

RICHMOND SUBURBAN NEWSPAPERS

A MEDIA GENERAL COMPANY

3052 River Road West, P.O. Box 139, Goochland, Va. 23036 • (804) 556-3135 • Fax (804) 556-4237

Goochland Gazette Ad Rates

Circulation - 11,408 - CAC Audited

GENERAL RATE (Commissionable).....	\$13.25
DISPLAY OPEN RATE *.....	\$11.95
CLASSIFIED DISPLAY*	\$9.10
LEGAL NOTICES*	Call for pricing
LEGAL LINERS* (Per Line, 3 Line Minimum).....	\$2.37
CLASSIFIED LINERS* (Per Line, 3 Line Minimum)	\$1.90*

* (Non-Commissionable)

(Call for complete classified pricing information and mechanical requirements.)

Deadline

Friday at 3:00 pm
prior to publication date.

Publication Date: Every Thursday

Space Reservation - Weekly Paper: 3:00 pm Friday before publication date.

Copy Deadline: 5:00 pm Friday before publication date.

Special Section Reservation/Copy: 5:00 pm Thursday before publication date.

Guaranteed Position: 15% of ad cost for guaranteed placement.

Email & Format Information

Email all ad materials to your advertising representative:

Acceptable formats that may be emailed are:

TIFF, JPG, EPS (minimum resolution off 200 dpi), PDF file (with all fonts & art embedded and no color in black & white ads)

Supported software formats are:

Adobe InDesign	Microsoft Word for text files only
Quark XPress	Adobe Photoshop (graphics)
Adobe PageMaker	Adobe Illustrator
Macromedia FreeHand	Adobe Acrobat PDF files are preferred
Multi-Ad Creator	

We cannot accept any files over 3.5 megs so please either stuff or zip files with all ad elements and fonts.

Preprints

Yes, we can distribute your preprinted inserts to **30,000** Goochland area **households**. Ask for details.

Delivery Address:

Richmond Newspapers, Inc.
8460 Times-Dispatch Blvd.
Mechanicsville, VA 23116
Attention: John Thurston or Malcolm Hart

Call for unloading instructions:
(804) 559-8272 or (804) 559-8211

Display Ad Contract Rates

Frequency	Column inch rate	Discount off 1x rate
8x	\$11.35	5%
13x	\$10.75	10%
26x	\$9.50	20%
52x	\$8.35	30%

Display Ad Color Rates

Open Rate (1x) - \$9.45 per column inch

Frequency	Discount off 1x rate
8x	5%
13x	15%
26x	20%
52x	25%

Mechanical Requirements

Halftone: 85 line screen • Glossy: 133 line screen

Column Widths

- 1 Column = 1.73"
- 2 Column = 3.56"
- 3 Column = 5.39"
- 4 Column = 7.22"
- 5 Column = 9.05"

Depth = 10.75"

Printing:
Web Offset Press

Contact Information

Ad Sales: (804) 556-3135

Fax: (804) 556-4273

Email:

sales@goochlandgazette.com

For classified ads and legal ads email:

CGrant@mechlocal.com

