

The News-Gazette Corp.

Consolidated Rates

Includes rates for

The News-Gazette (published Wednesdays)

TheNews-Gazette.com

Valley of Virginia Properties (published monthly)

Effective July 1, 2025

**Serving Lexington, Buena Vista and the Rockbridge County,
Virginia Area Today ... and 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% |

| | |
|------------------------------|-----|
| 1 run/month/12 months | 10% |
| 2 runs/month/12 months | 15% |

* 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.

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 - \$17.40 per column-inch (applicable to ads not conforming to modular sizes or willing to float.)

Modular Display Ad Rates

| SIZE | BLACK ONLY | FULL COLOR |
|--|------------|------------|
| DBL TRUCK | 3014 | 3428 |
| FULL PAGE | 1568 | 1774 |
| 3/4 PAGE | 1180 | 1388 |
| 2/3 PAGE | 1055 | 1262 |
| 1/2 PAGE | 801 | 939 |
| 1/3 PAGE | 540 | 678 |
| 1/4 PAGE | 426 | 496 |
| 1/6 PAGE | 294 | 364 |
| 1/8 PAGE | 225 | 294 |
| 1/10 PAGE | 184 | 219 |
| 1/12 PAGE | 159 | 194 |
| 1/15 PAGE | 134 | 168 |
| 1/30 PAGE | 71 | 105 |
| 1/60 PAGE | 39 | 74 |
| 1/13 PG BANNER (INCLUDES COLOR) | | |
| Section Front | | 417 |
| Front Page | | 496 |
| FRONT PAGE TOP (INCLUDES COLOR) | | |
| Display Box Top Right (1.5" D x 3.5" w) | | 599 |
| VERTICAL COLUMN (1/6 PG, INCLUDES COLOR) | | |
| 1 Col X 19.75", outside col on page | | 379 |

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.

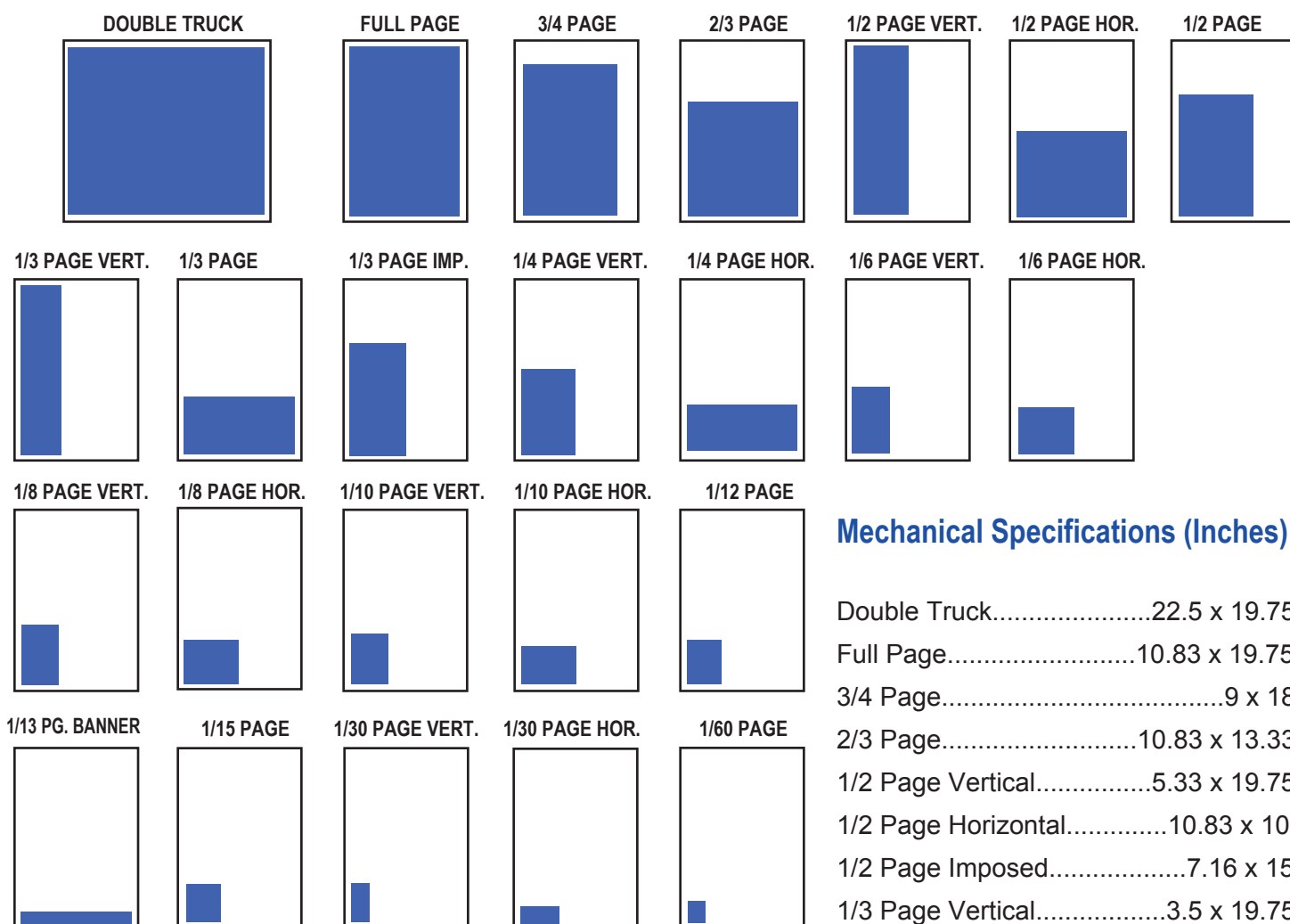
Position Charge

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.

Service Guide

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

Full color, \$5/week additional



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 |

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 Commissionable 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.

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.



CLASSIFIED LINE ADVERTISING RATES

- **LINE ADS:** First insertion \$12.50 or first 3 lines, \$2.00 for each additional line. Repeat insertions receive 10% discount after first week. 15% after fourth week, 25¢ per insertion discount for prepayment. (cash, MasterCard, Visa or AMEX)
Note: Yard Sale ads must be prepaid.
- **DISPLAY ADS:** (These ads include Cards of Thanks, In Memoriams, Obituaries and Auction ads.) First insertion \$30.00 for first 12 lines, \$2.00 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: \$1.50 per line. Note: Legal and Trustee Sale ads cancelled prior to the first insertion will incur a \$25 charge if cancelled by the Friday prior to run. Ads cancelled the Monday or Tuesday prior to run will incur a charge of 50% of the initial insertion charge. Ads cancelled after the first insertion will not incur a cancellation charge.

EXTRA CHARGES: Blind ads, \$3.00 per insertion. Mail responses, \$2.00 per insertion. Mailed affidavits/certificate of publication, \$3.00 per insertion. Color overlay, \$3.00 per insertion. Logo or Picture, \$20.00 per insertion. Deadline for classified ads is Tuesday 10 a.m. for The News-Gazette (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 classified.thenews-gazette.com every Wednesday at no additional charge.

| | |
|--|---------------------------|
| | Wednesday News-Gazette |
| Single Sheet (Max Size 11"x13" | \$39/M |
| 4 page Tabloid..... | \$55/M |
| 4 page full or 8 page Tabloid..... | \$58/M |
| 6 page full or 12 page Tabloid..... | \$60/M |
| 8 page full or 16 page Tabloid..... | \$63/M |
| 10 page full or 20 page Tabloid..... | \$65/M |
| 12 page full or 24 page Tabloid..... | \$67/M |
| 14 page full or 28 page Tabloid..... | \$70/M |
| 16 page full or 32 page Tabloid..... | \$73/M |
| 18 page full or 36 page Tabloid..... | \$75/M |
| 20 page full or 40 page Tabloid..... | \$79/M |
| (National Rates for Pre-Prints: Multiply above rates by a factor of 1.1765.) | |

Pre-Printed Volume Discount Contracts

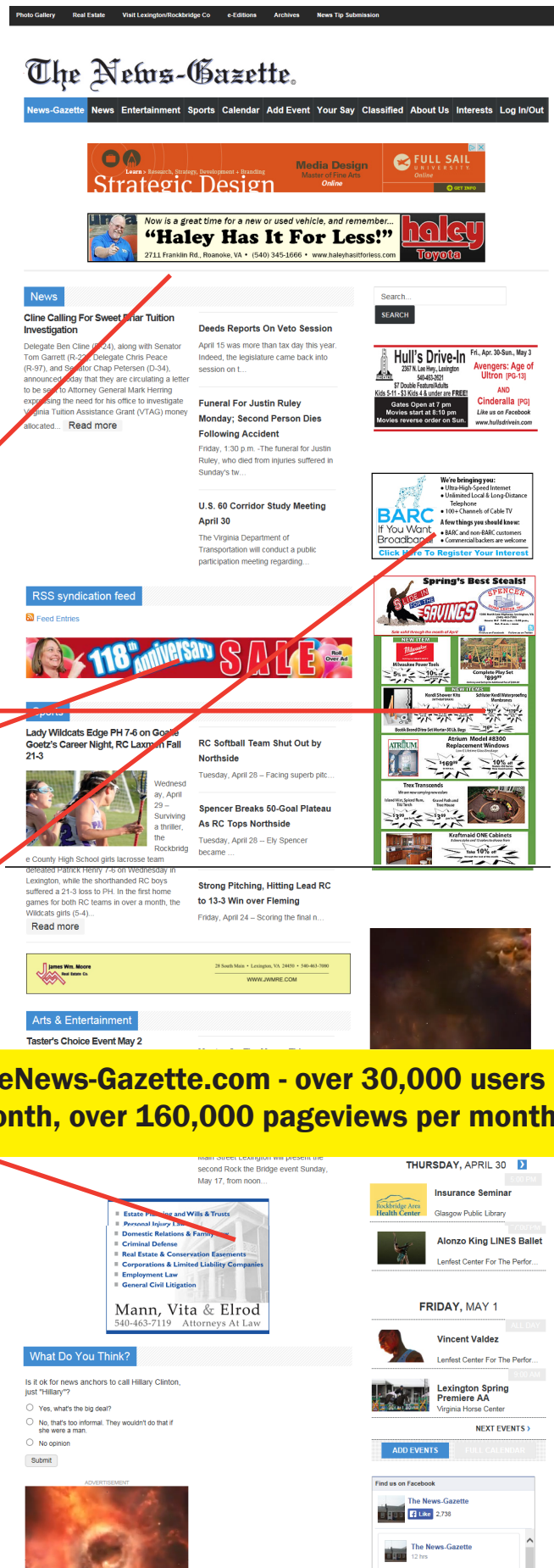
| | |
|---|---------|
| By signing a yearly contract an advertiser will receive a discount off the rates quoted above on 4 page tabloid size inserts or larger. | |
| 10-19 Inserts/year..... | 10% Off |
| 20-34 Inserts/year..... | 20% Off |
| 35 or more inserts/year..... | 25% Off |

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. Inserts accepted Monday through Friday 8 a.m. - 4 p.m. at our contract printing plant.

| | | |
|-----------------------|-------------------------------|---------------------|
| | Full Run Quantity Billable | Required Inserts |
| The News-Gazette..... | 6,400 | 6,600 |

Inserts may run full run or zoned to within Rockbridge County only. In-county zoning available at no additional zoning fee. In-county billable quantity is 6,000; insert quantity required is 6,200.

Internet Advertising Rates



Top of page leaderboard
(728 X 90 pixel) \$85/wk, \$250/mo.

Skyscraper
(300 x 600 pixel).....\$85/wk, \$250/mo.

Mid-page leaderboard
(728 X 90 pixel) \$75/wk, \$200/mo.

Big Tile (right side)
(300 X 300 pixel).....\$50/wk, \$125/mo.

Medium tile (right side)
(300 x 160 pixel) \$35/wk, \$75/mo.

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

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

longterm contract rates available upon request.

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 Valley of Virginia Properties offers you a multi-platform approach to reach potential buyers - distribution in the area's largest 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) 24-40 pages. **7,200 total distribution.**
 - 6,000 distribution in The News-Gazette, including **out-of-county subscribers**
 - 1,200 distribution from pick up boxes, Brokers, local businesses.
2. **e-edition online**, linked from **TheNews-Gazette.com**
3. **Special discounts on display advertising** in The News-Gazette to all advertisers under contract for Valley of Virginia Properties (**25% off open rate.**)
4. **Free inclusion of QR codes** (some size restrictions apply – min 1.25 X 1.25 inch code box)
5. **Fast turnaround** allowing inclusion of your freshest listings.



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

1. **Over 12,000 weekly N-G readers** 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 30,000 average unique visitors per month, over 160,000 pageviews.** Tap into this traffic which is uniquely focused on Rockbridge County.
6. Additional **free pick-up racks in Lexington, Buena Vista, Rockbridge and Augusta Counties, plus local business distribution.**

Valley of Virginia Properties

Rates and Sizes

| | | |
|--|----------------------------------|---|
| Full page | 7 in. wide X 9.25 in. tall | Open Rate \$233 ⁰⁰ |
| | | Contract Rate \$175 ⁰⁰ |
| Half page | 7 in. wide X 4.5 in. tall | Open Rate \$132 ⁰⁰ |
| | | Contract Rate \$99 ⁰⁰ |
| Back Page | 7 in. wide X 9.25 in. tall | Open Rate \$287 ⁰⁰ |
| | | Contract Rate \$215 ⁰⁰ |
| Front Cover Feature (Must run a min. full page inside) | | Open Rate \$127 ⁰⁰ |
| | | Advertisers Under Contract \$95 ⁰⁰ |

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

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

Contracts run for a minimum of one year (12 months from date of acceptance.)

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: _____



Ask us about our other targeted publications.

Rates and placement information are available. See below.

Valley of Virginia Properties

Aging In Augusta guide

Healthy Living magazine

This Augusta magazine and Chamber guide

Visiting Lexington local travel guide

Rockbridge, Virginia: Community Guide & Chamber Directory

Graduation Salute featuring our high school seniors

Welcome Home: Lexington/Rockbridge Newcomer's Guide

Holiday Event and Shoppers Guide

News-Gazette saturation mailing to every area address

Monthly

Annually in January

Annually in February

Twice a year, March and September

Annually in March

Annually in April

Annually in May

Annually in August

Annually in November (With saturation mailing)

Annually Wed. before Thanksgiving

Contact our Advertising Department at advertising@thenews-gazette.com or call (540) 463-3113 for specific rate, dimension and placement information for any or all of these publications.

The News-Gazette

Audience Card

Print Circulation



5,442

Total weekly distribution 12 month average per
9/26/24 USPS Statement of Ownership and Circulation

Digital Users

Unique users
per week

6,900

Page views
per week

40,000

Average users
per day

986

Mobile
Percentage

57.8%

E-Edition
users per week

785

Rockbridge Area
Population

36,751

Print Readership

11,972

Copies distributed times 2.2 readers per copy

Digital Readership/week

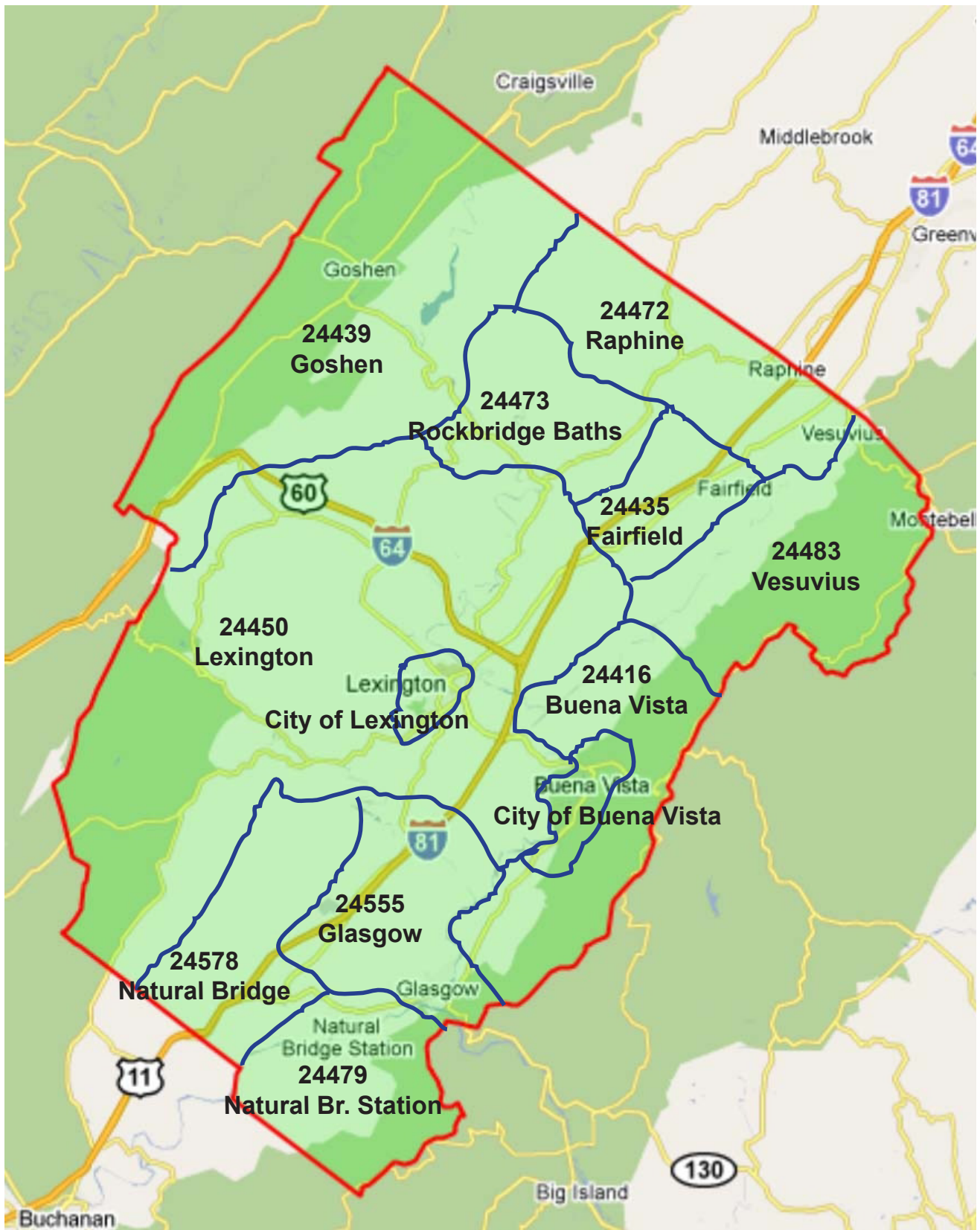
7,685

TOTAL

19,657

Figures as of 6/16/2025

Rockbridge County, Virginia Zip Codes





Annual Special Publications and Sections

- Valley of Virginia Properties magazine -monthly Jan.-Dec. (Runs in-paper and additional supplemental free distribution.)
- Healthy Living magazine - January (Runs in-paper and additional supplemental dist.)
- Visiting Lexington magazine - March (Local free distribution and in Va. Welcome Centers.)
- High School Graduation section - May (In-paper)
- Lexington/Rockbridge Newcomers' Guide - August (To entering college students and newcomers through Chamber of Commerce and Main Street Lexington)
- Holiday Guide - November (In-paper)

(All special publications and sections are also available as e-editions on TheNews-Gazette.com for up to one year.)

Audience Data

- The News-Gazette (print) Over 12,000 readers weekly
(net circulation X 2.2 readers per copy, documented by repeated local reader surveys.)
- TheNews-Gazette.com over 30,000 visitors/month
over 160,000 pageviews/month
(from Google Analytics data, annual numbers divided by 12)
- The News-Gazette e-Edition avg. 500 readers/week
(data supplied by e-Edition vendor, eType Services)

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

M.W. Paxton, IV, Publisher
publisher@thenews-gazette.com
Darryl Woodson, Editor
editor@thenews-gazette.com
GayLea Goodbar, Advertising Co-ordinator
advertising@thenews-gazette.com
April Mikels, Display Ad Sales
amikels@thenews-gazette.com
Ashley Donald, Circulation Manager
circulation@thenews-gazette.com
Ashley Donald, 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. Discounts may not be given to accounts with delinquent balances older than 60 days.
2% discount allowed for payment by 12th of month.
- A completed credit application may be required before granting credit.
- The News-Gazette accepts Visa, MasterCard, Discover Card and American Express for payment.

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 at less 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 Sept. 30, 2024)

- Founded in 1801
- The News-Gazette published weekly on Wednesday.
- Single copy price \$1.50. Subscription rate \$55.95/year in county, \$74.95 with Virginia, \$82.95 out-of-state.
Open rate \$3.50 per copy. Subscriptions paid in advance.
- Print and e-Edition circulation 5,780
- Website monthly visitors 30,000+
- The News-Gazette covers the cities of Lexington and Buena Vista, and Rockbridge County, Va. Zip code breakout available on request.