



THE
VIRGINIA  GAZETTE

2020 RETAIL ADVERTISING RATES

Ask About Our Solution Packages!

FREQUENCY DISCOUNTS*

3 runs: 15%, 4-7 runs: 20%, 8 runs: 25%

*Ads must run within a 30-day period and may not change in content or design

NOT-FOR-PROFIT/ CHARITY DISCOUNT

20-25%

DEADLINES

Thurs. 12pm for the following Wed. edition

Tues. 12pm for the following Sat. edition

PROOFS

Two proofs per order will be provided upon request. Additional proofs will be \$10 each.

COLOR

All rates include full process color.

ADS INCLUDE

Digitized version optimized for search engines across all platforms to be housed on vagazette.com, leveraging our growing audience to maximize your reach.

PAGE POSITION

To guarantee that an ad appears on a particular page, there is a 20% surcharge. Position within a given page cannot be guaranteed.

TERMS & CONDITIONS

All orders are subject to the Terms and Conditions here: tribpub.com/ad-io-terms/ These Terms and Conditions may be updated from time to time. All orders will be subject to the Terms and Conditions that are in effect on the date an order is placed. By placing an order for print, digital and/or preprint advertising, advertisers accept and agree to these Terms and Conditions.



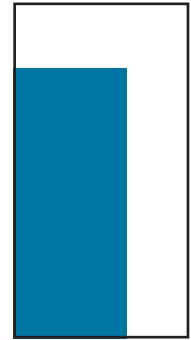
DOUBLE TRUCK
21" x 21"
\$4,160



FULL PAGE
10" x 21"
\$2,205



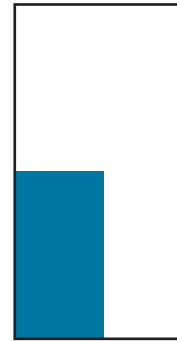
1/2 VERTICAL
4.915" x 21"
\$1,210



1/2 IMPACT
6.61" x 15.75"
\$1,210



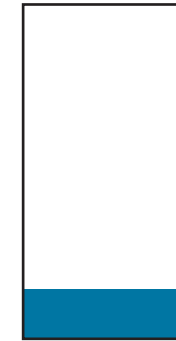
1/2 HORIZONTAL
10" x 10.5"
\$1,210



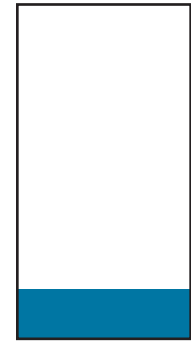
1/4 VERTICAL
4.915" x 10.5"
\$675



1/4 HORIZONTAL
10" x 5.25"
\$675



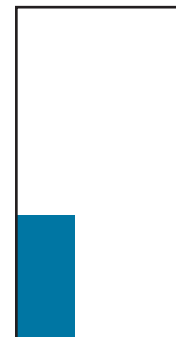
1/7 INTERIOR
10" x 3"
\$450



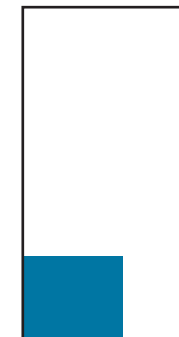
1/7 INSIDE SECTION FRONT
10" x 3"
\$595



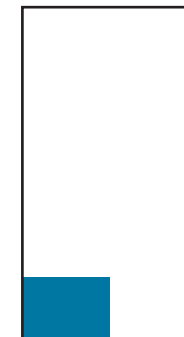
1/7 A1 SECTION FRONT
10" x 3"
\$625



1/8 VERTICAL
3.22" x 7.75"
\$399



1/8 HORIZONTAL
4.915" x 5.25"
\$399



1/10
4.915" x 4"
\$360

Prices listed are open rate. Ad specs are listed width by height.



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region’s most affluent
and educated.”**

– The Virginia Gazette Readers

THE
VIRGINIA GAZETTE

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29%

of Virginia Gazette readers
have household income
over \$100,000!

48%

of Virginia Gazette readers
have post graduate degrees!

Source: Survey results via Virginia Gazette Reader survey
conducted in 2017. Demographic stats via Scarborough R1 2018.