1, Memorial Day, July 4, Thanksgiving, December 25

Premium Position Retail Rates

Front Page Banner

Advertising will be accepted on the Front Page of the Daily News-Record in two sizes. Ads measuring 6 columns (10.125 inches) x 2 inches deep will cost **\$595** per day (including color). Ads measuring 6 columns x 1" deep will cost **\$400** per day (including color).

Sky Box Advertising

A premium position, full color ad is placed at the top of section fronts, other than Main News. The ad measures 3.0" x 1.5" at a rate of **\$150** per day or **\$130** per day for six consecutive days.

Weather Page Banner

A 6 col. x 1 inch deep banner can be placed at the bottom of the weather map. Rate is **\$300** per insertion (includes color when available).

Stand-By Advertising

Advertisements that can be run "as needed" with a 2-week window for publication are accepted. Position and date cannot be specified. Net, No Discounts.

Rates per inch:

Retail	Classified	
Up to 33 inches: \$18.70	Up to 50 inches: \$15.80	
33-65 inches: \$17.50	50-100 inches: \$14.20	
Over 65 inches: \$17.20	Over 100 inches: \$13.35	

Online Display Advertising at DNOnline.com

	Local (CPM)		National (CPM)	
	ROS	Targeted	ROS	Targeted
Leaderboard (728x90)	\$ 8.50	\$10.50	\$11.50	\$14.00
Large Rectangle (300x250)	\$ 7.00	\$ 8.25	\$ 9.50	\$11.00

Daily News-Record print partners receive a 10% discount for online advertising.

Annual contracts for online advertising receive a 15% discount.

DNOnline is now averaging 170,000 unique visits and 2.7 million impressions per month.

COLUMN WIDTH MECHANICAL SPECIFICATIONS

Our newspaper is printed on a 22" web. The image size for a full page is 10.125" x 21 1/2". We follow the sizes that were adopted by the Board of Directors of the Newspaper Association of America.

RETAIL ADVERTISING COLUMN WIDTH

Column	Inches	Picas/Pts.
1	1.583	9.6
2	3.292	19.9
3	5.0	30.0
4	6.708	40.3
5	8.417	50.6
6	10.125	60.9
GUTTER WIDTH 0.125		

CLASSIFIED ADVERTISING COLUMN WIDTH

Column	Inches	Picas/Pts.
1	1.014"	6.1
2	2.153"	12.11
3	3.292"	19.9
4	4.431"	26.7
5	5.570"	33.5
6	6.709"	40.3
7	7.848"	47.1
8	8.987"	53.11
9	10.125"	60.9
GUTTER WIDTH 0.125		

TABLOID SECTION COLUMN WIDTH

Size	Inches
Full Page	10.125" x 10"
Half Page	10.125" x 5" or 5" x 10"
Quarter Page	5" x 5"
Eighth Page	5" x 2.5" or 2.5" x 5"
GUTTER WIDTH 0.125	

Mechanical Requirements

All full "double-trucks" will be charged at 13 columns x 21 1/2 inches.

"Step Type Ads" are not accepted.

**Printed by Offset Lithography
repro proofs required.**

Adjustments

In-column ads

One day's credit will be granted for errors or omissions.

Classified Display Ads

Credit will be granted according to the actual space involved in the error.

Notice of Errors

Requests for adjustments or any claims for allowance must be made within seven days (See Publisher's Liability)

Abbreviations

Abbreviations will not be accepted for in-column ads to avoid confusion for the readers.

Deadlines

Day Ad To Be Published	Line Ad Deadline	Display Ad Deadline
MondayFriday 1 p.m.Thursday 1 p.m.
TuesdayMonday 1 p.m.Friday 1 p.m.
WednesdayTuesday 1 p.m.Monday 1 p.m.
ThursdayWednesday 1 p.m.Tuesday 1 p.m.
FridayThursday 1 p.m.Wednesday 1 p.m.
SaturdayFriday 1 p.m.Thursday 1 p.m.
<i>Same deadlines apply to advertisements received electronically.</i>		

Color Ads: 24 hours in advance of above deadlines.

Intricate Production: 24 or more hours in advance of above deadlines.

Holidays: 24 hours in advance of above deadlines.

Cancellation deadline for classified or retail display ads is 9 a.m. on the day prior to publication day. For classified line ads, notification of cancellations and corrections must be received by 1 p.m. the day before publication.

Composition charge of 25% if ad is NOT published within 30 days.

NO PUBLICATION on New Year's Day, Memorial Day, July 4th, Thanksgiving and December 25.

Furnish Proper Copy

Ads produced by you (or your agency) should have black copy on clean white paper. Any halftones (photographs) should be a clean 85-line screen. Photos can be "screened" by our staff if placed before deadlines. Your "camera-ready" art/ad should always be to the correct sizes.

Electronic Transmission Of Advertisements

In order to provide advertisers and ad agencies the best possible advertising quality, several requirements must be met.

- **Data can be** sent electronically or by zip disk or CD, (hard copy should accompany every disk).
- **Ads** will be accepted in PDF format, on Zip disk, CD's or email. Ads should be true size and 200 dpi, however, a font issue may occur.
- **Photos** sent by email should be in Photoshop format, true size and 200 dpi.
- **E-mail should be** received as a PDF file with high resolution and fonts embedded. If you are sending a PDF file please remember that we can not make changes to the file, you may resend the file with the changes.
- **Composed color ads** received from advertiser/agencies need to be CMYK and should be pre-tested before transmission.
- **Black & White ads** should be sent Black & White.
- **Please identify all** e-mail that you send, the recipient, what day it is going etc...
- **Follow-up phone call** to confirm e-mail has been received is appreciated.

Please contact your sales representative or e-mail ads@dnronline.com for additional information or specifications on proper formats and procedures.

Our Production Staff

... can produce the ad for you. Always provide us with typewritten information, and (for your own protection) NEVER PLACE DISPLAY ADVERTISING OVER THE PHONE! If you plan to proof the ad, allow an extra day for production so the ad can be proofed before the deadline.

Advertising Policy

The placing of any matter for publication in this newspaper by an advertiser will be regarded as an acceptance of the provisions of this rate card.

The publishers reserve the right to edit, revise or reject any advertisements they deem objectionable, whether in subject matter, phraseology or set-up. Lay-out illustration, type face or size will be changed only when any change will not delay the issue of the paper.

THERE IS NO GUARANTEED POSITION

Retail advertising will not be accepted if contingent on position (see Premium Position Retail Rates, page 4). Classified display advertising will be placed as close to the requested classification as layout mechanicals permit. Exact classification of classified display advertising is not guaranteed.

MINIMUM SIZE Advertisements must measure as many inches deep as columns wide. Back Page minimum size 1 1/2".

ALL ADVERTISEMENTS measuring more than 18 inches deep will be made to run full-column or they will be charged as a full-column (21.5 inches). All display advertising is measured to the nearest one-fourth inch.

ADVERTISING RESEMBLING NEWS ITEMS will be labeled "advertisement" above the top cut-off lines.

COPYRIGHT The rights to copyright, all common law copyrights, the format and contents of the advertisements which are produced by the Daily News-Record for local advertisers (whether advertiser's illustrations or not) shall be and remain the property of the Daily News-Record.

TEAR SHEETS Tear Sheets will be available in electronic format upon request. Actual news print tear sheets can be provided for a \$5 service fee.

PROOF CONFIRMATION SERVICE When requested, advertisers may receive **ONE PROOF COPY** of their advertisement in production prior to deadline. This proof copy is for minor corrections, i.e., spelling, grammar, and not intended for layout revisions. Revisions and **ANY ADDITIONAL PROOFS** will be charged at 25% of the cost of the ad.

Multiple Sponsor Ads

The Daily News-Record does not encourage the sale of its advertising columns for the purpose of fund raising. All such ads in which space is allotted and sold to more than one advertiser must have approval from the advertising manager of this newspaper.

Publisher Liability

The publishers are not responsible for copy omission or typographical errors, other than to correct them in the next issue after notification on day of publication of each error or omission. In no case do the publishers hold themselves liable for damages further than the amount received by them for actual space covering the error. The Daily News-Record will not be responsible for more than one incorrect insertion and is not responsible for errors or omissions in ads taken by telephone. Notice of errors, requests for adjustments or any claims for allowance for errors must be made within 7 days after insertion.

In the event of a typographical error in advertising goods at less or more than the correct price, this newspaper will furnish a letter to the advertiser to be posted in the store, stating the correct price, but will assume no liability for any loss in case the goods are sold at the incorrect price.

Equal Housing Opportunity

The Daily News-Record abides by the Federal Fair Housing Act, which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status or national origin and Virginia law which prohibits discrimination based on elderliness or handicap.

Terms

All advertising requires cash in advance unless prior arrangements are made with the Daily News-Record. Payment for each month's advertising is due on the 15th of the month following publication of such advertising. A service charge of 1.5 percent per month will be added after 30 days.

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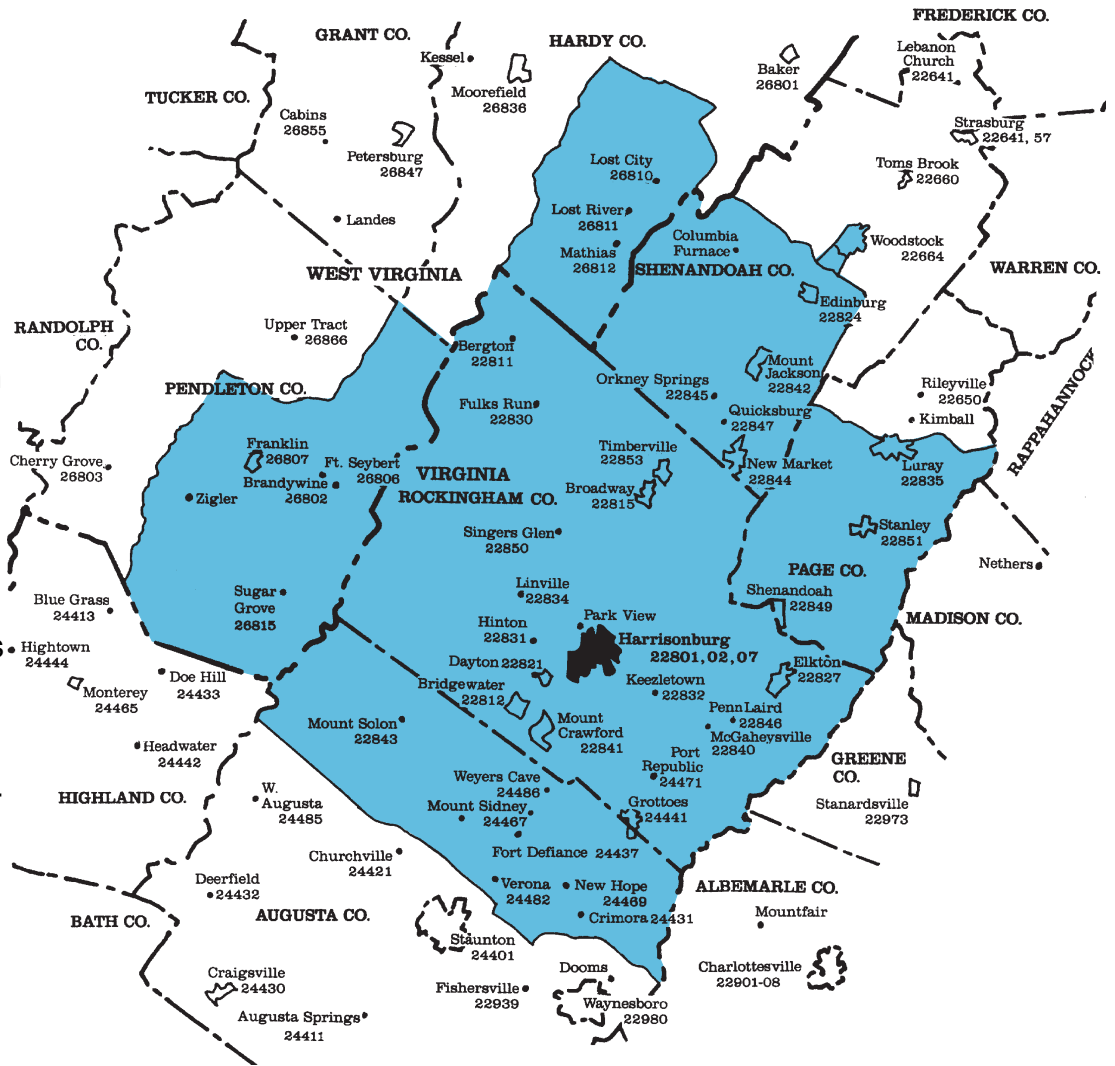
For Your Convenience We Accept:



The Retail Trading Zone

Our coverage area represents a market estimated at over \$5 billion in spendable consumer income. With a circulation of 28,438, the News-Record delivers 55% of the population of Harrisonburg and 47% of all Rockingham County residents. The Retail Trading Zone also includes the Virginia counties of Page, Augusta and Shenandoah and the West Virginia counties of Hardy and Pendleton.

Circulation statistics are based on the ABC Newspaper Audit Report for 12 months ended March 31, 2010 and are available from our advertising department by request.



Readers Per Copy

Nationally, over 56 million newspapers are sold daily, with an average of 2.2 readers per copy. The Daily News-Record copies sold Monday - Saturday reaches more than 28,438 households or nearly 65,000 readers daily. That's mass coverage!!

Sources: Mediarmark Research, Inc., SRDA, Circulation.

The single advertising source area adults rely on most when making decisions about where they will shop and what they will buy.

ADVERTISING SOURCE DEPEND ON MOST

Daily News-Record	34%
Yellow Pages	12%
Magazines	10%
Some Weekly Newspaper	10%
Direct Mail	8%
Internet	7%
Some other source	7%
Television	6%
Radio	6%

Daily News-Record
Your Daily Destination

P.O. BOX 193, Harrisonburg, Va 22803
(540) 574-6200

WebSite: www.DNRonline.com

Source: Daily News-Record READERSHIP AND IMAGE STUDY SUMMARY REPORT, KPC RESEARCH, CHARLOTTE, North Carolina.