



HAMPTON ROADS Reads and KEEPS this magazine!

Discover Hampton Roads

*Regional Annual
Magazine*

Hampton Roads is the
34th largest market in
the US.

Hampton Roads ranks
among the top markets
in the U.S. in specific
technology, financial
retail, and healthcare
categories.

7% of SHR residents are
new to the market each
year.

Source: Scarborough 2007, Rel.1

www.thevirginianpilot.com

what:

MAKE SURE *YOUR* MESSAGE IS HERE!

Nearly half a million readers will enjoy 150+ pages of information on everything about our region. This magazine has been a sought-after annual publication for over 20 years. Many households and businesses retain this magazine throughout the year for use as a handy reference guide. And this entire publication will be accessible to subscribers on Pilotonline.com NEW design this year with city guides for easy usage.

when:

Publish Date: Wednesday, July 16, 2008 (BONUS DAY)
Scheduling/Materials Due: Wednesday June 4, 2008
Ads Transmit: Tuesday, June 17, 2008

criteria:

- Glossy Pages: Inside Front, Inside Back, Center Pages & Back Page
- Guaranteed Positions: See DHR Guaranteed Grid
- T code: DHR (internal use)
- Upgraded Paper – bright white

sizes:

5 column modular - these sizes ONLY
5 x 11.25, 3 x 11.25, 2 x 11.25, 1 x 11.25, 5 x 5.5, 3 x 5.5, 2 x 5.5,
3 x 2.5, 2 x 2.5

rates:

Package "B" for non-glossy
Package "C" for glossy pages

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For more information please contact your sales rep.