

## DISPLAY ADVERTISING 2008 RATES



In Print. Online. Anytime.

### EDITORIAL/SALES OFFICES

**CLARKE COUNTY**  
**Clarke Times-Courier**  
 16 West Main Street, Berryville, VA 22611  
[www.ClarkeTimes.com](http://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](http://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](http://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](http://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](http://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](http://www.Gainesville-Times.com)  
**Ph: 540.347.4222 | Fax: 540.349.8676**

**RAPPAHANNOCK COUNTY**  
**Rappahannock News**  
 Box 59, Washington, VA 22747  
[www.RappNews.com](http://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](http://www.TimesCommunity.com)  
**Ph: 703.478.6666 | Fax: 703.435.9754**

**\*\*CIRCULATION**    **OPEN RATE**    **AGENCY**  
Per Column Inch    Commissionable    Per Column Inch

### NORTHERN VIRGINIA

#### ■ THE FAIRFAX COUNTY TIMES

Reston Edition & Herndon Edition	32,507	\$23.50	\$27.65
Vienna/McLean/Great Falls Edition	44,928	\$29.75	\$35.00
Centreville/Chantilly Edition	33,012	\$23.50	\$27.65
Fairfax Times/Annandale Edition	45,612	\$29.75	\$35.00
Fairfax Station/Burke/Springfield Edition	36,343	\$29.75	\$35.00

Contact your local Advertising Consultant for ALL Fairfax rates

#### ■ LOUDOUN TIMES-MIRROR

East	45,071	\$24.00	\$28.24
West	31,710	\$24.00	\$28.24
*Combo East and West	76,781	\$38.40	\$45.18

#### ■ CLARKE TIMES-COURIER

2,482	\$10.50	\$12.35
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#### ■ \*\*\*ALEXANDRIA TIMES

25,466	\$19.50	\$22.94
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### THE GREATER PIEDMONT

#### ■ CULPEPER TIMES

19,199	\$18.50	\$21.77
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#### ■ FAUQUIER

Fauquier Times-Democrat (Wed. Edition)	16,745	\$19.80	\$23.29
Fauquier Times-Democrat Weekend (Fri. Edition)	8,352	\$18.20	\$21.41

#### ■ GAINESVILLE TIMES

19,672	\$15.00	\$17.65
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#### ■ RAPPAHANNOCK NEWS

3,211	\$11.40	\$13.41
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#### ■ ALL PIEDMONT

67,179	\$49.25	\$57.95
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### \*\*\*\*ENTERTAINMENT

#### ■ LOUDOUN TIMES-MIRROR

76,781	\$29.00	\$34.12
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#### ■ CLARKE TIMES-COURIER

2,482	\$9.50	\$11.18
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\* Combination discounts have already been applied.

\*\* TCN Circulation - April 1,2007

\*\*\* Not a Times Community company.

\*\*\*\* These rates are reserved for businesses whose standard business classification is an entertainment category. Ask your advertising consultant for details.

# DISPLAY ADVERTISING 2008 RATES

CONTINUED

## DEADLINES MAIN NEWS RETAIL

### THE FAIRFAX COUNTY TIMES

Reston Edition & Herndon Edition	Monday, 2:00 P.M.
Vienna/McLean/Great Falls Edition	Monday, 3:00 P.M.
Centreville/Chantilly Edition	Wednesday, 9:00 A.M.
Fairfax Times/Annandale Edition	Tuesday, 10:00 A.M.
Fairfax Station/Burke/Springfield Edition	Tuesday, 10:00 A.M.

**LOUDOUN TIMES-MIRROR** Tuesday, 9:00 A.M.

**CLARKE TIMES-COURIER** Tuesday, 3:00 P.M.

### THE GREATER PIEDMONT

<b>CULPEPER TIMES</b>	Monday, 2:00 P.M.
<b>FAUQUIER TIMES-DEMOCRAT WEEKEND</b>	Wednesday, 2:00 P.M.
<b>FAUQUIER TIMES-DEMOCRAT</b>	Monday, 5:00 P.M.
<b>GAINESVILLE TIMES</b>	Wednesday 11:00 A.M.
<b>RAPPAHANNOCK NEWS</b>	Tuesday, 3:00 P.M.

## DEADLINES ENTERTAINMENT

<b>LOUDOUN TIMES-MIRROR</b>	Monday, Noon
<b>FAIRFAX COUNTY TIMES</b>	Monday, Noon
<b>FAUQUIER WEEKEND</b>	Wednesday, 2:00 P.M.

## CANCELLATION CHARGE

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

## 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, Culpeper Times,  
Rappahannock News

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

## COLOR RATES

Contract discounts do not apply.

<b>Black plus One Color</b>	.....\$140 per page/per buy
<b>Four Color</b>	.....\$250 per page/per buy

Other color strategies available

## CONTRACT DISCOUNTS

Signed contracts required.

6 weeks	.....10%
13 weeks	.....15%
26 weeks	.....20%
52 weeks	.....25%

## COMBINATION DISCOUNTS

Two Buys	.....20%
Three to Five Buys	.....30%
More than 6 Buys	.....35%

## {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. Advertising 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.