



# Get Your Message Out for Back to School

## Themed Tab Editions



### what:

These back to school themed issues include city bus schedules and offer an excellent opportunity to reach parents of local students right before the beginning of the new school year. Back to School editorial sections and Complete Bus Schedule for the 2009 - 2010 School Year.

- Bus Schedule is part of the city tab: Currents, Sun, Beacon and Clipper.
- Full circulation within each city.

### sizes:

- Bus Strips (5col. x 3in) are available first come, first served at the bottom of the Bus Schedules in Currents, Sun, Beacon & Clipper
- Any regular ad size available for the rest of the themed issue.

### dates:

|                     |                 |
|---------------------|-----------------|
| Publish Date:       | August 30, 2009 |
| Schedule Date:      | August 25, 2009 |
| Materials Deadline: | August 25, 2009 |
| ET Deadline:        | August 27, 2009 |

### rates:

Regular earned rates apply.  
(Internal use: T-code: BACK)

Take Advantage of these Highly Anticipated Annual Zoned Sections!



## The Virginian-Pilot

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