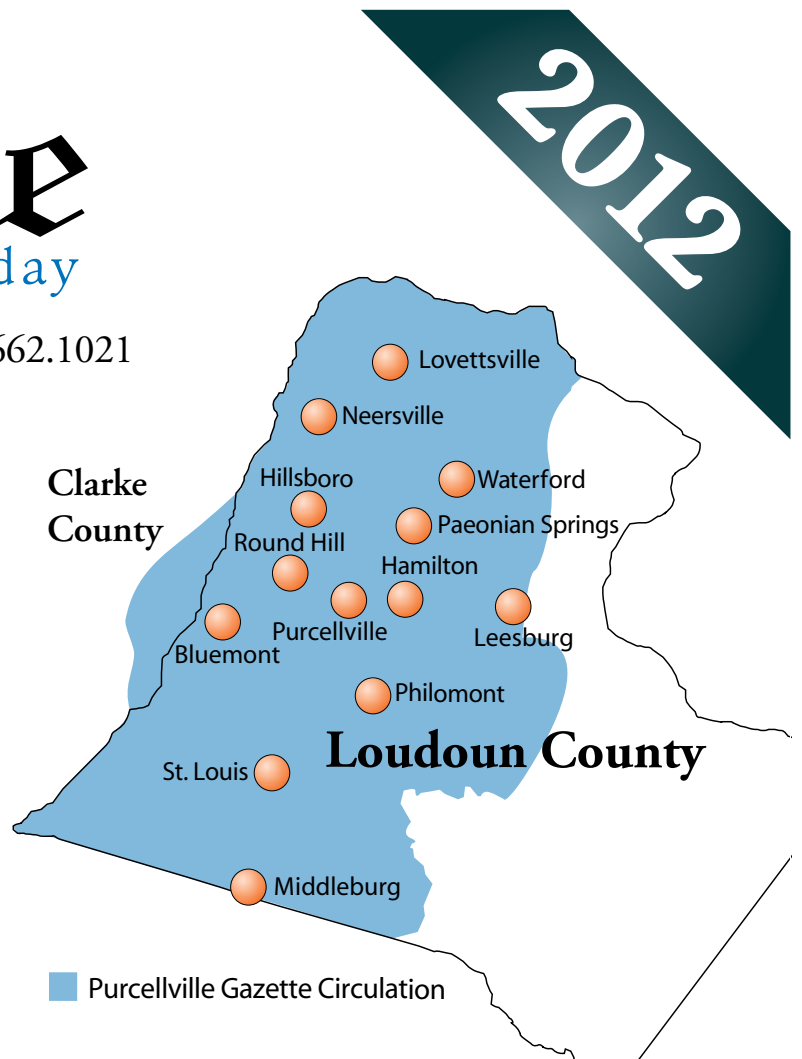


PURCELLVILLE Gazette & Loudoun Today

888.662.1224 • 540.662.0852 • Fax 540.662.1021
www.purcellvillegazette.com

Media Kit



ADVERTISING DEPARTMENT

Main Office

888.662.1224

graphics@purcellvillegazette.com

Proudly Serving All of
Western Loudoun County

Have You Had YOUR Gazette Today?

Rates Effective January 1, 2012

Display Advertising Sizes and Rates

<p>6 col. x 9.75"</p> <p>1x\$493 ea. 4x\$478 ea. 8x\$468 ea. 16x\$443 ea. 26x\$419 ea. 52x\$394 ea.</p>	<p>6 col. x 4.875"</p> <p>1x\$315 ea. 4x\$305 ea. 8x\$299 ea. 16x\$283 ea. 26x\$267 ea. 52x\$252 ea.</p>
<p>6 col. x 2.75"</p> <p>1x\$184 ea. 4x\$178 ea. 8x\$174 ea. 16x\$165 ea. 26x\$156 ea. 52x\$147 ea.</p>	<p>6 col. = 10.125 in</p> <p>Color is \$100.00 extra for any size display ad.</p>

<p>4 col. x 9.75"</p> <p>1x\$396 ea. 4x\$384 ea. 8x\$376 ea. 16x\$356 ea. 26x\$336 ea. 52x\$316 ea.</p>	<p>4 col. x 4.875"</p> <p>1x\$195 ea. 4x\$189 ea. 8x\$185 ea. 16x\$175 ea. 26x\$165 ea. 52x\$156 ea.</p>
<p>4 col. x 2.75"</p> <p>1x\$159 ea. 4x\$154 ea. 8x\$151 ea. 16x\$143 ea. 26x\$135 ea. 52x\$127 ea.</p>	<p>4 col. = 6.68 in</p> <p>Color is \$100.00 extra for any size display ad.</p>

<p>3 col. x 9.75"</p> <p>1x\$315 ea. 4x\$305 ea. 8x\$299 ea. 16x\$283 ea. 26x\$267 ea. 52x\$252 ea.</p>	<p>3 col. x 4.875"</p> <p>1x\$177 ea. 4x\$171 ea. 8x\$168 ea. 16x\$159 ea. 26x\$150 ea. 52x\$141 ea.</p>
<p>3 col. x 2.75"</p> <p>1x\$129 ea. 4x\$125 ea. 8x\$122 ea. 16x\$116 ea. 26x\$109 ea. 52x\$103 ea.</p>	<p>3 col. = 5 in</p> <p>Color is \$100.00 extra for any size display ad.</p>

<p>2 col. x 4.875"</p> <p>1x\$148 ea. 4x\$143 ea. 8x\$140 ea. 16x\$133 ea. 26x\$125 ea. 52x\$118 ea.</p>	<p>2 col. x 3.75"</p> <p>1x\$98 ea. 4x\$95 ea. 8x\$93 ea. 16x\$88 ea. 26x\$83 ea. 52x\$78 ea.</p>
<p>2 col. x 2.75"</p> <p>1x\$78 ea. 4x\$75 ea. 8x\$74 ea. 16x\$70 ea. 26x\$66 ea. 52x\$62 ea.</p>	<p>2 col. = 3.25 in</p> <p>Color is \$100.00 extra for any size display ad.</p>

Business Directory Sizes and Rates

Single:

2.38" wide x 1.5" high

- 1x \$25 ea.
- 4x \$22 ea.
- 8x \$20 ea.
- 16x \$17 ea.
- 26x \$15 ea.
- 52x \$14 ea.

Double: Horizontal: 4.96" wide x 1.5" high

Vertical: 2.38" wide x 3.07" high

- 1x \$50 ea.
- 4x \$44 ea.
- 8x \$40 ea.
- 16x \$34 ea.
- 26x \$30 ea.
- 52x \$28 ea.

Classified Rates

- \$15.00 per col. inch
- All Classified ads must be prepaid
- Yard Sale ads are FREE (20 word limit) based on availability

2012 Special Section Guide (Display Advertising Only)

Ad deadline is one week prior to publication, Friday at 5pm.

February 3 Sweet Heart Special
 March 9 Dental & Health Guide
 April 13 Easter Worship
 April 27 Mother's Day Restaurant/Gift
 June 8 Graduation

September 28 Town Wide Tag Sale
 November 16 Black Friday Restaurant/Gift
 November 23, December 7, 14 .. Christmas Tree Guide
 December 7, 14 Jolly Holiday
 December 7, 16 Christmas Worship

Non-Profit and Legal Notice Rates

(no discount offers can be combined)

- A 10% discount is offered to recognized non-profit organizations.
- A 5% discount is offered for full prepayment. (display ad contract rates only)
- A 15% discount is offered to recognized advertising agencies for camera ready art.
- Legal notices are priced at \$12.50 per column inch.

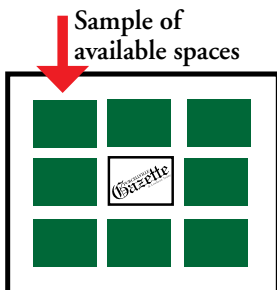
Insert Rates

Single Sheet \$55 per thousand
 2 - 4 page tab \$60 per thousand
 6 - 8 page tab \$65 per thousand
 10 - 12+ page tab Call for rates

- Zoning is available for any area of coverage.
- Minimum quantity is 6,000, which covers the Town of Purcellville & Lincoln.
- Heavier or coated stock requires a special rate, call for details.

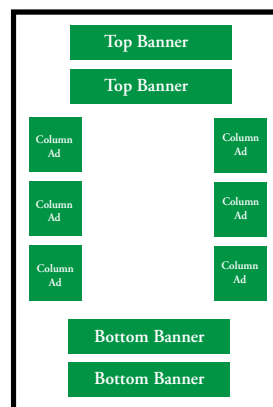
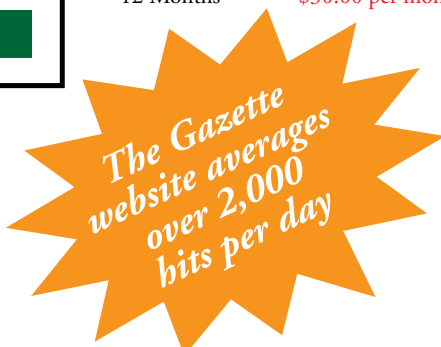
Web Advertising Rates

The Purcellville Gazette website receives over 2,000 hits per day, over 100 of them are unique hits. Every ad is specially linked to your website. We promote our website in our paper, facebook & promotional e-mails.



I. Entry Page (eight placements)

Size: 216pts x 162pts
 3 Months \$50.00 per month
 6 Months \$40.00 per month
 12 Months \$30.00 per month



II. Home and Linked Pages

Top Banner (two placements)
 Size: 360pts x 75pts

3 Months \$70.00 per month
 6 Months \$60.00 per month
 12 Months \$50.00 per month

Bottom Banner (two placements)
 Size: 360pts x 75pts

3 Months \$25.00 per month
 6 Months \$20.00 per month
 12 Months \$15.00 per month

Left/Right Columns (six placements)
 Size: 118pts x 120pts

3 Months \$50.00 per month
 6 Months \$40.00 per month
 12 Months \$30.00 per month

The Purcellville Gazette is published every Friday

EXPERIENCE AT THE TOP

The 21st century has brought unprecedented growth to homes and businesses in Loudoun County, one of the fastest growing regions in the country. The Purcellville Gazette, with Publisher Master Media Group, is bringing local news to more than 18,000 homes and businesses in western Loudoun County every week, with over 40,000 readers.

THE PURCELLVILLE GAZETTE COVERS WESTERN LOUDOUN COUNTY EVERY FRIDAY

The Purcellville Gazette is distributed to homes and businesses throughout western Loudoun County each Friday. More than 18,000 homes and businesses in Purcellville, Lincoln, Lovettsville, Round Hill, Hamilton, Waterford, Paeonian Springs, Philomont, Bluemont, Leesburg and Middleburg will see your message via the U.S. mail every week.

Payment Terms

We accept: Visa, MasterCard,



Cash, Check and Money Order

Checks should be made out and mailed to:

Purcellville Gazette

17 W. Boscawen St., Winchester, VA 22601

- All first time advertisers must reserve with a credit card.
- All classified ads must be prepaid.
- A signed agreement is required for annual contract rates (16+).
- Payment terms: Net due 15 days. Late charge 1.5% per month.
- Advertisers will pay all costs incurred by the Purcellville Gazette for legal, agency or collection fees of delinquent accounts.
- Failure to receive tearsheets or checking-copies is not recognized as a valid reason to withhold payment.
- All contract advertisers who fail to meet specified contract agreements will be subject to rate adjustments.
- Placement of advertising is regarded as acceptance of policies in this rate card.
- \$50.00 charge for returned checks.
- We will make every effort to comply with requests for specific positions in the newspaper. Unfortunately, we are not always able to do this. Should you want your ad on a specific page, we will guarantee this position for an additional 10% of the ad cost if available.

NEWS FOR YOUR NEIGHBORHOOD

The Purcellville Gazette covers the community with news, entertainment features, neighborhood notes and stories of area interest. Colorful shopping and holiday sections highlight the annual advertising calendar.

IMPORTANT DEADLINES

Since the Purcellville Gazette is mailed each week on Thursday, the paper must go to press each week on Wednesday, in order to meet our postal deadline. We respectfully ask all advertisers to cooperate with our established deadlines. The current cutoff times are listed below.

Display and display classified ads

- Friday prior to the publication date

Classified ads

- Monday prior to the publication date

Acceptable Display Ad File Formats

- All Files must be 300dpi and in CMYK color.
- Please send correctly sized artwork as a JPEG or PDF file (with embedded fonts).
- Other acceptable file formats include:
 - Adobe Illustrator CS5 or earlier.
 - EPS file, with fonts converted to outlines.
 - Adobe Photoshop CS5 or earlier.
 - File types: EPS, TIFF or JPEG.
- We **CANNOT** accept the following software documents:
 - MS Publisher, Adobe Page Maker or Corel Draw.
- **E-MAIL ARTWORK TO:**
graphics@PurcellvilleGazette.com

The Purcellville Gazette Circulation Area

Location.....	Zip Code
Bluemont	20135
Hamilton	20158
Leesburg.....	20175
Lovettsville	20180
Middleburg	20117
Paeonian Springs	20129
Philomont	20131
Purcellville.....	20132
Lincoln	20160
Round Hill.....	20141
Waterford	20197