

The Virginian-Pilot



CLASSIFIED rate card

norfolk | virginia beach | chesapeake
portsmouth | suffolk | n. e. north carolina

PERSONNEL

Publisher/President	Maurice Jones
Advertising Director	Kelly Warren
Pilot Media Advertising Manager	Alison Clifford Johnson
Real Estate Advertising Manager	Susan Mulligan
Automotive Advertising Manager	John Fall
Recruitment Advertising Manager	Michelle Morris-Walls
Inside Sales Manager	Suzie Schafer

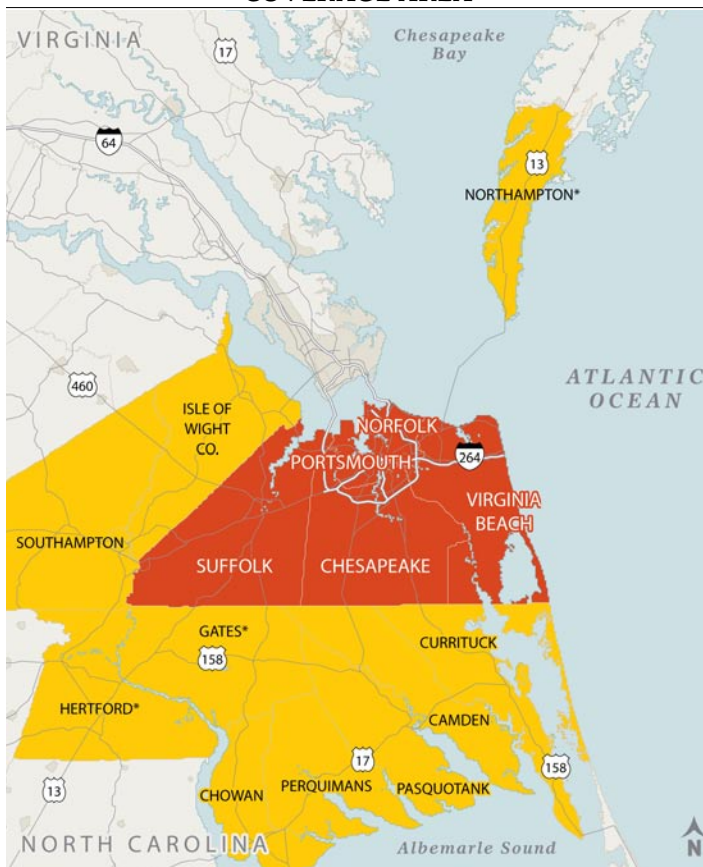
MAIN OFFICE

150 West Brambleton Avenue, Norfolk VA 23510
 (757) 622-1455 or Toll Free 1-800-446-2004
www.thevirginianpilot.com

CLASSIFIED SALES STAFFS

Classified In-Column Advertising	(757) 622-1455	(FAX 446-2130)
Real Estate Display Advertising	(757) 446-2187	(FAX 222-3838)
Automotive Display Advertising	(757) 446-2115	(FAX 446-2180)
Employment In-Column and Display Advertising	(757) 446-2900	(FAX 446-2130)
Legal Advertising	(757) 446-4662	(FAX 446-2019)
Celebrations	(757) 446-2909	(FAX 222-5811)

COVERAGE AREA



- **Main Coverage Area:**
 Virginia (cities): Chesapeake, Norfolk, Portsmouth, Suffolk, Virginia Beach
- **Additional Coverage Area:**
 Virginia (counties): Isle of Wight, Northampton (*single copy), Southampton
 North Carolina (counties): Camden, Chowan, Currituck, Gates (*single copy), Hertford (*single copy), Pasquotank, Perquimans, Dare (not shown), Hyde (not shown)

CIRCULATION AND READERSHIP

	Circulation	Readership
Daily (Mon - Fri)	174,727	358,600
Saturday	175,383	385,800
Sunday	200,667	450,400

68%* of all South Hampton Roads Adults Read The Virginian-Pilot in the Past 7 Days.

73%* of all South Hampton Roads Adults Read The Virginian-Pilot or PilotOnline.com/ HamptonRoads.com in the Past 7 Days.

*Scarborough August 2008. Saturday readership = circulation x 2.2 readers per copy. ABC Audit Report 2008.

THE VIRGINIAN-PILOT MEDIA COMPANIES SOLUTION

The Virginian-Pilot Media Companies offers integrated solutions for delivering audience and driving results. From newspaper advertising to digital media, targeted publications to direct marketing, The Virginian-Pilot Media Companies has the advertising solution to meet your company's needs.

Contact your advertising representative for more information or call (757) 446-2000.

The Virginian-Pilot

PilotOnline.com

HamptonRoads.com

TARGETED PUBLICATIONS + MEDIA

PilotDirect

Classified Advertising Rates effective October 4, 2009 until changed by Publisher. Quoted in agate lines with 14 to the column inch. Minimum size of 2 lines. Rates are quoted net per agate line and based on a single appearance and sized ad. Contract advertisers must maintain a minimum 2 lines daily, Saturday and Sunday. All classified advertisers are subject to the following frequency discounts, rates and short rate.

MARKETPLACE RATE - OPEN

	Weekday	Sat or Sun
2 to 3 Lines	\$21.58	\$24.58
4 Lines	\$19.78	\$22.53
5 to 8 Lines	\$18.00	\$20.53
9 to 299 Lines	\$16.78	\$19.13
300 or more Lines	\$13.63	\$15.55

MARKETPLACE RATE - 13 WEEK*

	Weekday	Sat or Sun
2 to 3 Lines	\$12.23	\$14.78
4 Lines	\$11.32	\$13.67
5 to 8 Lines	\$10.40	\$12.57
9 to 299 Lines	\$9.80	\$11.82
300 or more Lines	\$7.97	\$9.60

MARKETPLACE RATE - ANNUAL*

	Weekday	Sat or Sun
2 to 3 Lines	\$9.13	\$11.03
4 Lines	\$8.43	\$10.20
5 to 8 Lines	\$7.77	\$9.38
9 to 299 Lines	\$7.30	\$8.83
300 or more Lines	\$5.93	\$7.18

***CONTRACT FREQUENCY DISCOUNTS**

2 editions consecutively	10% off the one-day rate
3 editions consecutively	20% off the one-day rate
4 editions consecutively	30% off the one-day rate
7 editions consecutively	40% off the one-day rate

BOLD LISTING

This charge is in addition to the space charge.

Per line	\$2.50
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SMALL BUSINESS RATES

Bundled Packages include: The Pilot (full run) Online and the Kiosks-ask your Sales Representative for more information.

7 Day Bundle	\$21
14 Day Bundle	\$35
30 Day Bundle	\$45

OBITUARIES

Monday - Sunday (per line)	\$5.64
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All paid obituary announcements will appear in the Hampton Roads section of The Virginian-Pilot as well as on www.PilotOnline.com. Qualifying funeral homes may receive a 15% commissionable fee.

IN MEMORIAM

Monday - Sunday (per line)	\$6.58
Online Charge (flat rate)	\$10.00

In memoriam announcements will appear in the Obituary section. In memoriams can be featured on www.PilotOnline.com for a \$10 fee.

Additional online features and enhancements for both paid Obituary and In Memoriam announcements are available through the PilotOnline.com website or directly through www.Legacy.com.

LEGALS

Monday - Sunday, Full Run (per line)	\$7.48
Extra Affidavit Charge (flat charge)	\$35.00
Online Charge (flat charge)	\$35.00

Legal advertisements will be featured on www.MyPublicNotices.com which can also be accessed through www.PilotOnline.com, or directly. Online legal announcements are available for a \$35 fee.

One affidavit is automatically issued per legal notice and is mailed within 14 business days from the last run date of the advertisement. A \$35 fee will be applied to any affidavit request thereafter.

**THE VIRGINIAN-PILOT
SELF-SERVE WEB PORTALS**

Create your custom ad to appear in The Virginian-Pilot or City Tab products and save up to 55%. Now you can design, schedule, and pay for your ad at your convenience. Get started today!

Classified Ads: www.ezpilotclassified.com

Celebrate Ads: www.pilotezads.com/celebrate

Retail Ads: www.pilotezads.com

SAVE
UP TO
55%

OTHER PRODUCTS

Inquire about other Local advertising solutions:

- Direct Mail
- Newspaper City Tabs
- Strategic Sections
- Targeted Publications
- PilotOnline.com/HamptonRoads.com
- Search Engine Marketing & Social Media

Real Estate Classified Advertising Rates effective October 4, 2009 until changed by Publisher. All rates net.

INVESTMENT LEVELS (Black & White, Standard or Tabloid)

Annual Investment Level	Mon-Thu (per inch)	Mon-Thu (per line)	Fri-Sun (per inch)	Fri-Sun (per line)
OPEN	\$154.02	\$11.00	\$161.16	\$11.52
\$3,000 - \$7,999	\$103.53	\$7.40	\$109.65	\$7.83
\$8,000 - \$11,999	\$95.88	\$6.85	\$102.00	\$7.28
\$12,000 - \$20,999	\$90.78	\$6.48	\$97.92	\$7.00
\$21,000 - \$32,999	\$88.74	\$6.33	\$92.82	\$6.63
\$33,000 - \$50,999	\$83.64	\$5.97	\$87.72	\$6.27
\$51,000 - \$74,999	\$75.99	\$5.43	\$80.07	\$5.72
\$75,000 - \$99,999	\$69.36	\$4.95	\$75.48	\$5.38
\$100,000 - \$199,999	\$60.18	\$4.30	\$62.22	\$4.45
\$200,000 - \$299,999	\$57.12	\$4.08	\$60.18	\$4.30
\$300,000 - \$399,999	\$54.06	\$3.87	\$59.16	\$4.23
\$400,000 - \$499,999	\$48.96	\$3.50	\$56.10	\$4.00
\$500,000 - \$599,999	\$46.92	\$3.35	\$55.08	\$3.93
\$600,000 - \$699,999	\$44.88	\$3.20	\$52.02	\$3.72

Above \$700,000 ask your Sales Representative for rates. It is the Advertiser's responsibility to track contract performance. However, this information can be provided upon request.

All full pages in Home are advertiser's current rate x 57.5".

COLOR RATES FOR THE HOME SECTION

1 Color	add 25% to net space rate
2 or 3 Colors	add 40% to net space rate

HOME SECTION SPECIAL VOLUME DISCOUNTS

Annual Investment Level	Incentive
\$33,000 - \$99,999	15% off all full pages 10% off all half pages
\$100,000 - \$299,999	25% off all full pages

REALTOR DISCOUNT

15% off 10 inch ad or larger, must run 6 times within 6 months.

HOME SEARCH MAGAZINE

A 7 1/4" x 9 1/2" Real Estate Magazine distributed free in racks at grocery, retail, military and real estate locations throughout Hampton Roads and NE North Carolina. Published every other Friday.

BLACK & WHITE PAGES

	Open	13 Issues/Yr	26 Issues/Yr
Full page (per page)	\$328	\$227	\$217

COLOR PAGES

	Open	13 Issues/Yr	26 Issues/Yr
1 color (per page)	\$342	\$250	\$232
Full color (per page)	\$430	\$322	\$305

"GLOSSY" COLOR PAGES

	Open	13 Issues/Yr	26 Issues/Yr
Full color, 1 page per issue (per page)	\$787	\$691	\$663
Full color, 4 pages per issue (per page)	\$724	\$635	\$601
Full color, 8 pages per issue (per page)	\$663	\$573	\$545
Full color, 12 pages per issue (per page)	\$635	\$545	\$522

There is a premium charge on guaranteed page positions, glossy or newsprint. All glossy pages are subject to press availability. Overprints available upon request.

"GLOSSY" COLOR COVER PAGES - GUARANTEED POSITIONS

	Open (per page)	13 Issues/Yr (per page)	26 Issues/Yr (per page)
Front cover	\$1,010	\$898	\$814
Gatefold	\$1,742	\$1,530	\$1,470
Inside cover, front or back, pg 3	\$954	\$825	\$769
Back cover	\$987	\$859	\$797

Ad size is 7.25" wide x 9.5" deep. Overprint prices for glossy color pages available upon request. All color advertising is subject to press availability. All rates net. Late kill charge is 25% of ad cost.

OTHER PRODUCTS

Inquire about other Real Estate advertising solutions:

- Direct Mail
- Newspaper City Tabs
- Strategic Sections
- Targeted Publications
- PilotOnline.com/HamptonRoads.com
- Search Engine Marketing & Social Media

Automotive Classified Advertising Rates effective October 4, 2009 until changed by Publisher. All rates net.

INVESTMENT LEVELS - INCH RATES

(Black & White, Standard or Tabloid)

Annual Investment Level	Mon-Thu (per inch)	Fri-Sun (per inch)
OPEN-\$249,999	\$30.10	\$35.00
\$250,000-\$299,999	\$29.40	\$34.30
\$300,000-\$399,999	\$28.70	\$33.83
\$400,000-\$499,999	\$28.47	\$33.37
\$500,000-\$599,999	\$27.30	\$32.20
\$600,000-\$699,999	\$24.97	\$28.93
\$700,000-\$799,999	\$24.50	\$28.00

Above \$800,000 ask your Sales Representative for rates. It is the Advertiser's responsibility to track contract performance. However, this information can be provided upon request.

INVESTMENT LEVELS - LINER RATES

(Black & White, Standard or Tabloid)

Annual Investment Level	Mon-Thu (per line)	Fri-Sun (per line)
OPEN-\$249,999	\$2.15	\$2.50
\$250,000-\$299,999	\$2.10	\$2.45
\$300,000-\$399,999	\$2.05	\$2.42
\$400,000-\$499,999	\$2.03	\$2.38
\$500,000-\$599,999	\$1.95	\$2.30
\$600,000-\$699,999	\$1.78	\$2.07
\$700,000-\$799,999	\$1.75	\$2.00

It is the Advertiser's responsibility to track contract performance. However, this information can be provided upon request.

COLOR RATES

1 Color	add 25% to net space rate
2 or 3 Colors	add 40% to net space rate

If an ad runs in a guaranteed color position, the color charges will be applied even if the ad runs in black and white.

PREMIUM POSITIONS

- A 10% premium (applied against total ad cost) will be charged for any ad running in a guaranteed retail position of the newspaper.
- A 25% premium (applied against total ad cost) will be charged for front page strips.

AUTO DEALER ASSOCIATIONS

These rates apply for automotive manufacturer dealer associations. Ads must list the dealers in the association, or state: "See your local or authorized dealer." Association ads may run in classified or retail sections. Tent sale or other off-site, multi-dealer events will be priced at Dealer Association rates or retail rates. All rates are commissionable.

NATIONAL AUTO DEALER ASSOCIATION RATES

All rates gross, per column inch.

Annual Investment Level	Mon-Sun
Open - \$249,999	\$66
\$250,000 - \$449,999	\$64
\$450,000 - \$649,999	\$62
\$650,000+	\$59

LOCAL AUTO DEALER ASSOCIATION RATES

All rates gross, per column inch.

Annual Investment Level	Mon-Sun
Open - \$249,999	\$56
\$250,000 - \$449,999	\$54
\$450,000 - \$649,999	\$47
\$650,000+	\$40

NATIONAL AND LOCAL AUTO DEALER ASSOCIATION COLOR RATES

1 Color	add 25% to gross space rate
2 or 3 Colors	add 40% to gross space rate

OTHER PRODUCTS

Inquire about other Automotive advertising solutions:

- Direct Mail
- Newspaper City Tabs
- Strategic Sections
- Automotive Sales Events
- PilotOnline.com/HamptonRoads.com
- Search Engine Marketing & Social Media

The Virginian-Pilot

Classified Recruitment Advertising Rates

Recruitment Classified Advertising Rates effective October 4, 2009 until changed by Publisher. All rates quoted per agate line. All rates net. It is the Advertiser's responsibility to track contract performance. However, this information can be provided upon request. For more information call (757) 446-2900.

CLASSIFIED TRANSIENT EMPLOYMENT RATES

LOCAL AND AGENCY (PER LINE, NET)

	Daily	Sun	Sun/Wed Combo
2 lines	\$20.13	\$24.12	\$36.18
3-9 lines	\$18.31	\$21.95	\$32.93
10 - 360 lines	\$17.09	\$20.49	\$30.70
361 - 900 lines	\$15.47	\$18.55	\$27.84
901 or more lines	\$13.87	\$16.64	\$24.95
Full page (Tabloid)	\$13.87	\$16.64	\$24.95
Full page (Broadsheet)	\$10.67	\$12.78	\$19.21

13-WEEK LOCAL CLASSIFIED CONTRACT RATES*

2 or more lines of Classified Advertising every publication day in The Virginian-Pilot; daily, Saturday and Sunday.

LOCAL AND AGENCY (PER LINE, NET)

	Daily	Sun	Sun/Wed Combo
2 lines	\$11.52	\$14.08	\$21.10
3-9 lines	\$10.59	\$12.92	\$19.40
10 - 360 lines	\$9.96	\$12.17	\$18.26
361 - 900 lines	\$9.02	\$11.03	\$16.54
901 or more lines	\$8.08	\$9.89	\$14.82
Full page (Tabloid)	\$8.08	\$9.89	\$14.82
Full page (Broadsheet)	\$6.23	\$7.60	\$11.42

26-WEEK LOCAL CLASSIFIED CONTRACT RATES*

2 or more lines of Classified Advertising every publication day in The Virginian-Pilot; daily, Saturday and Sunday.

LOCAL AND AGENCY (PER LINE, NET)

	Daily	Sun	Sun/Wed Combo
2 lines	\$10.54	\$12.87	\$19.28
3-9 lines	\$9.68	\$11.81	\$17.75
10 - 360 lines	\$9.10	\$11.14	\$16.68
361 - 900 lines	\$8.36	\$10.21	\$15.33
901 or more lines	\$7.63	\$9.33	\$13.99
Full page (Tabloid)	\$7.40	\$9.04	\$13.56
Full page (Broadsheet)	\$6.16	\$7.52	\$11.28

ANNUAL CLASSIFIED CONTRACT RATES*

2 or more lines of Classified Advertising every publication day in The Virginian-Pilot; daily, Saturday and Sunday.

LOCAL AND AGENCY (PER LINE, NET)

	Daily	Sun	Sun/Wed Combo
2 lines	\$8.56	\$10.45	\$15.68
3-9 lines	\$7.88	\$9.62	\$14.42
10 - 360 lines	\$7.40	\$9.04	\$13.56
361 - 900 lines	\$6.71	\$8.20	\$12.29
901 or more lines	\$6.01	\$7.34	\$11.03
Full page (Tabloid)	\$6.01	\$7.34	\$11.03
Full page (Broadsheet)	\$4.63	\$5.65	\$8.47

CLASSIFIED NATIONAL EMPLOYMENT RATES*

	2 lines or more (per line, NET)
Weekday (Full Run)	\$20.48
Saturday/Sunday (Full Run)	\$24.60
Sunday/Wednesday Combo (Full Run)	\$36.90
Beacon	\$8.88
Tri-City	\$9.65
Suffolk	\$2.53

*CONTRACT AND NATIONAL FREQUENCY DISCOUNTS

2 editions consecutively = 10% off the 1 day rate
3 editions consecutively = 20% off the 1 day rate
4 editions consecutively = 30% off the 1 day rate
7 editions consecutively = 40% off the 1 day rate

SUNDAY COLOR RATES

180 lines or Larger (1 color only)	\$357
Black and One Color	\$1,407
Black and Two Colors	\$1,891
Black and Three Colors	\$2,263

GUARANTEED POSITIONS

Front Page/Back Page Strip (full color)

1 time	\$3,300	13 times	\$2,900
6 times	\$3,100	26 times	\$2,400

Front Page/Blocks 1 col. x 4" (full color)

1 time	\$950	13 times	\$700
6 times	\$750	26 times	\$575

INVESTMENT LEVEL CONTRACT RATES

Investment Level	Time Period	Earns Contract Rate*
\$5,000	Month	13-wk rate
\$12,000 per qtr.	3 Months	13-wk rate
\$15,000 per qtr.	3 Months	26-wk rate
\$20,000 per qtr.	3 Months	52-wk rate

* Advertiser must sign a contract with addendum outlining an action plan for performance.

PRINT, ONLINE, AND KIOSK

All Help Wanted liner ads that appear in the pages of The Virginian-Pilot's CareerConnection newspaper will automatically include a minimum 7 day appearance on CareerConnection.com, the regions employment Kiosks and the Hampton Roads Savings Weekly publication. Content is electronically sent via data feed and is not sold separately.

CAREERCONNECTION.COM

The region's #1 employment resource...The Virginian-Pilot's CareerConnection online. CareerConnection.com is the Jobs link to the most visited web sites in our region, PilotOnline.com and HamptonRoads.com. Employers can post jobs, review resumes, highlight their company in online display ads and more.

EMPLOYMENT KIOSKS

The Virginian-Pilot's CareerConnection Kiosks are found in high traffic locations around Hampton Roads. The kiosks and computer desk top kiosk program feature the help wanted ads from our daily and Sunday classifieds and provide increased reach for your message. Strategically placed to assist jobseekers, they are found at workforce development centers, libraries, colleges and universities, and military transition offices. All ads placed in the CareerConnection pages are electronically sent via data feeds. Not sold separately, part of the Employment Bundle.

HAMPTON ROADS SAVINGS WEEKLY

This advertising circular is direct mailed to non-subscriber households in our marketplace insuring advertisers nearly total market reach of employment opportunities. All Help Wanted liner ads that appear in the pages of The Virginian-Pilot's CareerConnection newspaper will automatically be included in this publication. Mailed for delivery on Thursday. Content is electronically sent via data feed and is not sold separately.

CAREERCONNECTION JOB CLIPS (CCJC)

CareerConnection Job clips add an interactive component to your job posting. All job listings are eligible to be upgraded to include a voice over or video presentation. These 30 second video spots bring your company to life. Online 24/7 at CareerConnection.com. 7 day spot - \$99 30 day spot - \$139

CAREER FAIR COMPETITIVE ADVERTISING ACCEPTANCE POLICY

As a general rule, we will not accept advertising from career fair companies promoting multiple independent companies at recruitment events. We will accept advertising from individual companies when they are promoting recruiting events/job fairs held at their place of business, featuring their own employment opportunities. All "job fairs" originating outside of the Hampton Roads region will be billed at the National Rate. All advertising for multi-company recruitment events must be approved in advance by the Recruitment Advertising Manager.



COMMISSIONS/TERMS OF PAYMENT

The conditions and regulations for the local Classified Advertising Rates set forth herein do not apply to national advertisers, but only to local advertisers located within The Virginian-Pilot circulation area. Herein, VPMC, LLC, d/b/a "The Virginian-Pilot" is defined as the "Publisher."

- a. A courtesy discount of 15% may be offered to advertising agencies placing advertising at the open classified rates. No such discount will be offered when advertising is placed on the basis of a classified contract rate or when using group, municipal, state or other non-profit organization discounts. On pre-prints and Custom Cards, advertising agencies may receive a courtesy discount provided that the applicable rates are grossed up 17.65%. Neither agencies nor advertisers may combine accounts or contracts to arrive at a higher contract level. Before any courtesy discount will be extended, however, an advertising agency must accept joint and several responsibilities with advertiser for payment of all advertising placed. Agencies acting only as placement agents will, with no acceptance of payment responsibility, not be eligible for any discount. Publisher reserves the right at any time to require agencies to provide evidence of authority to act on the advertiser's behalf and/or require acknowledgement and/or acceptance by advertiser of any advertising placed for publication or any contract. Agencies must provide camera-ready material for publication. Ad layouts that require the assistance of the Publisher to build will not be eligible for any agency discount. Extensions of courtesy discounts to an agency are discretionary and reserved solely unto the Publisher. Prevailing rate card takes precedent over agency insertion orders that have incorrect rates.
- b. Notwithstanding anything contained herein, Publisher may, at any time, including with regard to advertising placed by contract, condition the placement of advertising on Publisher's collection of a cash-in-advance payment for the full amount of such advertising prior to scheduling any advertisement(s) for publication. Any advertiser or agency submitting advertising for placement on open account credit, which shall include advertising placed subject to a contract not payable in full, in advance, must be accompanied by a completed Virginian-Pilot credit application. Any credit request must be approved by the Publisher before any advertisement will be scheduled for publication. If credit is extended by Publisher, the subsequent placement of advertising by advertiser and/or an agency constitutes such advertiser and/or agency's agreement to Publisher's credit term and conditions, which shall include, but not be limited to, the following: unless otherwise specified by Publisher, bills are generated on the first of each month for the previous month's charges and payment shall be due on or before the 15th day of the month referred to as "Billing Date" on the statement for such charges. Should Publisher determine to involve an attorney for issues related to the advertising or to collect any past-due balance, the advertiser and/or agency shall pay attorney's fees equal to thirty-three and one-third percent (33 1/3%) of the past-due balance, or actual attorney's fees as incurred by Publisher, whichever is greater, together with all costs of collection, including charges assessed to Publisher by any collection agency. Interest shall accrue on any past-due balance at the rate of eighteen percent (18%) per annum, until paid. Publisher may request additional credit information from or require a new credit application of

agency or advertiser at any time. Through its submission of any credit documents, insertion orders or contracts to Publisher and continuing thereafter, advertiser represents and warrants that all information contained in any such credit documents, insertion orders and/or contracts is and remains true and correct and may be relied upon for any reason, by Publisher or any of Publisher's divisions and subsidiaries, unless and until advertiser gives notice to Publisher, in writing, that any information currently or previously provided has changed.

- c. There shall be added to any charges, amounts equal to any taxes, however designated, levied or based on such charges or on the publication of advertisements, including state and local privilege or excise taxes based on gross revenue, and any taxes or amount in lieu thereof, paid or payable by Publisher in respect of foregoing, exclusive however, of any taxes based on net income.
- d. No insertion order or contract is considered accepted by the Publisher until approval is given for that insertion order or contract by the Publisher's credit office. No advertisement shall be considered accepted by Publisher until published. Any advertisement is subject upon submission to Publisher's applicable Contract & Copy Regulations, which may be changed at any time and from time-to-time in Publisher's sole discretion. Disclaimers on insertion orders and/or contracts or insertion orders submitted by agency or advertiser are ineffective and void unless expressly accepted by Publisher.
- e. Rates may vary due to rounding after application of discounts.
- f. Publisher may provide notice of changes to the rates, discounts or production data or specifications set forth in the Classified Advertising Rate Card on Publishers' website. If prospective notice is given, any such change shall be deemed to have changed as of the date specified regardless of whether the website itself is so changed.

RATE POLICY

Firms advertising as wholesalers, distributors or manufacturers, display copy for branded gasoline, mass transportation, public utilities and other classifications not clearly identified with regular retail channels may qualify only for general advertising rates.

SHORT RATE POLICY

In the event the advertiser fails to fulfill the terms of any agreement with Publisher, including, but not limited to, any insertion order or contract, all advertising over the term of such agreement will be short-rated. For this period, the advertiser will receive a single charge for the difference between the invoiced amount and the next closest contract or transient level fulfilled pursuant to Publisher's rate card then in effect.

HOLIDAYS

Sunday home distribution and Sunday rates apply for the following holidays: Thanksgiving Day, the Friday after Thanksgiving and Christmas Day.

Regular Classified Ads

Unless otherwise specified, regular classified ads are set in 5.7 point lightface type. Larger type sizes are available.

Classified Display Ads

No classified display advertisement will be accepted for less than 21 lines. All classified display ads must be at least 21 lines (1.5 inch) deep for each column in width.

- a. All advertisements must include the name of the advertiser.
- b. News style ads must be marked "paid advertisement" and enclosed in a border. Type styles adopted for news heads are not used in advertisements. Upon request, additional details may be provided by Publisher's sales representative and in Publisher's "Standards of Acceptability."
- c. Political advertisements for candidates for local or Commonwealth of Virginia public office are eligible for the retail rates but may not earn discounts under any other advertiser's contract. All political ads are accepted on a cash-in-advance basis only. Political advertisements must be marked "Paid Political Advertisement" at the top of the ad. Each political advertisement must be signed by the sponsoring individual or organization and name of designated representative placing advertising. Documentation for copy must be in 24 hours in advance of deadlines. Political advertising is at all times subject to all laws, regulations or ordinances in effect and shall at all times conform to same. Publisher may reject political advertising for any reason at any time. Upon request, additional details may be provided by Publisher's sales representative and in Publisher's "Standards of Acceptability."
- d. All property rights, including any copyright interest in advertisements produced for an advertiser by Publisher, using art work and /or typography furnished or arranged by the Publisher, shall be the sole property of Publisher. No such advertisement or any part thereof may be reproduced without the prior written consent of the Publisher.
- e. Publisher reserves the right to edit, revise or reject any advertising. Advertiser agrees to indemnify and save harmless Publisher against any loss, damage, cost and expense (including, without limitation, attorney's fees) which Publisher may incur, or become liable for, by reason of any and all claims or actions for libel, violation of any right of privacy, plagiarism, copyright infringement, and any and all other claims of any kind or nature in connection with advertising matter published for advertiser by Publisher.
- f. Publisher shall have no liability whatsoever in the event of any act of God, the public enemy or governmental authority, labor dispute, war (whether or not declared), civil disobedience, riot, failures of equipment or systems of Publisher or its suppliers or other occurrences beyond its control that shall in any way restrict or prevent the distribution of its newspapers and/or publication of the advertising.
- g. No allowance will be made for display advertisements appearing in other than requested positions.
- h. Publisher shall have no liability whatsoever, including without limitation any liability for consequential, incidental, indirect, special or punitive damages, for not publishing any advertisement or by reason of any error in connection with any advertisement (including, without limitation, typographical errors, failure to publish advertising on desired dates, omissions or additions to advertisement[s]); provided, however, that Publisher shall be obligated to adjust or rebate the charge on any advertisement or any portion of an advertisement which has been materially affected by an error of Publisher; and provided further, however, that Publisher's obligation to give such credit shall not apply to more than one incorrect insertion of such advertisement unless and until Publisher is notified of the error 24 hours prior to repetition of the insertion. Advertisers must notify Publisher of any errors occurring when they appear, as per contract agreement. No adjustments will be made, honored or accepted more than 30 days after billing.

- i. The agreements, conditions, rates and regulations set forth herein or in any written advertising contract between Publisher and advertiser constitute the entire agreement between advertiser and Publisher. In order to insure the accuracy of all space reservations, all verbal reservations must be confirmed in writing by the day of the actual space deadlines, or within 24 hours. Publisher is not responsible for any error in scheduling if no written confirmation is received.
- j. **Ad Format Limitations:**
Upside Down Ads, Art or Type
 Not permitted unless there is a creative theme that is logical for readers. In any case, the logo and majority of the type must be upright.
Sideways Ads
 Only permitted on full page ads and double truck ads.
- k. **Original Advertising Materials Damaged or Misplaced:** Publisher is not responsible for original advertising submitted by advertiser. Advertisers who submit one-of-a-kind material do so at own risk.
- l. **Advertiser's Proof Correction Obligation:** Publisher will provide advertiser with a proof only upon advertiser's request, however, if the advertising for which the proof is requested has been scheduled for publication, approval of such proof by advertiser shall not be a condition for publication. It is the responsibility of the advertiser to obtain any proof requested of Publisher. Once an advertiser releases a proof, advertiser shall not be entitled to any rebate or credit for any copy errors or omissions not identified by advertiser.
- m. **Proof Service Limitation:** Proofs will not be delivered to an advertiser's home, even if advertiser operates out of a home. Proofs will not be delivered to distant and remote areas of the market that may require a special trip beyond Publisher's normal circulation area. Arrangements should be made to see a proof in one of the newspaper's offices.
- n. **Coupon Ads:** The use of coupons in advertisements is encouraged and care is taken to position the coupon ads to avoid printing coupons back-to-back. Due to press limitations and emergency make-up changes, however, it is possible that coupons may print back-to-back. No rebates or make-goods will be allowed in any event and for any reason.
- o. **Multiple Discounts:** In a series of multiple discounts, the first discount is taken off of the gross dollar amount. The remaining discounts are taken off of the next net figure.
- p. **Other Conditions and Regulations:** Advertisers and/or their agencies must notify Publisher of any errors when they appear, as per item "h".
- q. **Composition/Kill Charges:** In Publisher's sole discretion, a charge will be made for ads killed (either orally or in writing) after the ad schedule deadline and for ads with excessive proof corrections (changes) requiring the majority of ad layout to be re-composed.

There will be a flat charge for ads that are killed after deadline.

	Broadsheet	Tab
Under 1/4 Page	\$100	\$40
1/4 Page to 1/2 page	\$500	\$50
Over 1/2 Page	\$1000	\$100
Double truck	\$1700	\$165

- r. **Deadlines and Late Space Reservations and Ad Materials:** Advertising submitted after Publisher's publication deadlines will be accepted in Publisher's sole discretion. No rebates will be extended for any reason on advertising accepted for publication after Publisher's publication deadlines.
- s. **Guaranteed Position Contracts:** Contracts for guaranteed positions may be superseded by a contract with greater volume for that same position. The original advertiser will be given first right of refusal to contract for the larger volume commitment without forfeiting the contracted position.

Complete electronic guidelines available upon request or download from www.thevirginianpilot.com.

CLASSIFIED MECHANICAL REQUIREMENTS

STANDARD PAGE SIZE

1806 lines (6 columns x 301 agate lines); 10.3889" x 21.5" full page art or paste-up copy for full pages set at 301 lines. Separate ads or multiple ads pyramided, measuring more than 275 lines in depth, will be charged at full column depth (301 lines). 5 column ads are not accepted. The sizes of all ads are approximate since some variation occurs during the production process. Minimum depth requirements will be 21 lines per column.

Columns	Decimal Column Widths (inches)	Points
1	1.6389"	118
2	3.3889"	244
3	5.1389"	370
4	6.8889"	496
5	8.6389"	622
6	10.3889"	748

TABLOID PAGE SIZE

882 lines (6 columns x 147 agate lines); 10.3889" x 10.5". Copy measuring more than 125 lines deep is charged at full column depth (147 lines). 5 column ads are not accepted. Minimum depth requirements will be 21 lines per column.

DOUBLE TRUCKS

258" or 3612 lines (12 columns x 301 lines or 21.77" x 21.5") plus gutter, for a total billed size of 279.5 column inches or 3,913 lines. Full size double trucks accepted at the regular rate. Scotch double trucks requesting exclusivity accepted at premium rate.

TABLOID DOUBLE TRUCKS

1764 lines (12 columns x 147 lines or 21.77" x 10.5") plus gutter, for a total billed size of 136.5 column inches or 1,911 lines. Only full width and full depth double trucks accepted.

MINIMUM SIZE AD

All display ads must be 21 lines deep for each column in width.

FULL COLOR ADS

To ensure quality full color reproduction, a .25 inch deep color bar will be placed in the bottom portion of the scheduled ad space.

ELECTRONIC DELIVERY

1. Third Party Delivery Systems

We utilize AP ADSEND, AD TRANSIT and FAST CHANNEL (formerly AD DIRECT). If you not subscribe to one of the third party systems and would like to, please call the following numbers:

AP ADSEND: 1-800-823-7363 • www.atsend.com

AD TRANSIT: 1-800-254-6533 • www.adtransit.com

FAST CHANNEL: 1-866-321-3278 • www.fastchannel.com

2. How to Upload your Ad: This free service replaces e-mail as a method for sending us your ads. Now simply go to <http://ezpilotclassified.com/adsupportads/index.php>, fill out a short ad submission form and send us your ads. If you have any questions concerning methods of sending ads to The Pilot, contact Shea Alvis, Imaging Manager at (757)-222-5409, k.shea.alvis@pilotonline.com.

NOTE: E-mail is not a secure method of sending ads, and we cannot guarantee delivery or that your ad will publish.

ELECTRONIC DELIVERY FORMAT

We require PDF files.

- We cannot accept native files (collected for output and/or packaged files)
- Avoid sending us exported PDF files to prevent technical problems.
- We can supply you with our Distiller job options.
- We can supply you with our Photoshop Ink file.
- Do not create PDF files by dropping EPS file on Distiller. PDF files created in this manner may not print correctly.
- If you have any questions about file format, contact our Imaging Department at (757) 222-5409, or e-mail to k.shea.alvis@pilotonline.com

SPECIAL SERVICES

RATES FOR ART WORK

Design Work (hourly rate)	\$50
Minimum charge (first half hour)	\$25

AD PROOFS

The Virginian-Pilot provides two proofs of your ad as part of your advertising rate. If additional proofs are requested, a \$25 fee will apply per proof.

ADVERTISING PHOTOGRAPHY RATES

The Pilot's advertising photographer provides state of the art digital photography for advertisers. Location and studio sessions are available. Photo services are provided on a first come basis. Please contact your Sales Representative or Graphic Designer to schedule an appointment. For more information contact our adv. photographer at (757) 446-2448.

One hour of photography on location	\$65
Additional (per hour) photography time	\$35
Studio portraits (available at the Brambleton Avenue studio)	\$30

RATES FOR OVER-RUN OF STRATEGIC SECTIONS

Prices are available upon request. Please contact your Sales Representative for details.

PROCESS COLOR SEPARATIONS

Color scans from advertisers' materials, per item	\$35
Velox Color prints (600 dpi color prints)	\$20
Velox Black & white prints (600 dpi)	\$10
Digital retouch of scans	\$10

One-of-a-kind color transparencies should be duplicated to protect the owner against damage or loss. Original material is due in our production department 5 working days before publication.

MESSENGER SERVICES

This service is available for pick-ups of ad materials within Norfolk, Portsmouth, Virginia Beach and Chesapeake cities. When possible, please make your request a minimum of 8 hours in advance of the time you need the pick-up by contacting your sales representative.

The Virginian-Pilot

The Virginian-Pilot Deadlines

PUBLICATION DAY	PUBLICATION	AD SCHEDULING & AD MATERIAL DEADLINES		AD MATERIAL DEADLINES FOR CAMERA READY & DIGITAL ADS ONLY	
SUNDAY	VIRGINIAN-PILOT	Wed	5 PM	Fri	1 PM
	Daily Break - Magazine	Wed	5 PM	Fri	1 PM
	Gracious Living	Mon	5 PM	Fri	1 PM
	Beacon	Tue	5 PM	Thu	1 PM
	Clipper	Wed	5 PM	Fri	1 PM
	Compass	Tue	5 PM	Thu	1 PM
	Currents	Wed	5 PM	Fri	1 PM
	Sun	Wed	5 PM	Fri	1 PM
	NC Broadsheet	Wed	5 PM	Fri	1 PM
	Beacon Classified Display	Tue	5 PM	Thu	1 PM
	Sun Classified Display	Wed	5 PM	Thu	5 PM
	Currents/Clipper Classified Display	Wed	5 PM	Thu	5 PM
	Automotive Classified Display	Wed	5 PM	Fri	1 PM
	Career Connection	Wed	5 PM	Fri	1 PM
	VP Classified Display	Wed	5 PM	Fri	1 PM
MONDAY	VIRGINIAN-PILOT	Thu	5 PM	Fri	1 PM
	Daily Break	Thu	5 PM	Fri	1 PM
	Automotive Classified Display	Thu	5 PM	Fri	1 PM
	VP Classified Display	Thu	5 PM	Fri	1 PM
TUESDAY	VIRGINIAN-PILOT	Fri	5 PM	Mon	1 PM
	Daily Break	Thu	5 PM	Fri	1 PM
	Automotive Classified Display	Thu	5 PM	Fri	1 PM
	VP Classified Display	Thu	5 PM	Fri	1 PM
WEDNESDAY	VIRGINIAN-PILOT	Fri	5 PM	Tue	1 PM
	Daily Break - Flavor	Fri	5 PM	Mon	1 PM
	Your Corner - W. Branch/N. Suffolk/Churchland	Thu	5 PM	Mon	1 PM
	Automotive Classified Display	Fri	5 PM	Mon	1 PM
	VP Classified Display	Fri	5 PM	Mon	1 PM
THURSDAY	VIRGINIAN-PILOT	Mon	5 PM	Wed	1 PM
	Daily Break - Pulse	Mon	5 PM	Tue	1 PM
	Beacon	Fri	5 PM	Tue	1 PM
	Sun	Mon	5 PM	Tue	5 PM
	Beacon Classified Display	Fri	5 PM	Tue	1 PM
	Sun Classified Display	Mon	5 PM	Tue	1 PM
	Automotive Classified Display	Mon	5 PM	Tue	1 PM
	VP Classified Display	Mon	5 PM	Tue	1 PM
	Hampton Roads Savings Weekly (TMC)	Thu (7 days prior)	5 PM	Fri	1 PM
FRIDAY	VIRGINIAN-PILOT	Tue	5 PM	Thu	1 PM
	Daily Break	Tue	5 PM	Wed	1 PM
	Clipper	Mon	5 PM	Wed	1 PM
	Clipper Classified Display	Mon	5 PM	Tue	1 PM
	VP Classified Display	Tue	5 PM	Wed	1 PM
	Drive	Mon	5 PM	Wed	1 PM
	NC Coast	Mon	5 PM	Wed	1 PM
	Home Search (Bi-Weekly)	Wed (3 wks prior)	5 PM	Fri (2 wks prior)	1 PM
SATURDAY	VIRGINIAN-PILOT	Wed	5 PM	Fri	1 PM
	Daily Break	Wed	5 PM	Thu	1 PM
	Home (Real Estate)	Tue	5 PM	Thu	1 PM
	Automotive Classified Display (Books 1&2)	Tue	5 PM	Thu	1 PM
	Automotive Classified Display (Book 3)	Tue	5 PM	Wed	1 PM
	VP Classified Display	Wed	5 PM	Thu	1 PM

• For Your Corner - Isle of Wight deadlines, please contact your Sales Representative.

• For proof correction deadlines, please contact your Sales Representative or Graphic Designer.