

The Virginian-Pilot



NATIONAL rate card

**norfolk | virginia beach | chesapeake
portsmouth | suffolk | n. e. north carolina**

The Virginian-Pilot

Daily Saturday Sunday

150 West Brambleton Avenue, Norfolk, Virginia 23510-2018

(757) 446-2097 or 1-800-446-2004 Ext. 2097

FAX (757) 222-3866

Advertising Web Site: www.thevirginianpilot.com

Pilot Online: www.pilotonline.com

National Rate Card No. 73, Effective October 4, 2009

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PERSONNEL

Publisher/President Maurice Jones
 Advertising Director Kelly Warren

NATIONAL OFFICE

150 West Brambleton Avenue, Norfolk, VA 23510
 Fax: (757) 222-3866

National Account Executive Lynn Rea
 (757) 446-2097 lynn.rea@pilotonline.com

COMMISSION/TERMS OF PAYMENT

Herein VPMC, LLC, d/b/a, "The Virginian-Pilot" is defined as the "Publisher."

- a. A courtesy discount of 15% may be offered to advertising agencies. No such discount will be offered when advertising is placed on the basis of a contract rate or when using any other applicable discounts. Before any courtesy discount will be extended, however, an advertising agency must accept joint and several responsibilities with advertiser for payment of all advertising placed. Agencies acting only as placement agents, with no acceptance of payment responsibility, will not be eligible for any discount. Extensions of courtesy discounts to an agency are discretionary and reserved solely unto the Publisher. Neither agencies nor advertisers may combine accounts or contracts to arrive at a higher contract level. Publisher reserves the right at any time to require agencies to provide evidence of authority to act on advertiser's behalf and/or require acknowledgement and/or acceptance by advertiser of any advertising placed for publication or any contract. Extensions of courtesy discounts to an agency are discretionary and reserved solely unto the Publisher.
- b. Notwithstanding anything contained herein, Publisher may, at any time, including with regard to advertising placed by contract, condition the placement of advertising on Publisher's collection of a cash-in-advance payment for the full amount of such advertising prior to scheduling any advertisement(s) for publication. Any advertiser or agency submitting advertising for placement on open account credit, which shall include advertising placed subject to a contract not payable in full, in advance, must be accompanied by a completed Virginian-Pilot credit application. Any credit request must be approved by the Publisher before any advertisement will be scheduled for publication. If credit is extended by Publisher, the subsequent placement of advertising by advertiser and/or an agency constitutes such advertiser and/or agency's agreement to Publisher's credit term and conditions, which shall include, but not be limited to, the following: unless otherwise specified by Publisher, bills are generated on the first of each month for the previous month's charges and payment shall be due on or before the 15th day of the month referred to as "Billing Date" on the statement for such charges. Interest shall accrue on any past-due balance at the rate of eighteen percent (18%) per annum, until paid. Should Publisher determine to involve an attorney for issues related to the advertising or to collect any past-due balance, the advertiser and/or agency shall pay attorney's fees equal to thirty-three and one-third percent (33 1/3%) of the past-due balance, or actual attorney's fees as incurred by Publisher, whichever is greater, together with all costs of collection, including charges assessed to Publisher by any collection agency. Publisher may request additional credit information from or require a new credit application of agency or advertiser at any time. Through its submission of any credit documents, insertion orders or contracts to Publisher and continuing thereafter, advertiser represents and warrants that all information contained in any such credit documents, insertion orders and/or contracts is and remains true and correct and may be relied upon for any reason, by Publisher or any of Publisher's divisions and subsidiaries, unless and until advertiser gives notice to Publisher, in writing, that any information currently or previously provided has changed.

NATIONAL RATE POLICY

- a. Publisher reserves the right to revise advertising rates at any time. All insertion orders and contracts are accepted subject to this reservation. Disclaimers on insertion orders and/or contracts submitted by agency or advertiser are ineffective and void unless expressly accepted by Publisher.
- b. Alcoholic beverage advertising accepted subject to Publisher's Standards of Acceptability.

- c. There shall be added to any charges, amounts equal to any taxes, however designated, levied or based on such charges or on the publication of advertisements. These include state and local privilege or excise taxes based on such gross revenue, and any taxes on amount in lieu thereof paid or payable by Publisher in respect of the foregoing, exclusive however, of any taxes based on net income.
- d. No insertion order or contract is considered accepted by the Publisher until approval is given for that insertion order or contract by the Publisher's credit office. Additionally, no advertisement shall be considered accepted by Publisher until published. Any advertisement is subject upon submission to Publisher's applicable Contract & Copy Regulations, which may be changed at any time and from time-to-time in Publisher's sole discretion.
- e. Rate may vary due to rounding after application of discounts.
- f. Publisher may provide notice of changes to the rates, discounts or production data or specifications set for in the national advertising rate card on Publisher's website. If prospective notice is given, any such change shall be deemed to have changed as of the date specified regardless of whether the website itself is so changed.

ROP RATES

National Advertising Rates effective October 4, 2009 until changed by Publisher. All ROP rates are quoted as column inch rates (1 col. = 1.63").

A. FULL RUN NATIONAL RATES

	PART PAGE INCH RATE	FULL PAGE INCH RATE
Daily	\$246	\$211
Saturday or Sunday	\$258	\$222
Daily & Saturday (or 2 Dailies)	\$328	\$283
Daily & Sunday	\$331	\$285
Saturday & Sunday	\$331	\$285

Frequency discounts may be available, please ask your Sales Representative. Daily and Saturday advertisements or Daily and Sunday advertisements must run without any changes to the copy and during the same calendar week to be eligible for the combination rate.

FULL RUN MODULAR RATES

	1/4 PAGE 32.25"	1/2 PAGE 64.5"	FULL PAGE 129"
Daily	\$7,933.50	\$15,867.00	\$27,219.00
Saturday or Sunday	\$8,320.50	\$16,641.00	\$28,638.00
Daily & Saturday (or 2 Dailies)	\$10,578.00	\$21,156.00	\$36,507.00
Daily & Sunday	\$10,674.75	\$21,349.50	\$36,765.00
Saturday & Sunday	\$10,674.75	\$21,349.50	\$36,765.00

Daily and Saturday advertisements or Daily and Sunday advertisements must run without any changes to the copy and during the same calendar week to be eligible for the combination rate.

- Thanksgiving Day, Friday after Thanksgiving and Christmas Day - Sunday Distribution/Sunday Rates
- Double trucks in standard sections will be rated at 216% of the full page cost. Double trucks in tabloid sections will be rated at 220% of the full page cost.
- Double Trucks: Minimum depth 6 inches, full width only. Full double trucks take precedent for positioning requests.

FULL RUN COLOR NATIONAL RATES

Available daily or Sunday. All rates quoted are gross and commissionable. Use black and white inch rate plus the following charges:

ONE COLOR	INCH RATE	MAXIMUM
Daily	\$42	\$2,150
Saturday or Sunday	\$59	\$2,350
2x Combo within 7 Days	\$81	\$3,250

TWO OR THREE COLORS	INCH RATE	MAXIMUM
Daily	\$66	\$3,250
Saturday or Sunday	\$95	\$3,750
2x Combo within 7 Days	\$129	\$5,150

- Double Truck Color: For standard section double truck color ads, multiply the maximum color charges by 2.16 (includes scotch double trucks).
- Closing dates: Reservations should be made 7 days in advance. Complete printing materials delivered 4 days in advance. No cancellations will be accepted after the closing date. Acceptance of multiple color advertisements is subject to production limitations.
- Full range 10.5" x 21.5".
- Running head and dateline not required to appear on pages.

B. HAMPTON ROADS SAVINGS WEEKLY NON-SUBSCRIBER - TOTAL MARKET COVERAGE

The Hampton Roads Savings Weekly is mailed for delivery on Thursday to non-subscriber households in Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk. Ad sizes and space capacity for ROP are available on a limited basis. Consult your Sales Representative or call (757) 446-2097 for ROP pricing and availability. ROP ads are available for Full Run only. Zoned pre-printed inserts are available for distribution in the H.R.S.W. product. See rates for pre-prints on page 4.

C. ZONED EDITIONS

THE BEACON is a tabloid published two times weekly as a part of The Virginian-Pilot in Virginia Beach. Distributed Thursday and Sunday. Circulation: Daily 59,116 Sunday 75,501

	THURSDAY	SUNDAY	TWO CONSECUTIVE
Inch rates	\$51	\$66	\$94

THE COMPASS is a tabloid published weekly as a part of The Virginian-Pilot in Norfolk. Distributed Sunday. Circulation: Sunday 32,374

	SUNDAY
Inch rate	\$25

THE SUN is a tabloid published two times weekly as a part of The Virginian-Pilot. It is distributed in Suffolk, Isle of Wight, and Southampton counties in Virginia. Distributed Thursday and Sunday. Circulation: Daily 13,619 Sunday 16,317

	THURSDAY	SUNDAY	TWO CONSECUTIVE
Inch rates	\$20	\$25	\$36

THE CURRENTS is a tabloid published weekly as a part of The Virginian-Pilot (Sunday) and in TMC - Total Market Coverage (Thursday) in Portsmouth.

Circulation: 30,258

	SUNDAY
Inch rate	\$25

THE CLIPPER is a tabloid published two times weekly as a part of The Virginian-Pilot in Chesapeake. Distributed Friday and Sunday.

Circulation: Daily 30,771 Sunday 37,868

	FRIDAY	SUNDAY	TWO CONSECUTIVE
Inch rates	\$26	\$32	\$46

THE NORTH CAROLINA COAST is a free-standing publication distributed throughout North Carolina's Outer Banks (Currituck and Dare counties). Distribution varies with the seasons.

Circulation: 25,500

	SUNDAY
Inch rate	\$17

THE NORTH CAROLINA BROADSHEET is a local news section published on Sunday as a part of The Virginian-Pilot in the North Carolina counties of Dare, Currituck, Camden, Bertie, Chowan, Pasquotank, Perquimans, and Hyde. Single copy in Gates and Hertford. Circulation: Sunday 11,400

	SUNDAY
Inch rates	\$14

D. ZONED EDITIONS COLOR (per issue)

	BLACK & 1 COLOR	BLACK & 2 OR 3 COLORS
Beacon	\$6.50/inch	\$13.75/inch
Clipper, Currents, Sun, Compass	\$3.50/inch	\$6.50/inch
NC Coast	\$3.50/inch	\$7.25/inch
North Carolina Broadsheet	\$2.00/inch	\$4.50/inch

Circulation Source: ABC 2008 Audit Report, Press runs for zoned circulation for week of 7/29/09 - 8/4/09.

PRE-PRINT RATES

A. MULTI-PAGE PRE-PRINTS

Tabloid sections: available in all editions by advance reservations. The CPM prices below are for sections using an 8.5 x 11 inch page. There is a \$2.00 CPM increase for each two page increment after 32 pages. This charge will be applied to envelopes, mail return coupons and foldouts. All rates net.

SIZE	CPM ZONED RATE	CPM QUANTITIES GREATER THAN 131,000
Card	\$56	\$46
4 - page	\$60	\$48
8 - page	\$66	\$55
12 - page	\$70	\$62
16 - page	\$81	\$73
20 - page	\$88	\$83
24 - page	\$93	\$92
28 - page	\$97	\$97
32 - page	\$104	\$102

Prices for pocket-size and standard-size sections available on request from Publisher. Distribution is available Wednesday through Sunday.

SAMPLESERT MACHINE INSERTED FSI WITH SECURED SAMPLE

Distribution is available Wednesday through Sunday. Zoning is available. Minimum 10,000 billing quantity. Must be packed on skids and delivered to our plant at least 10 days prior to publication.

\$69 CPM (Net)

12-MONTH PRE-PRINT FREQUENCY CONTRACT

The frequency Pre-print contract discounts below apply only to the Pre-print portion of the advertising statement; full circulation only.

52 pieces	20%
26 pieces	15%
12 pieces	10%
6 pieces	5%

Check with National Advertising for quantity. These rates and discounts also apply to the Hampton Roads Savings Weekly product (TMC product - Thursday).

- We do not accept pre-prints on Monday or Tuesday, except in the case of certain holidays and at the Publisher's discretion.
- There is a \$2.00 CPM increase for each two to four tab page increments above a 48 page tab.
- Thanksgiving Day, the Friday after Thanksgiving, and Christmas Day will require Sunday quantities and will be charged the Sunday CPM.
- To ensure best quality we recommend a weight of at least .007 mil.
- Preprint Sizes:
 - Card: Up to 10.5" x 10.5"; .007 mil. minimum
 - Tab: Up to 10.5" x 10.5"; 4 page tabs must be on 40 lb. paper or quarter folded
 - Standard: Over 10.5" x 10.5"
 - Largest folded size: 10.5" x 10.5"
 - Pre-prints larger than 10.5" x 10.5" must be quarter folded.
 - Smallest accepted size: 3.5" x 6", multiple pages only.
- Add the following spoilage quantities based on thickness:

insert thickness	additional quantities needed
.007 mil	3% spoilage
.005-.0065 mil	10% spoilage
.0025-.0045 mil	25% spoilage
- Inserts that arrive at our plant needing to be restacked will be subject to restacking fees of \$10/M time permitting.
- Pricing on inserts including gate fold, glue-in cards, or slip-in pieces will be computed based on the equivalent number of pages these features occupy.
- Any page smaller than 10" x 10.5" will be charged as a tab page.

- Minimum order is 10,000 pieces (per publication, per date) with zoning available by zip code.
- Advertiser may not combine TMC and Insert quantities to fulfill the 131,000 quantity break.
- To receive full distribution rates, insert quantity in The Virginian-Pilot (excluding TMC) must be equal to or greater than 150,000 for Daily (Wednesday-Saturday) and 190,000 for Sunday.

SHIPPING INFORMATION: Shipments should be delivered to The Virginian-Pilot receiving docks at:

The Virginian-Pilot, 5429 Greenwich Road, Virginia Beach, VA 23462

RECEIVING INFORMATION: Receiving hours are 7:00 am - 5:00 pm Monday through Friday. Receiving Department is closed on the following holidays: New Year's, Martin Luther King, Memorial Day, July 5th, Labor Day, Thanksgiving, Christmas.

This location handles inserts for the following publications: The Virginian-Pilot, Hampton Roads Savings Weekly (TMC), Flagship, Globe and Rotovue. For information, please call (757) 446-4118.

BILLS OF LADING/SKID TAGS: Each skid of inserts should be tagged on two adjacent sides with the following information:

The Virginian-Pilot's name and address, Name of Advertiser
 Insert run date, Publication the insert runs in (The Virginian-Pilot, Flagship, etc.), Quantity of inserts on skid
 Total number of skids in shipment

The bill of lading accompanying the shipment should include the Advertiser's name, the insert run date and publication, and the total number of skids and copies shipped. Bundle size must be printed on skid tag.

PACKAGING REQUIREMENTS: Inserts should be stacked on skids with maximum total height of 5 feet. Cuts must be a minimum of 50 copies, with cardboard sheets placed between layers. Skids should have a wooden top, and be strapped with four straps minimum. Plastic shrink wrap is recommended. Inserts printed on glossy - slick paper, cards, or envelopes should be in cardboard boxes; either large, skid size boxes, or smaller boxes containing several thousand copies. All boxes should be labeled with insert name, the quantity per box, and publication the inserts are intended for. Inserts for different run dates and/or publications must be packaged/skidded separately.

DEADLINES: Inserts must be in our Virginia Beach plant 10 days prior to publication for Sunday and mailed TMC distribution, and 7 days prior to publication for weekday/Saturday and midweek TMC distribution. Reservations for inserts must be made 17 days in advance of publication date, and must be made before shipments of inserts.

B. NEWSPAPER AD BAG PROGRAM

Ads printed on plastic bags which carry The Virginian-Pilot. Distribution is available Monday through Sunday. Zoning is available. Lead time is six weeks. Minimum 50,000 billing quantity. Please call National Advertising at (757) 446-2097 for availability and shipping information.

Ad Bag distribution only: \$55/CPM

AD BAG DELIVERY ADDRESS:

The Virginian-Pilot, 5457 #C Greenwich Road, Virginia Beach, VA 23462

SAMPLEPOUCH SAMPLE ENCASED IN A DELIVERY BAG

Distribution is available on a first come basis. Monday through Sunday (January - August) and Monday through Saturday (September - December). Zoning is available. Minimum 50,000 billing quantity. Please call National Advertising at (757) 446-2097 for availability and shipping information.

\$63 CPM (Net)

Add \$50 cpm to standard rate for plastic bag product samples over 1 oz. and/ or volume over 15" as defined by height x width x depth. To ensure appropriate price quote all product samples need to be supplied with pricing request. All samples must be examined for acceptability. Add 10% to required distribution for spoilage for bag and sample.

SUNDAY COLOR COMICS

A. SPACE AND COLOR RATES (4 COLORS)

Full page (10.25" w x 20"d)	\$11,219
2/3 page (10.25" w x 13.125"d)	\$9,044
1/2 page (10.25" w x 9.75"d)	\$6,503
1/3 page (10.25" w x 6.5"d)	\$4,941
1/4 page (10.25" w x 4.25"d)	\$4,393
1/6 page (10.25" w x 3"d)	\$3,469
2" strip (10.25" w x 2"d)	\$1,897
1" strip (10.25" w x 1"d)	\$1,053

Based on availability.

COLOR COMICS FREQUENCY DISCOUNTS

13 times within one year	5%
26 times within one year	10%
39 times within one year	15%
52 times within one year	20%

B. SPADEA

Spadea (two standard pages front wrap) (10.25" w X 20" d each page)	\$22,694
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C. GATEFOLD

Gatefold (Vertical 1/2 page front wrap) (5" w X 20" d)	\$13,622
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D. DROP-OUT POSITION

2 standard pages/4 tabloid pages drop-out position	\$21,795
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SPADEA/GATEFOLD/DROP-OUT FREQUENCY DISCOUNTS

Schedule (a) 6 or more Gatefolds or Spadea insertions within one year	25%
Schedule (b) 12 or more Gatefolds or Spadea insertions within one year	27.5%
Schedule (c) 24 or more Gatefolds or Spadea insertions within one year	32.5%
Schedule (d) 48 or more Gatefolds or Spadea insertions within one year	40%

E. DEADLINES

Closing date: 23 days prior to publication.
Copy deadlines: 18 days prior to publication.

Electronic files must be furnished by the advertiser with the color key. 85 line screen. RRED Printed by Vertis, Inc. Send materials to Vertis, Inc., 7619 Doane Drive, Manassas, Virginia 20109.

SPECIAL SERVICES

A. RATES FOR ART WORK

Design Work (hourly rate)	\$50
Minimum charge (first half hour)	\$25

B. AD PROOF

The Virginian-Pilot provides two proofs of your ad as part of your advertising rate. If additional proofs are requested, a \$25 fee will apply per proof.

C. ADVERTISING PHOTOGRAPHY RATES

The Pilot's advertising photographer provides state of the art digital photography for advertisers. Location and studio sessions are available. Photo services are provided on a first come basis. Please contact your Advertising and Marketing Representative or Graphic Designer to schedule an appointment. For more information contact our advertising photographer at (757) 446-2448.

Basic service consists of one hour of photography on location	\$65
Additional (per hour) photography time	\$35
Studio portraits (available at the Brambleton Avenue studio)	\$30

D. RATES FOR OVER-RUN OF SPECIAL EDITIONS

Prices are available upon request. Please contact a National Advertising and Marketing Representative.

E. PROCESS COLOR SEPARATIONS

Color scans from advertiser's materials per item	\$35
Color prints (600 dpi color prints)	\$20
Black & white prints (600 dpi)	\$10
Digital re-touch of scans	\$10

One-of-a-kind color transparencies should be duplicated to protect the owner against damage or loss.

Original material is due in our production department 10 working days before publication.

SPECIAL EDITORIAL FEATURES

- Gracious Living (food & home), Sunday
- Daily Break (leisure section), Monday through Sunday
 - Flavor (food section), Wednesday
 - Pulse (arts, culture, entertainment, movies, dining), Thursday
 - Magazine (cultural events, travel destinations, book reviews), Sunday
- Home (real estate tabloid), Saturday
- Drive (automotive section), Friday
- Zoned Editions, see description page 3
- Hampton Roads Savings Weekly, non-subscriber, total market coverage, mailed for delivery on Thursday

SPECIAL ROP UNITS

A. MAIL ORDER/DIRECT MARKETING REMNANT RATE

- Remnant rate ads must be available for insertion for a minimum of seven (7) days.
- There should be no limitations by the advertiser as to the date the ad may be published.
- Remnant rate ads may not be used as substitutes for regularly scheduled ads during the same calendar week.
- Position will be at the Publisher's option. However, every effort will be made to select an appropriate section for the advertiser.
- Remnant rate ads do not count toward fulfillment of any advertising agreement.

Any full page position - ROP	\$25.25 CPM per page
1/2 page - ROP	\$14.50 CPM
1/4 page - ROP	\$9.00 CPM
Sunday color comics	\$16.25 CPM per page

Please contact a National Advertising and Marketing Representative for availability.

B. TRAVEL RATE

Available only to resorts, tourist boards and individual hotels. Rates are net.

Inch Rate	\$142 per column inch
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See travel rate card for frequency discounts and special travel features.

C. NON-PROFIT RATE

13% Discount off of R.O.P. Rate. Discount does not apply to color (no other discounts apply).

CONTRACT & COPY REGULATIONS

- All advertising ordered set will be billed for space occupied.
- All copy measuring more than 19 inches in depth will be charged as a full column of 21.5 inches.
- The advertiser and/or agency shall designate the width in columns and exact depth in inches, in which case the newspaper agrees to publish and bill the advertisement for the exact space ordered; measurement to be from cut-off rule to cut-off rule. Where ads are positioned at the bottom of the page, a dash or dot may be substituted to designate the true bottom of the type page.
- All property rights, including any copyright interest in advertisements produced for an advertiser by Publisher, using art work and/or typography furnished or arranged for by Publisher, shall be the sole property of Publisher. No such advertisement or any part thereof may be reproduced without the prior written consent of the Publisher.
- Publisher reserves the right to edit, revise or reject any advertising. Advertiser agrees to indemnify and save harmless Publisher against any loss, damage, cost and expense (including without limitation, attorney's fees) which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all other

claims of any kind or nature in connection with advertising matter published for Advertiser by Publisher.

- Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, failures of equipment or systems of The Virginian-Pilot, or other occurrences beyond its control that shall in any way restrict or prevent the distribution of its newspapers.
- Publisher shall have no liability whatsoever, including without limitation any liability for consequential, incidental, indirect, special or punitive damages for not publishing any advertisement or by reason of any error in connection with any advertisement (including without limitation, typographical errors, failure to publish advertising on desired dates, omissions or additions to advertisements); provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by an error of the Publisher; and provided, further, however, that Publisher's obligation to give such credit shall not apply to more than one incorrect insertion of such advertisement unless and until Publisher is notified of the error prior to repetition of the insertion. Advertiser must notify Publisher of any errors occurring when they appear, as per contract agreement. Any adjustments will not be honored beyond 30 days of the last month's billing.
- Composition/Kill Charges. In the Publisher's sole discretion a charge will be made for ads killed (either orally or in writing) after the final ad schedule deadline and for ads with excessive proof corrections (changes) requiring the majority of ad layout to be re-composed.

LATE KILL CHARGES

There will be a flat charge for ads that are killed after deadline.

	Broadsheet	Tab
Under 1/4 Page	\$100	\$40
1/4 Page to 1/2 page	\$500	\$50
Over 1/2 Page	\$1000	\$100
Double truck	\$1700	\$165

- Coupon ads. The use of coupon ads in advertisements is encouraged and care is taken to position the coupon ads to avoid coupons printing back to back. Due to press limitations and emergency make-up changes, however, it is possible that coupons may print back to back. No rebates or make-goods will be allowed in any event.
- No allowances will be made for advertisements appearing in other than requested positions.
- All advertisements must include the name of the advertiser.
- In a series of multiple discounts, the first discount is taken off the gross dollar amount. The remaining discounts are taken off the next net figure.
- The agreements, conditions, rates and regulations set forth herein or in the written advertising contract between Publisher and Advertiser constitute the entire agreement between Advertiser and Publisher. In order to insure the accuracy of all space reservations, all verbal reservations must be confirmed in writing by the day of the actual space deadline, or within 24 hours. Publisher shall not be responsible for any error in scheduling if no written confirmation is received.

DEADLINES

PUBLICATION DAY	PUBLICATION	AD SCHEDULING & AD MATERIAL DEADLINES		AD MATERIAL DEADLINES FOR CAMERA READY & DIGITAL ADS	
SUNDAY	VIRGINIAN-PILOT	Wed	5 PM	Fri	1 PM
	Daily Break - Magazine	Wed	5 PM	Fri	1 PM
	Gracious Living	Mon	5 PM	Fri	1 PM
	Beacon	Tue	5 PM	Thu	1 PM
	Clipper	Wed	5 PM	Fri	1 PM
	Compass	Tue	5 PM	Thu	1 PM
	Currents	Wed	5 PM	Fri	1 PM
	Sun	Wed	5 PM	Fri	1 PM
	NC Broadsheet	Wed	5 PM	Fri	1 PM
	Beacon Classified Display	Tue	5 PM	Thu	1 PM
	Sun Classified Display	Wed	5 PM	Thu	5 PM
	Currents/Clipper Classified Display	Wed	5 PM	Thu	5 PM
	Automotive Classified Display	Wed	5 PM	Fri	1 PM
	Career Connection	Wed	5 PM	Fri	1 PM
	VP Classified Display	Wed	5 PM	Fri	1 PM
MONDAY	VIRGINIAN-PILOT	Thu	5 PM	Fri	1 PM
	Daily Break	Thu	5 PM	Fri	1 PM
	Automotive Classified Display	Thu	5 PM	Fri	1 PM
	VP Classified Display	Thu	5 PM	Fri	1 PM
TUESDAY	VIRGINIAN-PILOT	Fri	5 PM	Mon	1 PM
	Daily Break	Thu	5 PM	Fri	1 PM
	Automotive Classified Display	Thu	5 PM	Fri	1 PM
	VP Classified Display	Thu	5 PM	Fri	1 PM
WEDNESDAY	VIRGINIAN-PILOT	Fri	5 PM	Tue	1 PM
	Daily Break - Flavor	Fri	5 PM	Mon	1 PM
	Your Corner - W. Branch/N. Suffolk/Churchland	Thu	5 PM	Mon	1 PM
	Automotive Classified Display	Fri	5 PM	Mon	1 PM
	VP Classified Display	Fri	5 PM	Mon	1 PM
THURSDAY	VIRGINIAN-PILOT	Mon	5 PM	Wed	1 PM
	Daily Break - Pulse	Mon	5 PM	Tue	1 PM
	Beacon	Fri	5 PM	Tue	1 PM
	Sun	Mon	5 PM	Tue	5 PM
	Beacon Classified Display	Fri	5 PM	Tue	1 PM
	Sun Classified Display	Mon	5 PM	Tue	1 PM
	Automotive Classified Display	Mon	5 PM	Tue	1 PM
	VP Classified Display	Mon	5 PM	Tue	1 PM
	Hampton Roads Savings Weekly (TMC)	Thu (7 days prior)	5 PM	Fri	1 PM
FRIDAY	VIRGINIAN-PILOT	Tue	5 PM	Thu	1 PM
	Daily Break	Tue	5 PM	Wed	1 PM
	Clipper	Mon	5 PM	Wed	1 PM
	Clipper Classified Display	Mon	5 PM	Tue	1 PM
	VP Classified Display	Tue	5 PM	Wed	1 PM
	Drive	Mon	5 PM	Wed	1 PM
	NC Coast	Mon	5 PM	Wed	1 PM
	Home Search (Bi-Weekly)	Wed (3 wks prior)	5 PM	Fri (2 wks prior)	1 PM
SATURDAY	VIRGINIAN-PILOT	Wed	5 PM	Fri	1 PM
	Daily Break	Wed	5 PM	Thu	1 PM
	Home (Real Estate)	Tue	5 PM	Thu	1 PM
	Automotive Classified Display (Books 1&2)	Tue	5 PM	Thu	1 PM
	Automotive Classified Display (Book 3)	Tue	5 PM	Wed	1 PM
	VP Classified Display	Wed	5 PM	Thu	1 PM

• For Your Corner - Isle of Wight deadlines, please contact your Sales Representative.

• For proof correction deadlines, please contact your Sales Representative or Graphic Designer.

PRODUCTION & MECHANICAL REQUIREMENTS

- a. Full page measures 10.3889" x 21.5"; column depth is 21.5"
- b. Number of columns to a page: 6. Column widths:
- | | | | |
|---------------|---------|-----------|----------|
| Single column | 1.6389" | 4 columns | 6.8889" |
| 2 columns | 3.3889" | 5 columns | 8.6389" |
| 3 columns | 5.1389" | 6 columns | 10.3889" |
- c. Inches charged to columns: 21.5. Inches charged to page: 129.
- d. Standard Size Double Truck: 258 column inches (12 cols. x 21.5" or 21.77" wide x 21.5" deep) plus gutter, for a total billed size of 279.5 column inches. Double Truck less than full depth is billed as 13 columns x depth (minimum 9") and multiplied by part page rate.
- e. Tabloid Double Truck: 126 column inches (12 cols. x 10.5" or 21.77" wide x 10.5" deep minimum) plus gutter, for a total billed size of 136.5 column inches. Only full width and full depth double trucks accepted in tabloid products.
- f. Veloxes, reproduction proofs acceptable.
- g. 100 line screen halftones are required.
- h. The sizes of all ads are approximate since some variation occurs during the production process.

FULL COLOR ADS

To insure quality full color reproduction, a .25 inch deep color bar will be placed in the bottom portion of the scheduled ad space.

ELECTRONIC DELIVERY METHODS

1. Third Party Delivery Systems

We utilize AP ADSEND, AD TRANSIT and FAST CHANNEL (formerly AD DIRECT). If you do not subscribe to one of the third party systems and would like to, please call the following numbers:

AP ADSEND: 1-800-823-7363 • www.atsend.com

AD TRANSIT: 1-800-254-6533 • www.adtransit.com

FAST CHANNEL: 1-866-321-3278 • www.fastchannel.com

Note: These are all secure systems that guarantee delivery and confirmation of delivery.

2. Upload Your Ads. This free service replaces email as a method for sending us your ads. Now simply go to <http://ezpilotclassifieds.com/adsupportads/index.php>, fill out a short ad submission form and send us your ads. If you have any question concerning methods of sending ads to The Pilot, contact Shea Alvis, Imaging Manager at 757-222-5409, k.shea.alvis@pilotonline.com. You can still send your email directly to your designer. We cannot guarantee delivery or your ad will be published.

ELECTRONIC DELIVERY FORMAT

We require PDF files.

- We cannot accept native files (collected for output and/or packaged files).
- We can supply you with our Distiller job options.
- We can supply you with our Photoshop Ink File.
- Do not create PDF files by dropping EPS file on Distiller. PDF files created in this manner may not print correctly.
- Complete electronic guidelines available upon request or download from www.thevirginianpilot.com
- If you have file format questions contact our imaging department at 757-222-5409 or email: k.shea.alvis@pilotonline.com.

MISCELLANEOUS

- a. News Services:
The Virginian-Pilot
- AP (News, Feature, Photo)
 - Los Angeles Times - Washington Post
 - New York Times News Service
 - McClatchy Regional News Service

- b. Member: 

CLASSIFIED ADVERTISING RATES

- a. Call (757) 622-1455 for classified advertising rates.
- b. Minimum accepted: 2 lines. Set in 5.7 point type. No display advertisement will be accepted for less than 21 lines. All display ads must be 21 lines deep for each column in width.
- c. **Daily deadline:**
In-column - daily at 11:00 am, the day before publication
Display space - 5:00 pm Wednesday for Sunday.
- d. Cash with order.
- e. Agency commission 15%.
- f. **Width of column:**
- | | | | |
|---------------|---------|-----------|----------|
| Single column | 1.6389" | 4 columns | 6.8889" |
| 2 columns | 3.3889" | 5 columns | 8.6389" |
| 3 columns | 5.1389" | 6 columns | 10.3889" |
- Depth of column:** 301 agate lines - 6 columns per page.

CIRCULATION INFORMATION

- b. Circulation verification (details in Publisher's Statement and Audit Report).
- c. The Virginian-Pilot was established in 1865.
- d. Subscription price: The Virginian-Pilot (Sunday) \$175 per year by mail. The Virginian-Pilot (Monday - Sunday) \$406 per year by mail. Other options are available. Call toll free 1-800-446-2005 for more information.

The Virginian-Pilot Readership & Circulation Numbers

	CIRCULATION	READERSHIP
Daily (Mon - Fri)	174,727	358,600
Saturday	175,383	385,800
Sunday	200,667	450,400

68%* of all South Hampton Roads Adults read The Virginian-Pilot in the Last 7 days.

73%* of all South Hampton Roads Adults read The Virginian-Pilot or PilotOnline.com/HamptonRoads.com in the last 7 days.

Sources: Scarborough August 2008, Saturday readership = circulation x 2x2 readers per copy. ABC Audit Report 2008.

TheVirginianPilot.com provides advertising and marketing information 24 hours a day, 7 days a week. Now you can access Pilot advertising information whenever you need it.