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 - $16.90 per column-inch (applicable to ads not conforming to modular sizes or willing to float.)

Modular Display Ad Rates

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BLACK ONLY</th>
<th>FULL COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBL TRUCK</td>
<td>2926</td>
<td>3328</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>1522</td>
<td>1722</td>
</tr>
<tr>
<td>3/4/ PAGE</td>
<td>1146</td>
<td>1348</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>1024</td>
<td>1225</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>778</td>
<td>912</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>524</td>
<td>658</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>414</td>
<td>482</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>285</td>
<td>353</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>218</td>
<td>285</td>
</tr>
<tr>
<td>1/10 PAGE</td>
<td>179</td>
<td>213</td>
</tr>
<tr>
<td>1/12 PAGE</td>
<td>154</td>
<td>188</td>
</tr>
<tr>
<td>1/15 PAGE</td>
<td>130</td>
<td>163</td>
</tr>
<tr>
<td>1/30 PAGE</td>
<td>69</td>
<td>102</td>
</tr>
<tr>
<td>1/60 PAGE</td>
<td>38</td>
<td>72</td>
</tr>
<tr>
<td>1/13 PG BANNER (INCLUDES COLOR)</td>
<td>405</td>
<td>482</td>
</tr>
<tr>
<td>Section Front</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRONT PAGE TOP (INCLUDES COLOR) Display Box Top Right (1.5&quot; D x 3.5&quot; w)</td>
<td>599</td>
<td></td>
</tr>
<tr>
<td>VERTICAL COLUMN (1/6 PG, INCLUDES COLOR) 1 Col X 19.75&quot;, outside col on page</td>
<td>379</td>
<td></td>
</tr>
</tbody>
</table>

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
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

Preprinted 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
The News-Gazette................................. 6,400

Required Inserts
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.
Find out all about our 19th Century town using 21st Century technology!

Lexington GPS
• GO • PLAY

Download FREE from Google Play or iTunes Store. Search for Lexington GPS.

Find where to eat, where to stay, what to do, what to see, what the news is, what deals there are and so much more. All on your iPhone or Android phone.

LexingtonGPS is a service of The News-Gazette, Lexington’s award-winning newspaper that’s been informing Rockbridge County for over two centuries.

Download the LexingtonGPS app before you visit to help plan your trip.

Mobile is one of the fastest growing segments of communication and marketing today. Make sure your business stays in front of customers and reach out to new customers on the device they use most - their mobile phone. The News-Gazette’s new LexingtonGPS app, for iPhone and Android is a comprehensive portal to all things Lexington and Rockbridge, from places to eat, events calendar, local news and sports, shopping and deals and specials. Get your business into the 21st century by being a part of LexingtonGPS!

Use 21st century technology to promote your business in our 19th century town!

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.

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

- Longterm contract rates available upon request.

TheNews-Gazette.com - over 19,000 users per month, over 150,000 pageviews per 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. 8,500 total distribution.
   - 6,500 distribution in The News-Gazette, including out-of-county subscribers
   - 2,000 distribution from pick up boxes, Brokers, local businesses.
2. e-edition online, linked from TheNews-Gazette.com and ValleyofVirginiaProperties.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 14,000 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 16,000 average unique visitors per month. Tap into this traffic which is uniquely focused on Rockbridge County.
6. Also has its own web address – ValleyofVirginiaProperties.com.
7. Additional free pick-up racks in Lexington, Buena Vista, Rockbridge and Augusta Counties, plus local business distribution.
Rates and Sizes

Full page ..........................7 in. wide X 9.25 in. tall ........ ................Open Rate $220.00
                                    Contract Rate $165.00
Half page ..........................7 in. wide X 4.5 in. tall ..........................Open Rate $125.00
                                    Contract Rate $95.00
Back Page ........................7 in. wide X 9.25 in. tall .........................Open Rate $265.00
                                    Contract Rate $199.00
Front Cover Feature (Must run a min. full page inside) ..........................Open Rate $115.00
                                    Advertisers Under Contract $85.00

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

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: __________________________
Facebook’s Changes May Affect Your Social Media’s Effectiveness

How can you make sure more of your local customers see your important Facebook posts?

The News-Gazette’s new SuperLocal lets you tag the posts you especially want your customers to see, and displays them on TheNews-Gazette.com’s home page. Display as many posts as you want, when you want. No more wondering how many people will actually see your posts. SuperLocal puts you in control.

Our Economy package displays one post at a time from you, until you replace it with an newer post. Our Business-Builder package displays three posts at a time, with the oldest rotating off as new posts are added. 12,000 monthly visitors, viewing 60,000 pages can now see every post you tag on TheNews-Gazette.com.

Readers can click through to go directly to your Facebook page. SuperLocal even allows click-throughs from people who have not previously “Liked” your page, increasing the reach of your posts.

Economy Package - 1 post showing, unlimited posting

☐ ...........................................$99/mo. 6 mo. agreement
☐ ...........................................$89/mo 12 mo. agreement

Business Builder Package - 3 posts showing, unlimited posting

☐ ..........................$139/mo. 6 mo. agreement
☐ ..........................$129/mo. 12 mo. agreement

Yes, we want to be a part of this exciting program promoting our social media posts. By signing the following, we agree to participate for period indicated by our mark and we understand that we will be billed for the applicable package price above.

Package  ........................................................................ Date  ____________________________
Business Name  ................................................................
Address  .........................................................................
Owner or Authorized Representative (signed)  .................................................................

The News-Gazette  TheNews-Gazette.com
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 13,000 readers weekly
(net circulation X 2.2 readers per copy, documented by repeated local reader surveys.)

TheNews-Gazette.com .......................................................... over 20,000 visitors/month
over 47,000 sessions/month
over 100,000 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
Loryn Tomlinson, 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 Jan. 1, 2022)
• Founded in 1801
• The News-Gazette published weekly on Wednesday.
• Single copy price $1.50. Subscription rate $47.95/year in county, $62.95 with Virginia, $79.95 out-of-state. Open rate $2.50 per copy. Subscriptions paid in advance.
• Print and e-Edition circulation 6,033
• Website unique monthly visitors 24,935
• The News-Gazette covers the cities of Lexington and Buena Vista, and Rockbridge County, Va. Zip code breakout available on request.