



- what:**
- ✓ "Your Corner" is a tabloid, and website, specific to three regions: North Suffolk, Western Branch and Churchland.
 - ✓ Content is local, friendly and interactive, and provides a platform for smaller advertisers.
 - ✓ Product is inserted into The Pilot home delivery and single copy every Wednesday, and with Hampton Roads Savings Weekly (non-subscribers) on Thursdays.
 - ✓ Content is focused on entertainment and restaurant news, rather informal, reader stories, recreation, construction updates.

- when:**
- ✓ Publish Dates: Wednesdays
 - ✓ Ad Sales/Materials Due: Thursday 5 p.m.
 - ✓ ET deadline: Monday 5 p.m.
 - T-Code: SWB

rates:

Ad Size	Frequencies			
	Open	6X	13X	26X+
Full Page	\$600	\$550	\$500	\$425
5 col. x 5.5"	\$450	\$400	\$350	\$300
3 col. x 5.5"	\$270	\$240	\$210	\$180
2 col. x 5.5"	\$180	\$160	\$140	\$120
2 col. x 2.75"	\$90	\$80	\$70	\$60
5 col. x 2" Front Strip Ad (Full Color)	n/a	n/a	\$300	\$300
5 col. x 2" Strip Ad under Eats Feature (Full Color)	\$236	\$210	\$184	\$158

- ✓ Back page preferred position - 15% premium for space and color
- ✓ Color Rates: * 1 Color - Add 15% to space rate; * Full Color - Add 25% to space rate
- ✓ Municipal and Non-Profit organizations receive the 6x rate.
- ✓ Pick-Up Discounts:
 - * Run in this product plus any other tab, receive 25% off lower rated product
 - * Run in this product plus 3 other tabs, receive 25% off the 2 lowest rated products

The Virginian-Pilot

Where neighbors meet.

This area's population is projected to grow three times faster than South Hampton Roads as a whole.

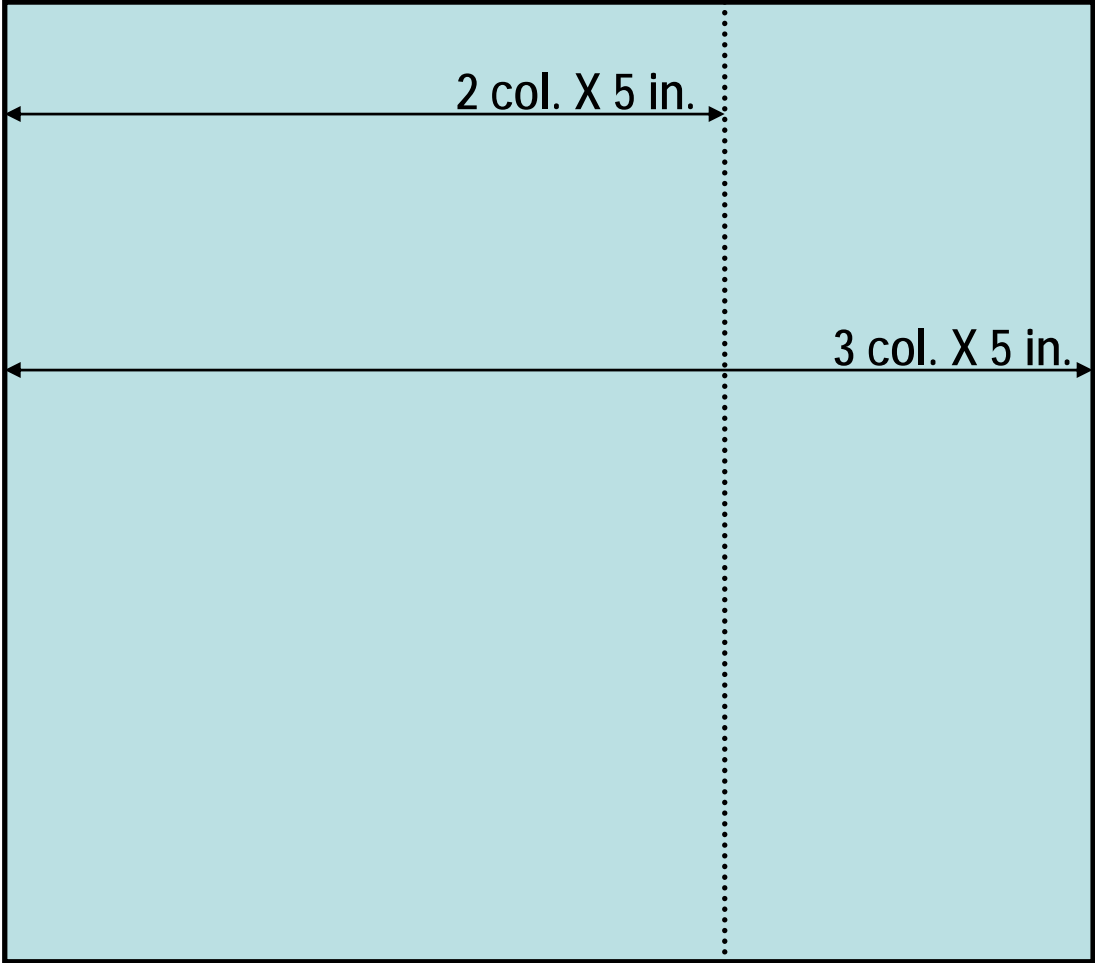
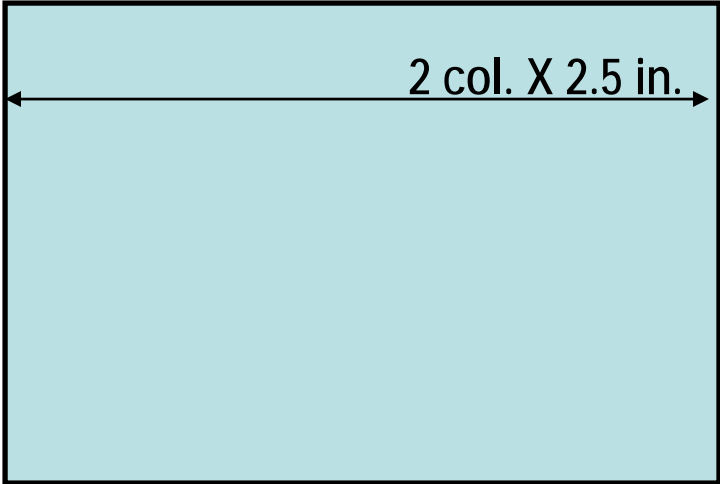
Coverage Area
23321, 23703, 23435, 23432, 23433, 23436

Area Demographics
Population: 89,684
Households: 32,081
Average Age: 36
Average Household Income: \$74,387

Source: 2007 Claritas Inc. ©

For more information please contact your sales rep.

Ad Sizes



5 col. X 5.75 in. – half page



River Cities Distribution Area

