

## POLITICAL ADVERTISING

Political advertising ran by political candidates, parties, groups advertising for political office or addressing a specific issue must be clearly labeled as paid political advertising, and must contain the name of the individual or organization paying for the ad. All political advertising is cash in advance.

## Preprint and Insert Advertising

### PRE-PRINT RATES

Delivered for less than mail. Almost any preprinted piece - sales flyer, circular, brochure - can be inserted into The Hopewell News and News~Patriot and delivered for less than direct mail. **4 days prior \$45 - \$65 CPM**

## Advertising Guidelines

The following are the basic guidelines for advertising placed in The Hopewell News and News~Patriot. Please refer to your advertising contract or invoice for complete terms and conditions.

### POLICIES & PROCEDURES

#### BROKERED ADVERTISING

Advertising contracts and rates are for individual advertisers. Persons or agencies cannot purchase a volume contract for display space or preprints and resell it to multiple advertisers.

#### CREDIT, BILLING AND PAYMENTS

Terms are payment with submission of copy, unless credit has been approved in advance. We will accept payment with VISA, Mastercard, or Discover while credit is being established. Advertising purchased on credit is due and payable the 10th of each month following publication. All personal, political, charitable and going-out-of-business advertisements require payment in advance. All out of state advertisers shall be cash-with-copy, unless credit has been approved.



THE HOPEWELL  
PUBLISHING  
COMPANY

WWW.HOPEWELLNEWS.COM

2 0 0 9

Jim Smith, Publisher  
jsmith@hopewellnews.com

Freda Cook, Advertising Director  
classifieds@hopewellnews.com

Mailing address:  
P.O. Box 481  
Hopewell, VA 23860

Street delivery address:  
516 E. Randolph Rd.  
Hopewell, VA 23860

Telephone: 804 / 458-8511  
Fax: 804 / 458-7556  
retail@hopewellnews.com

# THE HOPEWELL PUBLISHING COMPANY ADVERTISING RATES 2009



PRINCE GEORGE ♦ COLONIAL HEIGHTS ♦ HOPEWELL ♦ ENON ♦ PETERSBURG ♦ CHESTER ♦ FORT LEE

## *The Hopewell News and News~Patriot*

### *Providing the Tri-Cities with Local Hometown News!*

We want to do more than just sell you advertising space. Our purpose is to help your business get results. This rate card will help you maximize your investment in advertising.

## Rates

### THE MORE YOU BUY, THE LESS IT COSTS

Rates are priced by the column inch. You can increase your total advertising space and lower your column inch rate by taking advantage of contracts and discounts for frequency and size.

### POSITION REQUEST / CHARGES

We do our best to accommodate section requests or select a reasonable alternative. We cannot guarantee that ads of a competitive nature will always be separated.

### GUARANTEED POSITION CHARGE

For an additional 25% charge we will guarantee the page where an ad will appear, but not the position on the page. Guarantee applies only if the page is available for advertising. Color ads must be on a color page. Available color positions are not determined until the layout process is complete, the section can be guaranteed, but not the page. Minimum position upcharge is \$30.00.

### PRODUCTION IS FREE

Design, typesetting and processing of artwork and photos for advertising are always free for ads in The Hopewell News and News~Patriot.

### AD SIZE IS MEASURED BY COLUMN INCHES

**Number of columns X height in inches = total column inches X Rate = Ad Cost**

2 columns x 5" = 10 col." x \$9.00 rate = \$90.00 ad cost

# Retail & Classified Display Rates

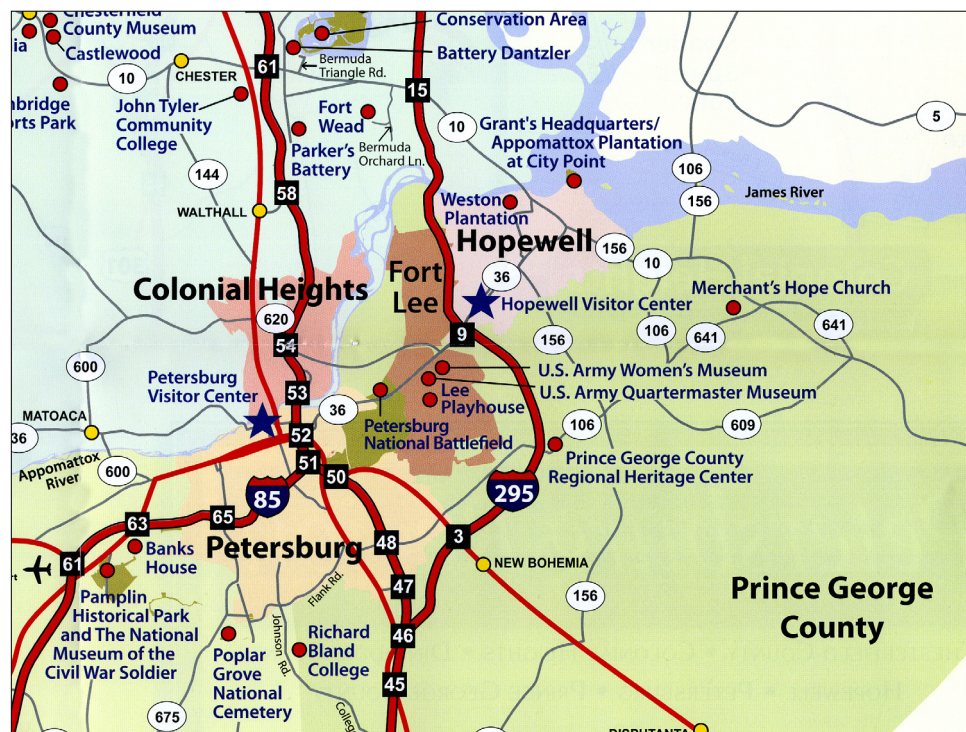
6 columns for Retail & 8 columns for Classified  
**OPEN RATES & DISCOUNTS**

	1 Time	12 weeks	26 weeks	52 weeks
Hopewell News (Tues)	\$9.00	\$8.00	\$7.00	\$6.00
Hopewell News (Fri)	\$9.00	\$8.00	\$7.00	\$6.00
Hopewell News & Patriot (Friday Only)	\$12.00	\$9.60	\$8.40	\$7.20
All Papers (Tues & Fri)	\$15.75	\$12.60	\$11.03	\$9.45

# Specifications

**COLUMN MEASUREMENTS** Ads over 18.5 inches in depth charged for 20.5 inches.

RETAIL MEASUREMENTS				CLASSIFIEDS MEASUREMENTS			
	Inches		Inches		Inches		Inches
1 column	1.604	4 column	6.792	1 column	1.172	5 column	6.359
2 column	3.333	5 column	8.521	2 column	2.469	6 column	7.656
3 column	5.062	6 column	10.25	3 column	3.766	7 column	8.953
				4 column	5.063	8 column	10.25



# Circulation Facts

Media Product's Name	Distribution Day	Zip Code	County & City	Home Delivery Circulation	Single Copy Circulation	Office Copies
News ~ Patriot	Fri	23834	Colonial Heights	1850	4,490	50
News ~ Patriot	Fri	23836	Enon		100	
News ~ Patriot	Fri	23831	Chester		100	
News ~ Patriot	Fri	23875	Prince George	1365	1,100	
News ~ Patriot	Fri	23801	Fort Lee		1,400	
The Hopewell News	Tues & Fri	23860	Hopewell	3510	1,525	50
The Hopewell News	Tues & Fri	23227	Richmond	11		
The Hopewell News	Tues & Fri	23801	Fort Lee	83		
The Hopewell News	Tues & Fri	23803	Ettrick	48		
The Hopewell News	Tues & Fri	23831	Chester	278		
The Hopewell News	Tues & Fri	23834	Colonial Heights	36		
The Hopewell News	Tues & Fri	23836	Enon	268		
The Hopewell News	Tues & Fri	23842	Disputanta	78		
The Hopewell News	Tues & Fri	23881	Spring Grove	18		

# Deadlines

PUBLICATION DAY	SPACE RESERVATION & AD COPY DUE	CAMERA READY E-MAIL ADS DUE
Tuesday	Thursday 12:00 Noon	Friday 12:00 Noon
Friday	Tuesday 12:00 Noon	Wednesday 12: Noon

# AD CANCELLATION AND LATE AD FEE

Ads cancelled after deadline will be charged a late pull fee of 25% of the total cost of the ad, or \$30.00, whichever is greater. Ads scheduled after deadline will be charged a late fee of 25% of the total cost of the ad, or \$30.00, whichever is greater.

**NO PROOFS WILL BE PROVIDED FOR LATE ADS.**

# Specialty Rates & Discounts

## 50% OFF REPEAT INSERTION

Rerun the same ad with no copy changes any day within a 10 day period of the original run and get a 50% discount on the second ad of equal or lesser value (excludes color costs). Frequency is the key! Excludes political and nonprofit.

## CHURCH & NON-PROFIT

Churches and public service non-profit organizations whose primary function is to raise funds for charitable causes, are given a discounted rate. Contact your sales rep for more information.

## COLOR BY THE INCH – RETAIL & CLASSIFIED

Ad Size*	1 color	Full color	Ad Size*	1 color	Full color
up to 31" (flat rate)	\$20.00	\$50.00	32 to 123"	\$0.65 pci	\$1.61 pci

## ONLINE RATES

Market your business to the increasing number of savvy online users. The Hopewell News's web site ([www.hopewellnews.com](http://www.hopewellnews.com)) receives over 52,000 page views per month, and this proven advertising medium is a great way to expand reach and attract highly qualified buyers. Ask your sales rep for more details.