

Greater Richmond Edition

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ad rates

Size:	1 Issue*	3 Issues* 15% discount	6 Issues* 25% discount
Full Page	\$775.00	\$658.75	\$581.25
2/3 Page	585.00	570.00	438.75
1/2 Page	450.00	382.50	337.50
1/3 Page	310.00	263.50	232.50
1/4 Page	265.00	225.25	198.75
1/6 Page	190.00	161.50	142.50
1/8 Page	140.00	119.00	105.00
Business Card	120.00	102.00	90.00
1/12 Page	99.00	84.15	74.25

Covers

Inside Front	999.00	850.00	750.00
Page 3	999.00	850.00	750.00
Page 4	900.00	765.00	675.00
Inside Back	900.00	765.00	675.00
Outside Back	1100.00	935.00	825.00

*Rates per issue (2 month period). Pricing based on consecutive issue placement, black/white camera ready ads. Rates subject to change.

Community Resource Guide

without Display Ad	80.00	68.00	60.00
Display Advertisers	50% off one issue rate...		40.00

___Extra words @50¢, ___Extra items @\$3, ___Photo/Logo@\$10

Instructions online on the Advertising page.

Classified Ad

Costs 75¢/word. Must be pre-paid by 5th of month.

Color (4-color process) Add to rates:

1/6 or 1/4 pg: \$100; 1/3, 1/2 or 2/3 pg: \$150; full pg: \$200

Ad to run (month/year):

From ___ / ___ Through ___ / ___

Price per Issue _____

Ad Design _____

Color Charge _____

Resource Guide _____

Other _____

TOTAL _____

Broken contracts: Premature contract cancellation will result in charges for the difference between the discounted rate and the rate that applies to the number of issues the ad actually ran.

Signature _____

I agree to make each payment on or before the 15th of the month prior to publication. (A reminder email invoice will be sent to you.)

Fill in contract form. Calculate your price. Email camera ready ad or ad material. Mail contract and first issue's payment (check payable to B. Marsh) to the above address.

Name _____ Date _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____

Fax (____) _____

Email _____ Website _____

Layout Charge

Rates listed are for camera-ready ads. If ad design is needed, the initial fee is 20% of the non-discounted rate of your ad size (\$20 minimum). Subsequent ad design/changes will incur additional design charges.

Deadlines

Advertisements must be received by the 5th of the month prior to the issue the ad is to appear in. Requests for any changes to an existing ad need to be made in writing (via email) by the 5th as well.