



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, 2023

**Serving Lexington and the Rockbridge County, Virginia Area
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 - \$16.90 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 | 2926 | 3328 |
| FULL PAGE | 1522 | 1722 |
| 3/4 PAGE | 1146 | 1348 |
| 2/3 PAGE | 1024 | 1225 |
| 1/2 PAGE | 778 | 912 |
| 1/3 PAGE | 524 | 658 |
| 1/4 PAGE | 414 | 482 |
| 1/6 PAGE | 285 | 353 |
| 1/8 PAGE | 218 | 285 |
| 1/10 PAGE | 179 | 213 |
| 1/12 PAGE | 154 | 188 |
| 1/15 PAGE | 130 | 163 |
| 1/30 PAGE | 69 | 102 |
| 1/60 PAGE | 38 | 72 |
| 1/13 PG BANNER (INCLUDES COLOR) | | |
| Section Front | | 405 |
| Front Page | | 482 |
| 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 | Required |
| | Quantity Billable | 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.

The screenshot shows the homepage of The News-Gazette website. At the top, there is a navigation bar with links for Photo Gallery, Real Estate, Visit Lexington/Rockbridge Co, e-Editions, Archives, and News Tip Submission. The main header features the newspaper's name, 'The News-Gazette', and a secondary navigation bar with links for News, Entertainment, Sports, Calendar, Add Event, Your Say, Classified, About Us, Interests, and Log In/Out.

Below the header, there are several promotional banners: 'Strategic Design' for Logo, Research, Strategy, Development & Branding; 'Media Design' for Mass and Fine Arts Online; and 'FULL SAIL UNIVERSITY' Online. A large advertisement for 'Haley Toyota' features the slogan 'Haley Has It For Less!' and contact information for 2711 Franklin Rd., Roanoke, VA.

The main content area is divided into several columns. On the left, there is a 'News' section with articles such as 'Cline Calling For Sweet Briar Tuition Investigation', 'Deeds Reports On Veto Session', 'Funeral For Justin Ruley Monday; Second Person Dies Following Accident', and 'U.S. 60 Corridor Study Meeting April 30'. In the center, there is an 'RSS syndication feed' and a '118th anniversary SALE' banner. On the right, there is a search bar, a 'Hull's Drive-In' advertisement, a 'BARC' advertisement, and a 'Spring's Best Steals!' advertisement.

Below the main content, there are more advertisements, including one for 'James W. Moore Real Estate Co.' and another for 'Mann, Vita & Elrod Attorneys At Law'. At the bottom, there is a 'What Do You Think?' poll asking if it is ok for news anchors to call Hillary Clinton just 'Hillary?'. The footer includes a 'Find us on Facebook' section and a 'NEXT EVENTS' calendar.

TheNews-Gazette.com - over 19,000 users per month, over 150,000 pageviews per month

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. **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**
4. **Special discounts on display advertising** in The News-Gazette to all advertisers under contract for Vally of Virginia Properties (**25% off open rate.**)
5. **Free inclusion of QR codes** (some size restrictions apply – min 1.25 X 1.25 inch code box)
6. **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.**



Valley of Virginia Properties

Rates and Sizes

| | |
|--|--|
| Full page7 in. wide X 9.25 in. tall | Open Rate \$220 ⁰⁰ Contract Rate \$165 ⁰⁰ |
| Half page7 in. wide X 4.5 in. tall | Open Rate \$125 ⁰⁰ Contract Rate \$95 ⁰⁰ |
| Back Page7 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



Wed, 11/29/2017 - 2:10pm

Christmas Cheer

Accolade, a Southern Virginia University a cappella group, sings Christmas songs at a tree-lighting ceremony Tuesday evening in front of the Buena Vista Municipal Building. Also Tuesday, the holidays were ushered in with craft activities for children at the Buena Vista Arts Council building...

Search

Imago Connects - Free Introduction 1st Sundays
 IMAGO ALLIANCE
 Want to learn how the Imago Dialogue process can help you and your partner learn more effective communication skills so that you can begin to move from conflict to connection? Please join me on the first Sunday of the month starting November 5th at 2 pm for a free introductory relationship education program based on Imago Relationship Theory from the best-selling book *Getting The Love You Want* by Harville Hendrix Ph.D. and Helen LaKelly Hunt, Ph.D.
 Click ad to learn more or call 410-404-3201 to reserve your space.
 Bello Counseling, LLC - 14 E. Nelson Street, Suite 103 - Lexington, Va 24450

Miss Bobbie's Garage
 * Auto Repair
 * Auto Detailing
 * Small Engine Repair
 * Affordable Rates
 * Reliable Service
 * Clear Explanations for ALL charges & repairs
Miss Bobbie Mechanic & Owner
 16 Chubbys Lane
 Fairfield, VA
 540-414-2388
 missbobbiesgarage@gmail.com

James Wm. Moore Real Estate Co.
 28 South Main • Lexington, VA 24450 • 540-463-7090
 WWW.JWMRE.COM

GE APPLIANCES HOLIDAY Giveaway! Dream Kitchen
 GE Appliances
 Holi Give Aw

| NEWS | SPORTS | OBITUARIES |
|--|---|---|
| <p>Christmas Cheer</p> <p>Lexington Tackling Fuel Spill At Public Works Yard</p> <p>Virginia Breeze Bus In Town Wednesday, Starts Service Friday</p> <p>Armed Robber Hits Hampton Inn Col Alto</p> <p>Strategic Planning Policy Briefs Created</p> | <p>RC Girls Defeat Glass 40-31 For Season's First Hoops Win</p> <p>RC Girls Fall To Staunton River In Hoops Opener, 30-25</p> <p>Galax Bounces PM In Region C Football Semis</p> <p>RC's Huffman, Cruze And Doyle Sign With College Sports Teams</p> <p>PM's May, Dryden Earn All-State Cross Country Honors, RC's Keeley Places 20th</p> | <p>Nellie F. Thompson, 76, of Bedford died Nov. 22</p> <p>Betty Lou Moran Shull, 81, of Fairfield died Nov. 22</p> <p>Lewis Pennington, 81, of Stuarts Draft died Nov. 21</p> <p>Laura Virginia Conner Harlow of Lexington died Nov. 25</p> <p>Fred O'Neil Fainter, 86, of Glasgow died Nov. 25</p> |

WALKABOUT OUTFITTER
 Gift Givers - We make it easy with all of your favorite brands!
 ARCTERYX MERRELL Chaco KEEN patagonia endo Smartwool
 21 S. Main Street, Lexington (540) 464-4453
 WalkaboutOutfitter.com

| ARTS & ENTERTAINMENT | MOST POPULAR |
|--|--|
| <p>Luminary Nights Return To Natural Bridge State Park</p> <p>VMI Notes Change To Holiday Event</p> <p>Cats Unlimited Seeks Donations For Bazaar</p> | <p>Armed Robber Hits Hampton Inn Col Alto</p> <p>Christmas Cheer</p> <p>Strategic Planning Policy Briefs Created</p> <p>Lexington Tackling Fuel Spill At Public Works Yard</p> |

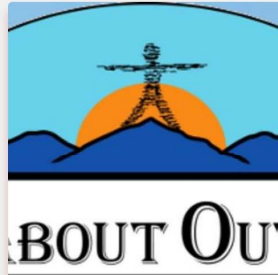
DONALD'S ELECTRIC & REFRIGERATION SERVICE, INC.
 Residential & Commercial • 24 Hour Emergency Service
 • Rewiring & repairs • Large or small jobs • Bonded and insured
 • We service all makes and models including all furnaces
540-463-5899 www.donaldselectric.com

Want to see more photos of your favorite story? [Click HERE to See and Buy Photos](#)

SHOP Local! LEXINGTON



Walkabout outfitters LEXINGTON
 Here we are at the Richmond Raceway Complex all set up for Bizarre Bazaar! Lots of cute gift ideas for Christmas 🎁. We will be here this...

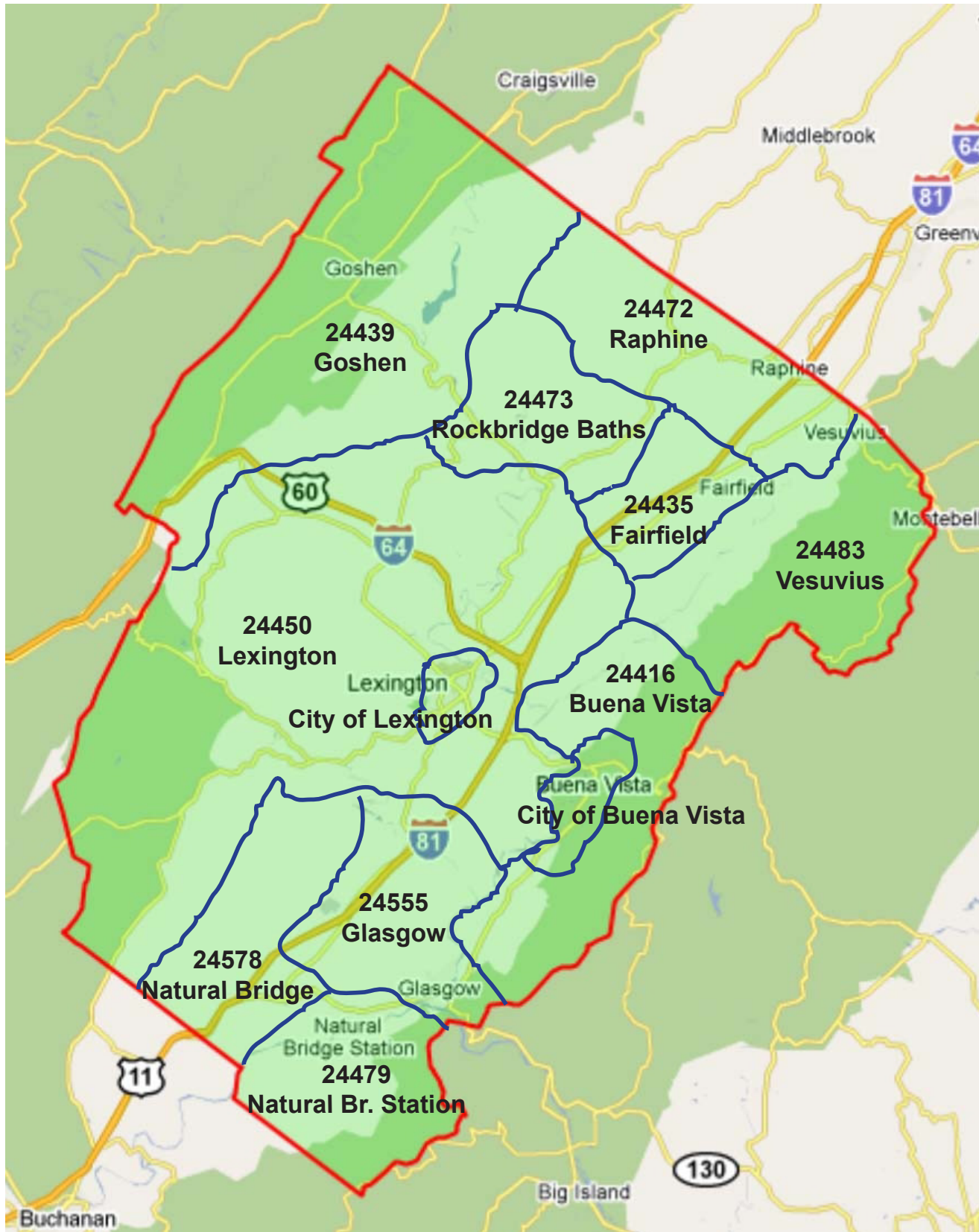


Walkabout outfitters LEXINGTON
 Just a reminder that we'd LOVE your help! We're a semi-finalist for the National Small Business of the Year Award! You can vote every day...



The News-Gazette LEXINGTON
 In high school girls basketball action, Rockbridge County captured its first win of the season, defeating E.C. Glass 40-31 on Tuesday in Lexington...

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

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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.