The News-Gazette Corp.

Consolidated Rates

Includes rates for

The News-Gazette (published Wednesdays)

The Weekender (published Saturdays)

TheNews-Gazette.com

Valley of Virginia Properties (published monthly)

Visiting Lexington (published annually)

Effective Oct. 1, 2011

Serving Lexington and the Rockbridge County, Virginia Area
For Over Two Centuries

Print Display Advertising Rates

Frequency Discounts*

2-3 runs over 4 weeks.....6%
4-7 runs over 8 weeks.....9%
8-13 runs over 13 weeks.....12%

* Runs must be scheduled with initial order. Ad content may change but subsequent runs must be of equal or larger size as initial ad. Cancellation of subsequent ads may result in decreased discount if total run drops below minimum runs for that discount level. A combination buy (News-Gazette and Weekender) is considered one run.

Contract discounts

$3,000-$6,000.....14%
$6,001-$12,000.....17%
$12,001-$18,000.....20%
$18,001-$24,000.....22%
$24,001-$30,000.....24%
$30,001-$40,000.....26%
$40,001-$50,000.....28%
$50,001-$60,000.....30%
$60,001+ 35%

Advertiser may run ROP advertising, preprinted inserts and digital (web) advertising in any combination in fulfillment of this contract. Discounts do not apply to classified advertising, special sections, or other News-Gazette publications, unless stipulated in the prospectus for that special section.

Open col. in rate - $15.00 single, $19.50 combo (applicable to ads not conforming to modular sizes or willing to float.)

Modular Display Ad Rates

SIZE	SINGLE	WED/SAT COMBO	(SNGL) FULL COLOR	(COMBO) FULL COLOR
DBL TRUCK	2550	3115	2910	3397
FULL PAGE	1275	1658	1455	1814
3/4/ PAGE	962	1251	1142	1407
2/3 PAGE	859	1117	1039	1273
1/2 PAGE	652	848	772	962
1/3 PAGE	439	571	559	685
1/4 PAGE	347	451	407	523
1/6 PAGE	239	311	299	383
1/8 PAGE	183	238	243	310
1/10 PAGE	150	195	180	246
1/12 PAGE	129	168	159	219
1/15 PAGE	108	140	138	191
1/30 PAGE	56	73	86	124
1/60 PAGE	29	38	59	89

1/13 PG BANNER (INCLUDES COLOR)

Section Front	283	566
Front Page	323	646

Political Rates

Political advertising rates are the same as net local rates, and all earned and contract discounts are available. Political advertisements must conform to all state and federal requirements, including disclaimer statements. All political advertising is on a prepaid basis. Agencies may place at the net local rate and add any commission to the applicable local rate.

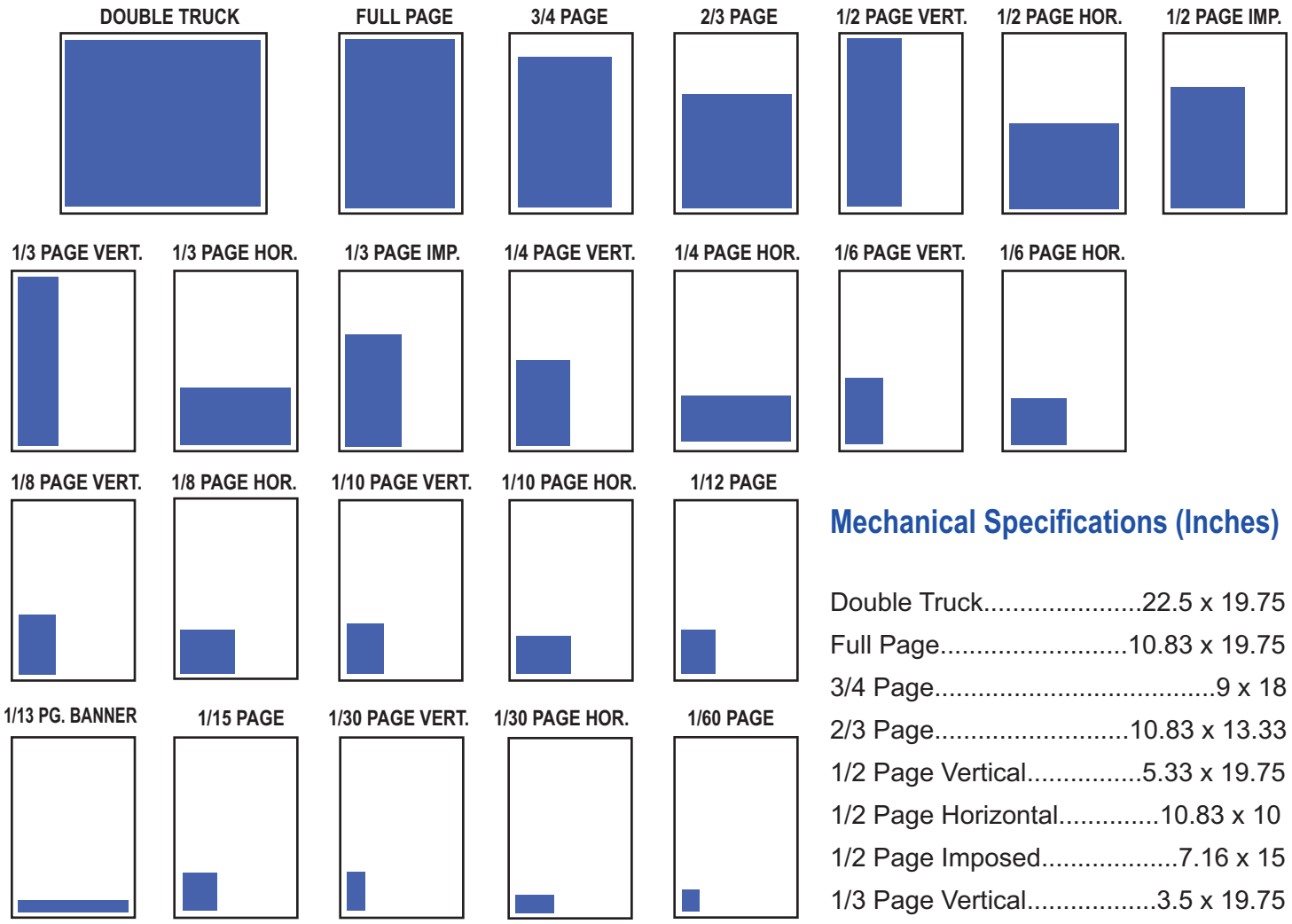
Position Charge

Every effort will be made to accommodate position requests, on a first come - first served basis. Guaranteed position may be obtained by paying a surcharge of 15% of the ad cost. Guaranteed placement will be made as to page requested, not to the ads location within the page. Guaranteed placement deadline is 10 a.m. Friday.

Dining & Service Guides (Runs Wed. only)

4 weeks, $20/week; 13 weeks, $17/week; 26 weeks, $16/week; 52 weeks, $15/week

Full color, $5/week additional



Modular Display Ads on Classified Pages

All modular ad sizes depicted above may be run on classified pages at the rates shown on the previous page plus 5%.

National and Commisionable Rates

All rates quoted in this rate card are net rates. Agencies may place at the net local rates contained herein and add any applicable commission to the net local rate to obtain a national or commissionable rate.

Deadlines

The News-Gazette - Monday 4 p.m.
The Weekender - Tuesday 4 p.m.
Cancellation of any ad after 10 a.m. the day following deadline will incur a charge of 15% of the ad's single insertion cost.

Proof and Position Request Deadlines

Position Requests - Friday 10 a.m.
Proofs - The News-Gazette - Monday 10 a.m.
Proofs- The Weekender - Tuesday 12 noon

Mechanical Specifications (Inches)

Double Truck.....22.5 x 19.75
Full Page.....10.83 x 19.75
3/4 Page.....9 x 18
2/3 Page.....10.83 x 13.33
1/2 Page Vertical.....5.33 x 19.75
1/2 Page Horizontal.....10.83 x 10
1/2 Page Imposed.....7.16 x 15
1/3 Page Vertical.....3.5 x 19.75
1/3 Page Horizontal.....10.83 x 6.66
1/3 Page Imposed.....5.33 x 13.33
1/4 Page Vertical.....5.33 x 10
1/4 Page Horizontal.....10.83 x 5
1/6 Page Vertical.....3.5 x 10
1/6 Page Horizontal.....5.33 x 6.66
1/8 Page Vertical.....3.5 x 7.5
1/8 Page Horizontal.....5.33 x 5
1/10 Page Vertical.....3.5 x 6
1/10 Page Horizontal.....5.33 x 4
1/12 Page.....3.5 x 5
1/13 Page Banner.....10.83 x 1.5
1/15 Page .....3.5 x 4
1/30 Page Vertical.....1.66 x 4
1/30 Page Horizontal.....3.5 x 2
1/60 Page.....1.66 x 2

Classified Advertising Rates

Preprint Insert Rates

CLASSIFIED LINE ADVERTISING RATES

- **LINE ADS: Combination rates:** First insertion $11.45 for first 3 lines (approx. 16 words), $1.75 for each additional line. Repeat insertions receive a 10% discount after the first week, and 15% discount after the fourth week. 25¢ per insertion discount for prepayment (cash, MasterCard, Visa or AMEX). Single publication rates (Wed. or Sat.): First insertion $10.25 or first 3 lines, $1.55 for each additional line. Repeat insertions receive 10% discount after first week. 15% after fourth week, 25¢ per insertion discount for prepayment.
Note: Yard Sale ads must be prepaid.

- **DISPLAY ADS:** (These ads include Cards of Thanks, In Memoriams, Obituaries and Auction ads.) Combination rates: First insertion $28.25 for first 12 lines (approx. 60 words), $1.75 for each additional line. Repeat insertions receive 10% discount after first week, 15% discount after fourth week. 25¢ per insertion discount for prepayment. Single publication rates (Wed. or Sat.): First insertion $24.75 for first 12 lines, $1.55 for each additional line. Repeat insertions receive 10% discount after first week, 15% discount after fourth week. 25¢ per insertion discount for repayment. **Cards of Thanks, In Memoriams and paid Obituaries appear on Obituary page, and must be prepaid.**

LEGAL ADS: $1.00 per line.

EXTRA CHARGES: Blind ads, $3.00 per insertion. Mail responses, $2.00 per insertion. Mailed affidavits/certificate of publication, $3.00 per insertion. Black border, $3.00 per insertion. Logo charge, $3.00 plus space. Picture, $19.00 per insertion plus space. Deadline for classified ads is Tuesday 10 a.m. for The News-Gazette and Wednesday 10 a.m. for The Weekender. (National rates for classified: Multiply above rates by a factor of 1.1765.)

MODULAR DISPLAY ADS ON CLASSIFIED: Use the modular rate table on page 2 of this rate card and add 5%.

INTERNET CLASSIFIEDS: All line classified ads are posted on The News-Gazette's web site at www.thenewsgazette.com every Wednesday at no additional charge.

	Wednesday News-Gazette	Saturday Weekender
Single Sheet (Max Size 11"x13")	$39/M	$39/M
4 page Tabloid	$55/M	$59/M
4 page full or 8 page Tabloid	$58/M	$68/M
6 page full or 12 page Tabloid	$60/M	$74/M
8 page full or 16 page Tabloid	$63/M	$89/M
10 page full or 20 page Tabloid	$65/M	$98/M
12 page full or 24 page Tabloid	$67/M	$112/M
14 page full or 28 page Tabloid	$70/M	$124/M
16 page full or 32 page Tabloid	$73/M	$135/M
18 page full or 36 page Tabloid	$75/M	$147/M
20 page full or 40 page Tabloid	$79/M	$160/M

(National Rates for Pre-Prints: Multiply above rates by a factor of 1.1765.)

Pre-Printed Volume Discount Contracts

By signing a yearly contract an advertiser will receive a discount off the rates quoted above on 4 page tabloid size inserts or larger.

10-19 Inserts/year	10% Off
20-34 Inserts/year	20% Off
35 or more inserts/year	25% Off

Preprinted inserts require folded size is 10 in. x 12 in. Minimum size is 5.5 in x 8.5. The minimum rate for any insert will be that charged for a Single Sheet. The pre-print rates quoted below are not commissionable.

Deadline for delivery of pre-prints is Monday prior to publication for The News-Gazette and Tuesday prior to publication for The Weekender. Inserts accepted Monday through Friday 8 a.m. - 4 p.m. at our contract printing plant.

	Full Run Quantities Billable	Required Inserts
The News-Gazette	8,400	8,600
The Weekender	15,500	15,800

Zoning information available on request. All zoned partial runs less than 7,000 inserts subject to $50.00 zoning fee. 3000 inserts minimum.

Internet Advertising Rates

Top of page leaderboard
(728 X 90 pixel) .....$250/mo.

Skyscraper
(160 x 600 pixel.....$200/mo.

Mid-page leaderboard
(728 X 90 pixel) ..... $200/ mo.

Big tile (right side)
(160 x 160 pixel) .....$75/mo.

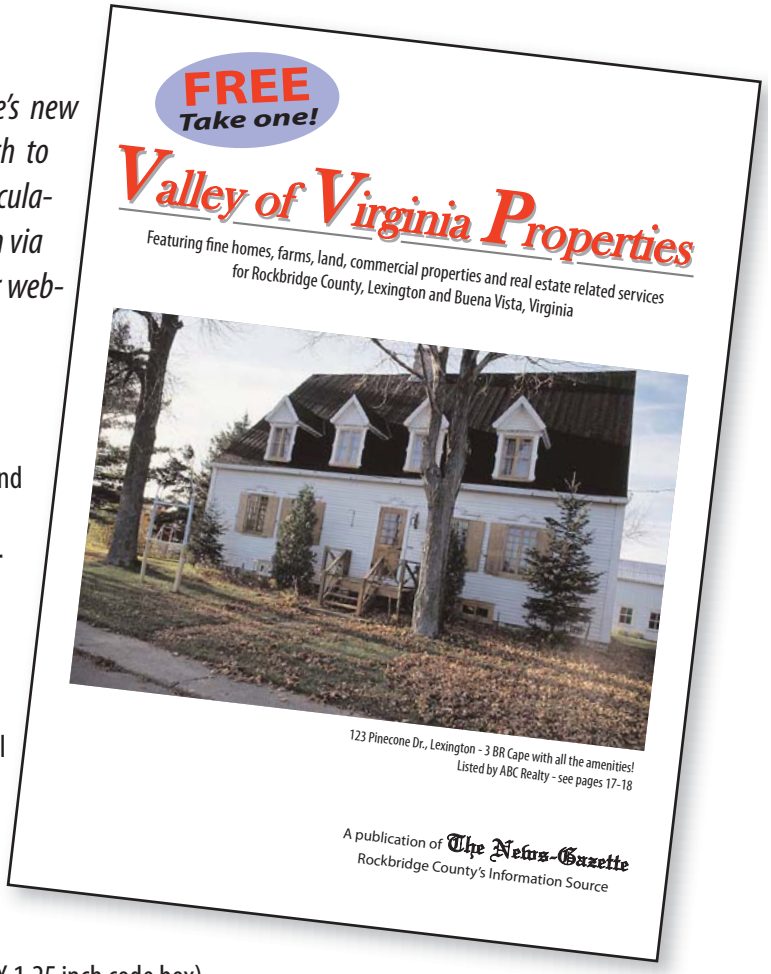
Large in-story block – top
(300 x 250 pixel) .....$75/wk, $200/mo.

Large in-story block – bottom
(300 X 250 pixel) .....$70/wk,$175/mo.

Obit page big block
(300 X 250 pixel) ..... $99/mo.

Flash enabled ads .....$50 addl. charge

Don't wait for buyers to pick up a listings book... Get one in their hands every month!



Real estate magazines are a dime a dozen. But The News-Gazette's new Valley of Virginia Properties offers you a multi-platform approach to reach potential buyers - distribution in the area's largest paid-circulation newspaper, area free pick-up boxes and Internet distribution via an e-edition plus links from The News-Gazette.com direct to your website. All at an affordable, competitive cost.

What's the program?

1. Monthly **full color** magazine-style publication (saddle-stitch bound and trimmed) 24-36 pages. **10,500 total distribution**.
   • 8,000 distribution in The News-Gazette, including **out-of-county subscribers**
   •2,500 distribution from pick up boxes, Brokers, local businesses.
2. **e-edition online**, linked from **TheNews-Gazette.com** and **ValleyofVirginiaProperties.com**
3. Inclusion in TheNews-Gazette.com's new Real Estate section – a special directory of real estate and related services featuring every advertiser in Valley of Virginia Properties. Links to all advertisers in the magazine.
4. **Special discounts on display advertising** in The News-Gazette to all advertisers under contract for Vally of VIrginia Properties (**25% off open rate.**)
5. **Free inclusion of QR codes** (some size restrictions apply – min 1.25 X 1.25 inch code box)
6. **Fast turnaround** allowing inclusion of your freshest listings.

What are the advantages of The News-Gazette's approach?

1. **Over 16,000 weekly N-G readers** will see Valley of Virginia Properties.
2. Local circulation, and subscribers in other parts of Virginia and the nation, most with a local connection to Rockbridge.
3. **35% -40% or more of local property sales are made to local residents**. You need to advertise where the buyers are!
4. **"Push" distribution** gets your listings in front of people who may need to see that special property to decide to get into the market. Active rather than passive!
5. Available online through TheNews-Gazette.com – **over 9500 average unique visitors per month**. Tap into this traffic which is uniquely focused on Rockbridge County.
6. Also will have it's own web address - **Valleyof VirginiaProperties.com**.
7. Additional **free pick-up racks and local business distribution** reaches transients and area visitors.

The News-Gazette

Rates and Sizes

Full page .....7.25 in. wide X 9.5 in. tall .....Open Rate 212^{00}
Contract Rate 159^{00}

Half page .....7.25 in. wide X 4.875 in. tall .....Open Rate 119^{00}
Contract Rate 89^{00}

Back Page .....7.25 in. wide X 9.5 in. tall .....Open Rate 265^{00}
Contract Rate 199^{00}

Front Cover Feature (Must run a min. full page inside) .....Open Rate 100^{00}
Advertisers Under Contract 75^{00}

1. Deadline - 5 p.m. Monday, 10 days prior to publication.

2. All credit terms, terms of payment, rate polices applicable are the same as for advertising in The News-Gazette and are contained within The News-Gazette's General Rate Card.

Contract

For the period beginning _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ and ending _ __ _, the undersigned advertiser, _, (hereinafter called Advertiser) agrees to run in The News-Gazette Corporation's Valley of Virginia Properties a minimum of one ad per monthly edition. Advertiser will receive the contract rate described above. In addition, Advertiser will receive a 25% discount on ROP display advertising in The News-Gazette for the term of this contract.

If Advertiser fails to run sufficient advertising to fulfill minimum annual volume requirements, Newspaper may bill Advertiser for short rate. Rate will be figured based on Advertiser's actual volume run since beginning date of this contract and applying the Open Rate. Advertisers will be billed for the difference between this figure and actual volume run, applying the contract rate. Upon thirty days notice, either party may cancel this contract. Should Newspaper cancel, there will be no short rate bill. Should Advertiser cancel contract, Advertiser would be subject to short rate provisions contained herein. Advertiser agrees to pay all bills within Newspaper's terms, and to abide by all other policies of Newspaper's printed rate card. (Note, The News-Gazette now offers a 2% discount for payments received by the 12th of the month.)

Accepted for Advertiser: Accepted for The News-Gazette Corp.

_____
Advertiser

By:_____ By:_____

Date: _____ Date: _____

The News-Gazette's Comprehensive Travel Program - Print, E-edition and Website

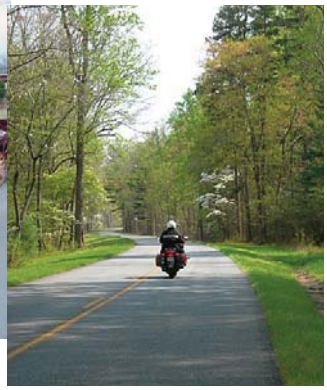
The 2012 travel seson is just around the corner. Be sure your business is reaching prospective and actual visitors to the Rockbridge area by taking advantage of The News-Gazette's proven travel promotion package.

The News-Gazette's travel promotion program reaches thousands of potential visitors looking to come to the Rockbridge area through our comprehensive website; LexingtonVa.com, and it reaches visitors traveling through and already here through the print Visiting Lexington guidebook publication, available in local hotels, businesses and free pickup street boxes, and in selected Virginia State Welcome Centers. LexingtonVA.com has a link from TheNews-Gazette.com, with its 35,000 monthly visitors, and an e-edition of the print publication is prominent on the home page of the newspaper's website.

Rates and Package Information

Advertisers paying up front receive a 10% discount. Stated price includes 10% discount. Advertisers may spread the package cost over thee easy payments, due in March, June and September. Web ads can be revised six times over the course of the program at no charge. Advertiser may elect when they want their web ad updated. Additional revisions to ads will be charged at $35 per web ad revision.

Ad Deadline: Friday, January 27, 2012



A Package .....$2795 or 3 payments of $1035 payable March, June and Sept. Back cover of print guide in process color, top position banner on LexingtonVa.com home page, listing in on-line directory

B Package ..... $2525 or 3 payments of $953 payable March, June and Sept. Inside front or back cover, or page 1 or back page of print guide, large rectangular in-page ad on home page of LexingtonVa.com, listing in on-line directory.

C Package ..... $1965 or 3 payments of $728 payable March, June and Sept. Full page ad inside print guide (not page 1 or back page) of print guide, display ad on LexingtonVa.com, listing in on-line directory.

D Package ..... $1399 or 3 payments of $518 payable March, June and Sept. Half page ad on inside front or back cover, or page 1 or back page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

E Package ..... $1357 or 3 payments of $503 payable March, June and Sept. 2/3 page on inside page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

F Package ..... $1076 or 3 payments of $399 payable March, June and Sept. Half page on inside page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

G Package ..... $818 or 3 payments of $303 payable March, June and Sept.1/3 page ad on inside page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

H Package ..... $654 or 3 payments of $242 payable March, June and Sept. 1/4 page ad on inside page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

J Package .....$510 or 3 payments of $189 payable March, June and Sept. 1/6 page ad on inside page of print guide, display ad on LexingtonVa.com, listing in on-line directory.

Yes, we want to be a part of this exciting program promoting Rockbridge Area tourism. By signing the following, we agree to participate for calendar year 2012 and we understand that we will be billed for the applicable package price above, and may pay in full for the discounted price, or take advantage of the easy three payment option.

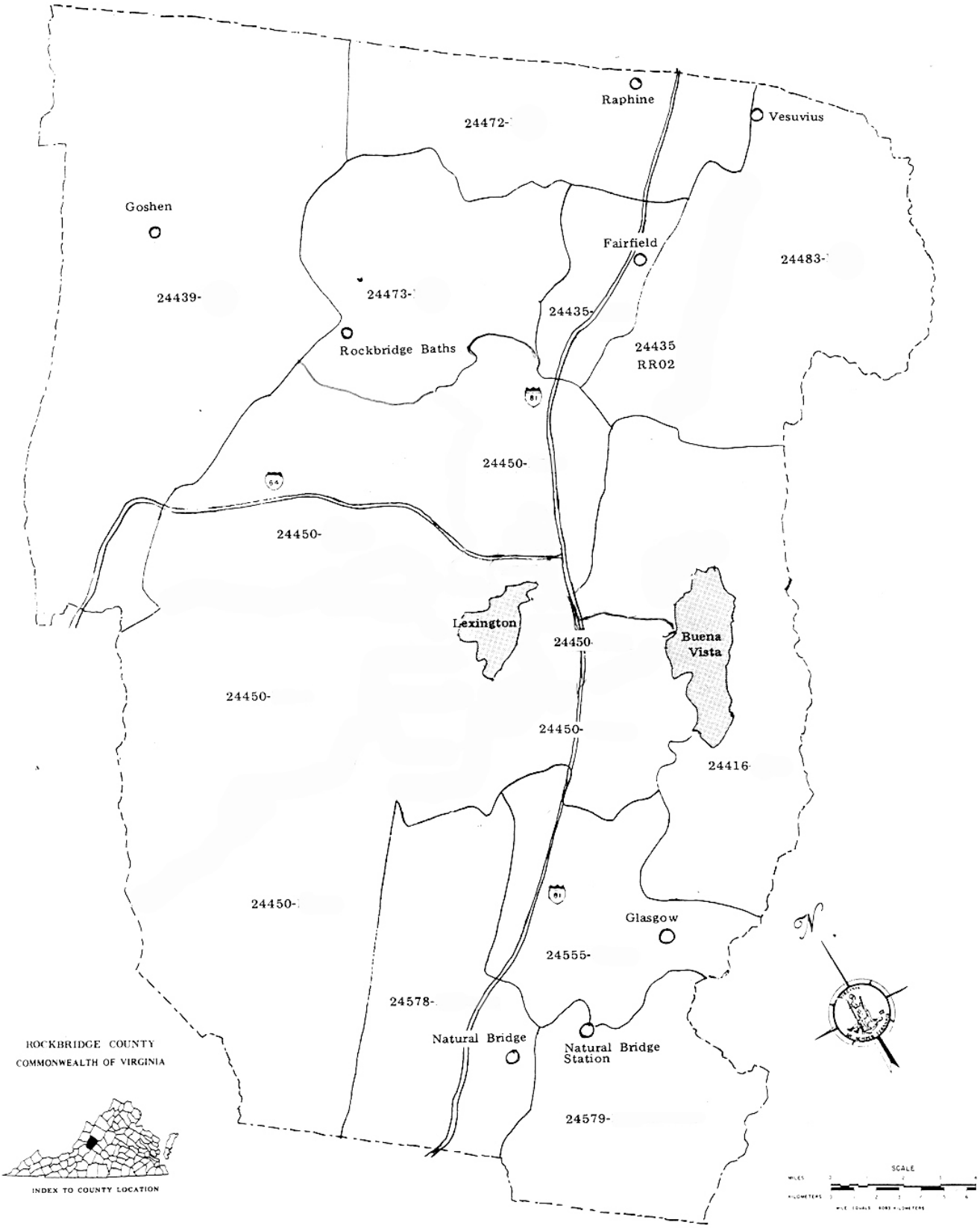
Package _____ Date _____

Business Name_____

Address_____

Owner or Authorized Representative (signed) _____

Rockbridge County, VA



Interesting Results From a 2011 Local Survey

Rockbridge County consumers rely on **The News-Gazette first** for local news and shopping information, according to a May, 2011 survey of 225 local residents. **59%** of respondents said they look to The News-Gazette or The Weekender first; **over 3 times** the rate of the second place medium of television, and **over 4 times** that of the local print competitor.

82% of respondents said they **frequently or always read the advertising inserts** in The News-Gazette and The Weekender.

90% said they **frequently or always read The Weekender**. **69%** said they **always** read it.

19% of respondents said they shopped in Staunton within the past 3 months. **17%** had shopped in Roanoke. Waynesboro was not listed as a destination, but 23 respondents wrote in that they'd shopped in Waynesboro. The top reasons listed for shopping out of town were selection, price and that they enjoyed the trip.

The News-Gazette is an efficient buy because readers keep their newspapers for more than a day. **83%** of those surveyed said they kept their News-Gazette handy for **three days or more**. **59%** said **two people read the copy of the paper** that came to their home – **28%** said that **three or more people read The News-Gazette** in their home.

63% of respondents said they **frequently or always use coupons**.

75% said they **refer to the classifieds** in The News-Gazette and The Weekender **at least twice a month**.

Over 1200 local residents responded to a survey form inserted in The Weekender on April 16, 2011. From the 1200 plus responses mailed in by the May 13, 2011 deadline, 225 were selected at random and tabulated. A copy of the survey and the tabulated results is available at The News-Gazette's office or from your advertising representative.

THE NEWS-GAZETTE
20 W. NELSON ST.
P.O. BOX 1153
LEXINGTON, VA 24450
(540) 463-3113
FAX: (540) 463-1925
www.thenews-gazette. com

1. PERSONNEL

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Darryl Woodson, Editor
editor@thenews-gazette.com

Shannon Tinsley, Sales Manager
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GayLea Goodbar, Advertising Co-ordinator
advertising@thenews-gazette.com

Courtney Paxton, Circulation Manager
circulation@thenews-gazette.com

Tonia Watterson, Classified Manager
classified@thenews-gazette.com

2. COMMISSIONS & TERMS OF PAYMENT

- Local rates are net to all advertisers and no commission allowed on classified advertising.
- 15% commission paid to recognized agencies of record on national rate or commission may be added to net rate.
- All accounts are due and payable immediately upon receipt. Accounts with delinquent amounts are subject to legal action under credit laws of Virginia. Volume discounts will not be given to accounts with delinquentbalances older than 60 days. 2% discount allowed for payment by 12th of month.
- A completed credit application may be required beforegranting credit.
- The News-Gazette accepts Visa, MasteCard,Discover Card or American Express for pament.

3. GENERAL RATE POLICIES - ALL CLASSIFICATIONS

- All advertising subject to approval. The right is reserved by publisher to reject any advertisement for any reason.
- In the event of an inadvertent error advertising goods a tless than the proper price, The News-Gazette will furnish a letter to the advertiser to be posted in the store stating the correct price, but will not assume any liability for any difference in case the goods are sold at the incorrect price.
- All display advertising accepted on a run of paper basis.
- Special position requests honored when possible.
- The News-Gazette reserves the right to change rates at any time before acceptance of insertion orders or contracts.

CIRCULATION: (Effective 10/1/2010)

- Founded in 1801
- The News-Gazette published weekly on Wednesday.
- Single copy price 75¢. Subscription rate $26.95/year in county, $36.95 with Virginia, $42.95 out-of-state.
  Open rate $2.00 per copy. Subscriptions paid in adance.
- Paid and requested circulation 7,780
- Current press run 8,400.
- The News-Gazette covers Lexington, Buena Vista and Rockbridge Co., Va. Zip code breakout available on request.
- The Weekender covers Rockbridge Co., Buena Vista and Lexington and is mailed to 15,500 area households.