

The Virginian-Pilot

PilotOnline.com

150 W. Brambleton Ave., Norfolk VA 23510 · 757-446-2961 · Fax: 757-622-6885
www.thevirginianpilot.com

Dear Valued Customer:

As always, thank you for the continued opportunity to serve you and your business. We are working hard to align ourselves with our advertisers to ensure that they get results, and that our solutions and pricing remain relevant in this challenging economic environment.

On October 4th we will be reducing the width of our newspaper by one inch to 11.5 inches wide from 12.5 inches wide. Many papers around the nation are using this format with positive reviews. Also, our classified section will move to six columns from ten, and our city tabs (Beacon, Clipper, etc.) will move to a six-column width from the current five. This new six-column format throughout the paper will standardize ad sizes and make it easier to do business with us. It will also help us eliminate newsprint waste. Your sales professional will have a prototype available for you to review.

While we are changing the size of our newspaper, we are not changing our commitment to our advertisers, readers and community. We will continue to deliver the best local content and largest audience. We're proud of our history of serving the public and producing the best newspaper in Virginia as named by The Virginia Press Association 22 of the last 23 years. The Virginian-Pilot continues to bring more than 400,000 buyers and sellers together every day. Combined, our products offer a superior solution when compared to other media options and reach more than 91% of South Hampton Roads weekly.

Also, we are pleased to announce that our 2010 rate card, effective October 4, 2009, will offer, in most cases, flat rates and many opportunities for discounts. We have added a new frequency program that does not require an annual revenue commitment and we are adding sectional pricing that is deeply discounted.

The new rate card will be available online September 1, at <http://www.thevirginianpilot.com/advertising> and your sales professional will have a copy for you as well. We have worked hard to simplify our rates and the rate card's organization to make it more user-friendly and cost-efficient.

We are now positioned to offer you a total suite of solutions for your marketing and advertising needs. In addition to the power of print, your sales professional will be able to offer digital advertising solutions including online display, search engine optimization, listings and social media. Additionally, your sales professional will be offering a full array of targeted and direct marketing solutions. We will continue to offer first-class creative, marketing and research to support your advertising efforts.

We appreciate the confidence you have shown in us and we look forward to serving you in 2010 and beyond.

Sincerely,



Kelly Warren
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