

**Personnel:**

*Tim Davis..... General Mgr./Editor  
tim.davis@chathamstartribune.com*

*Alisa Davis ..... Accounts Manager  
adavis@chathamstartribune.com*

*Angela Harris ..... Accounts Executive  
a.harris@chathamstartribune.com*

**Representatives:**

Virginia Press Association  
Inland Press Association

**TERMS OF PAYMENT**

- Retail rates are non-commissionable
- Recognized advertising agencies add commission to open rate
- Payable in advance of publication unless an application for credit has been approved.
- Political and going out of business ads must be paid in advance of publication.
- Balances not paid by the due date will be subject to a 1.5% monthly finance charge.
- Advertising will be suspended if an account has a past due balance of 90 days.
- Womack Publishing Company will charge \$10 CPM above the posted insertion rates for zoning. Womack Publishing requires a minimum of 1,000 for zoning.

**chathamstartribune.com**  
**ONLINE**

Advertisements may be placed on the ChathamStarTribune.com website at any time throughout the year. Contract rates are available and may be obtained by contacting the Star-Tribune at 434-432-2791. Legal advertisements are placed online at www.ChathamStarTribune.com.

6 COLUMN DISPLAY		9 COLUMN CLASSIFIED	
1 Column .....	1.56"	1 Column .....	1"
2 Columns .....	3.25"	2 Columns .....	2.13"
3 Columns .....	4.93"	3 Columns .....	3.25"
4 Columns .....	6.63"	4 Columns .....	4.38"
5 Columns .....	8.31"	5 Columns .....	5.5"
6 Columns .....	10"	6 Columns .....	6.63"
Double Truck .....	21"	7 Columns .....	7.75"
		8 Columns .....	8.88"
		9 Columns .....	10"

**Contract and Copy Regulations**

a. All advertising is subject to the acceptance by the publisher. The publisher has the right to reject or cancel any advertisement at any time.

b. Any advertising resembling a news article will have the words "Paid Advertisement" printed at the top.

c. Position requests will be charged a \$50 premium. Position requests will be honored when possible, but not guaranteed.

d. The Star-Tribune is only responsible for the first insertion of any given advertising placed in our newspaper and only the amount of space the error occurred. We are not responsible for the error content nor the value of the amount in error. We will issue a letter of correction and rerun the amount of space in error in our next issue corrected at no charge to the advertiser for our error.

e. Alcohol and tobacco advertising is accepted.

f. Front page banner advertising available.

**Special Services**

a. Clip art service. We have a wide variety of artwork for use by advertisers at no additional charge.

b. Tearsheets will be provided if requested at no additional charge.

c. Proofs of advertisements will be available if requested.

**Design Requirements**

The Star-Tribune production department utilizes InDesign, and Adobe Photoshop in a Macintosh based environment. We accept:

- PDF (Preferred - created with Acrobat Distiller, all fonts embedded and all color pictures converted to CMYK)
- InDesign (with all fonts and images included)
- Photoshop

Please DO NOT submit files created in Power Point, Corel or Microsoft Publisher or with photographs embedded in Word. We cannot guarantee the reproduction of ads created in this format. If using one of these formats, please convert to a .pdf file.

**Deadlines**

Classified Advertising - 10 AM Tuesday  
Display Advertising - 10 AM Tuesday  
Gretna Junction - 12 Noon Monday

**Circulation**

• Single Copy Price .....\$1.00

• Annual Subscription by mail:  
Pittsylvania County and Danville .....\$30.00 per year  
All other areas .....\$43.00 per year

The Star-Tribune is part of Womack Publishing Co., Inc. a family owned multimedia company based in Chatham, Virginia. For more information on Womack Publishing Company visit [www.womackpublishing.com](http://www.womackpublishing.com).

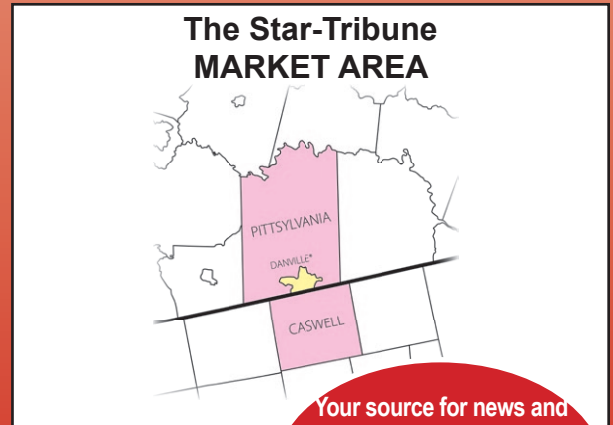
# STAR-TRIBUNE

**chathamstartribune.com**

28 N. Main Street • P O Box 111  
Chatham, VA 24531  
e-mail advertising to: [advertising@chathamstartribune.com](mailto:advertising@chathamstartribune.com)  
434-432-2791 Fax: 434-432-4033

Rate Card **2014**

Effective January 1, 2014



Your source for news and advertising, reaching over 34,000 readers weekly in Pittsylvania County, Danville and surrounding area.

## DISPLAY AD RATES

Open Rate	\$10.60 pci
National Display Rate Net	\$10.60 pci

## CLASSIFIED ADVERTISING

Classified Display Rate	\$10.60
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Classified Line Ads	
Best Buy!	20 words or less \$15.00 over 20 words 45¢ per word.

Reach over 89,000 readers by placing your ad in the Star-Tribune, Smith Mountain Eagle, Altavista Journal, Gretna Junction, Times Virginian, Double Exposure and The Union Star.  
Includes Free website listing.

Star-Tribune and Gretna Junction Only	20 words or less, \$10.60 over 20 words 45¢ per word. Includes Free website listing.
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## COLOR RATES

Full process color	\$150
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## SERVICE DIRECTORY



*Need It Done? Find It Here!*

Regular Business Directory	\$20.00
Small Block	\$10.00
Business Listing With Web Address	\$6.50
Business Listing	\$5.00

## Gretna Junction

Reach over 10,800 additional readers by extending your advertising message from the Star-Tribune weekly newspaper by adding the Gretna Junction

Pick-up from Star-Tribune  
\$1.95 pci



## INSERT RATES

	CPM
One-sided single sheet	\$60
4-page tabloid size	\$65
8-page tabloid size	\$70
12-page tabloid size	\$75
16-page tabloid size	\$80
20-page tabloid size	\$85
24-page tabloid size	\$90

Preprint reservation 7 days in advance  
Preprint delivery Friday before insertion date

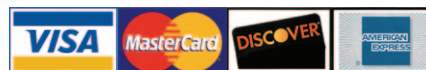
## SPECIAL CLASSIFICATIONS

Legal Advertisements	\$10.60 pci
Legal notices in excess of one double space typewritten page (8.5x11) requires at least two regular workdays before publication.	
Weddings / Engagements	\$55.00
Obituaries	include website \$60.00 (Obituaries exceeding 10 column inches will be charged \$10.10 per inch)
Divorce	\$150.00
Church Directory	8 week minimum \$18.00

## SPECIAL PUBLICATIONS

**Discover Guide**  
Published in December

Includes online posting  
Available all year



## WEBSITE ADVERTISING

Tile ads starting at \$18.75 per week

Leaderboard ads starting at \$37.50 per week

*Multiple section choices for placement to reach your target market:*

*Front Page, News, Sports, Obits, Classifieds, or Community Calendar.*

Every ad contains a click thru link that can be directed to your company's website, email or Facebook page.

Ad content can be changed and updated monthly.

Three month minimum run unless purchased in conjunction with print advertising. Discounts available in long term contracts.

Discounts for multiple placements on any of Womack Publishing's 15 newspaper websites.

**Now offering many exciting new options including, skyscraper, in-story, tile, page curl advertising positions and banner.**

**For more information contact your account executive or**

**Kristi McGuire at [kmcguire@womackpublishing.com](mailto:kmcguire@womackpublishing.com).**

Reach your market on our redesigned website!  
Over 120,000 visitors each month!

**STAR-TRIBUNE**  
WHERE EVERBODY KNOWS CARS COST LESS

Chatham house damaged by fire

Click Here to See Our Specials!  
Visit Our Website to See Our Inventory!