

TheRoanokeStar.com

community | news | perspective

In-Print and On-Line to over 86,000 Roanoke Valley Readers!



Newspaper Facts:

Published Weekly | Fridays
Weekly Distribution: 16,000+ homes | 68,000+ Readers
Monthly Direct Mail Cycle: 44,000+ homes | 176,000+ Unique Readers
Direct Mail Demographic: Household income: \$75,000 and up

- **Targeted Direct Mail** - utilizing a distribution matrix that saturates zipcodes: 24014, 15, 18, 19.
- **Promotional Racks** - Over 250 rack locations throughout the Roanoke Valley, including all Krogers, Food Lions, Wal-Marts, K-Marts, Convenience Stores etc.
- **Paid Subscribers** - Many readers choose the convenience of home delivery.

Display Advertising Rates:

All rates are net and by column inch, 6-column SAU

Single Run (open rate)	\$15.00
Four weeks (20% off)	\$12.00
Eight weeks (25% off)	\$11.25
Twelve weeks (35% off)	\$9.75
Eighteen weeks (40% off)	\$9.00
Twenty Six weeks (45% off)	\$8.25
Fifty Two weeks (50% off)	\$7.50
National/Agency	\$17.25

Pre-Printed Insert Rates

1-12 pages	\$55 per M
12+ pages	Price on request

Multiple-run discounts available

Turn-Key Printed Insert Rates

8.5 X 11 One Sided B/W	\$75.60 per M
8.5 X 11 One Sided Color	\$84.80 per M
8.5 X 11 Two Sided B/W	\$88.30 per M
8.5 X 11 Two Sided Color	\$94.20 per M

Full Broadsheet One Sided B/W	\$63.10 per M
Full Broadsheet One Sided Color	\$79.30 per M
Full Broadsheet Two Sided B/W	\$68.40 per M
Full Broadsheet Two Sided Color	\$112.40 per M

Online Advertising

No Additional Charge

With advertising runs of 8 weeks or more.
 Call for per-click / impression quotes.

Color

Process Color Included

Mechanicals

Page Size	123 column inches
Page Width	10.88 inches
Page Height	20 inches
Column Width	1.70 inches

Deadlines

Display & Classified | Tuesday by Noon

Subscriptions

\$52 per year (\$72 per year out of area)

Contact Us

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See Page 2 for Common Ad Sizes and Pricing!

[Sizes | Examples]

1-3 weeks: \$1,935
4-7 weeks: \$1,548
8-11 weeks: \$1451
12-17 weeks: \$1257
18-25 weeks: \$1,161
26-51 weeks: \$1,064
52 weeks: \$967

Full Page
6 columns (10.88") wide,
20 inches tall

1-3 weeks: \$967
4-7 weeks: \$774
8-11 weeks: \$725
12-17 weeks: \$628
18-25 weeks: \$580
26-51 weeks: \$532
52 weeks: \$483

Half Page, Horizontal
6 columns (10.88") wide,
10 inches tall

1-3 weeks: \$967
4-7 weeks: \$774
8-11 weeks: \$725
12-17 weeks: \$628
18-25 weeks: \$580
26-51 weeks: \$532
52 weeks: \$483

Half Page, Vertical
3 columns (5.378") wide,
20 inches tall

1-3 weeks: \$483
4-7 weeks: \$387
8-11 weeks: \$362
12-17 weeks: \$314
18-25 weeks: \$290
26-51 weeks: \$266
52 weeks: \$241

Quarter Page
3 columns (5.378") wide,
10 inches tall

1-3 weeks: \$236
4-7 weeks: \$189
8-11 weeks: \$177
12-17 weeks: \$153
18-25 weeks: \$141
26-51 weeks: \$129
52 weeks: \$118

Eighth Page,
3 columns (5.378") wide,
5 inches tall

1-3 weeks: \$150
4-7 weeks: \$120
8-11 weeks: \$112
12-17 weeks: \$97
18-25 weeks: \$90
26-51 weeks: \$82
52 weeks: \$75

Other Common Sizes
2 columns (3.55") wide,
5 inches tall

1-3 weeks: \$60
4-7 weeks: \$48
8-11 weeks: \$45
12-17 weeks: \$39
18-25 weeks: \$36
26-51 weeks: \$33
52 weeks: \$30

Other Common Sizes
2 columns (3.55") wide,
2 inches tall

1-3 weeks: \$45
4-7 weeks: \$36
8-11 weeks: \$33.75
12-17 weeks: \$29.25
18-25 weeks: \$27
26-51 weeks: \$24.75
52 weeks: \$22.50

Other Common Sizes
1 column (1.708") wide,
3 inches tall

Call our office or your Account Rep for information on special monthly promotions!

- The advertiser agrees to protect, indemnify, and hold harmless the newspaper; its officers and employees, against any and all liability, loss or expense including attorneys fees arising for claims of unfair trade practices, infringement of trademark, trade names, or patents, violations of rights of privacy and infringements of copyright and proprietary rights; unfair competition, libel and slander that may result from a publication of any advertisement in the newspaper by the advertiser; including advertising in any free distribution publication published by the newspaper.
- Advertisements should be checked for errors immediately following the first insertion. Errors which are the fault of the newspaper will be rectified by republication of a corrected ad in the next issue of the paper. The newspaper is only responsible for errors on the first insertion only.
- All display advertising is placed "run of paper." Every effort will be made to comply with all positioning requests. Acceptance of orders does not guarantee a position. Guaranteed positions are available at a premium charge.
- Ads cancelled after reservation deadline are subject to a 50% charge of original cost.
- Any federal, state or local taxes imposed on the printing or distribution of advertising materials, or on the sale of advertising space in the newspaper; will be assumed and paid for by the advertiser.

- All rates are net, and are not commissionable, unless otherwise indicated.
- Publisher will gladly extend credit to qualifying advertisers. Until credit is established, the newspaper may require pre-payment prior to publication.
- The newspaper may exercise the right to end an agreement or to short rate the advertiser when conditions and terms of an advertising agreement are not fully met.
- Publisher does not knowingly accept advertising that is fraudulent, misleading or discriminatory in nature and reserves the right to correctly classify all advertisements. The publisher reserves the right to revise or reject any advertising for publication.
- All advertising placed for political candidates or parties must be paid in advance.
- Ads are stacked from the inside bottom of each page to the outside top of each page. The largest advertising space anchors the lower inside corner.
- Publisher will not pay or allow any advertising agency a commission on existing business. Existing business is defined as advertising that was purchased from our company directly by the advertiser or any commission free agency or representative in the past.