

# MEDIA PACKAGE EFFECTIVE JANUARY, 2017

SERVING MORE THAN **34,000** DIGITAL AND PRINT READERS

# THE GAZETTE-VIRGINIAN



WE OFFER MORE WAYS TO SPREAD **YOUR MESSAGE:**

## »NEWSPAPER

The Gazette-Virginian is published every Monday, Wednesday and Friday.

## »MAGAZINE

Southern Virginia Perspective is Halifax County's only **full-color** magazine published every other month.

## »DIGITAL

YourGV.com is updated daily with the latest news, sports, obituaries and community events along with an e-edition.

### PUBLICATIONS OF HALIFAX GAZETTE PUBLISHING CO., INC.

3201-3209 Halifax Road • P.O. Box 524, South Boston, VA 24592

**434-572-3945 • TOLL FREE: 1-800-420-3883**

**FAX: 434-572-1173 • [www>YourGV.com](http://www>YourGV.com)**

## CIRCULATION BREAKDOWN THE GAZETTE-VIRGINIAN

### ZIP CODES

#### HALIFAX COUNTY ZIPS

•24592-SOUTH BOSTON .....	2272
•24558-HALIFAX.....	1181
•24597-VERNON HILL.....	186
•24520-ALTON .....	409
•24598-VIRGILINA.....	348
•24589-SCOTTSBURG.....	397
•24534-CLOVER.....	296
•24577-NATHALIE.....	808
•24535-CLUSTER SPRS. ....	2
•24539-CRYSTAL HILL .....	38

#### ADJOINING COUNTIES

•24594-SUTHERLIN (PITTS. CO.).....	52
•24529-BUFFALO JCT. (MECK. CO.).....	72
•24580-NELSON (MECK. CO.) .....	15
•23964-RED OAK (CHAR. CO.).....	8
•23967-SAXE (CHAR. CO.).....	13
•24565-JAVA (PITT. CO.).....	26
•24569-LONG ISLAND (CMPB. CO.).....	13
•23962-RANDOLPH (CHAR. CO.).....	22
•24557-GRETNA (PITT. CO.).....	3
•24528-BROOKNEAL (CMPB. CO.) .....	17

**ALL OTHER OUT OF TOWN .....** 372

**• HALIFAX CO. NEWSTANDS.....** 2,000

**TOTAL.....** 8550



HALIFAX COUNTY

Circulation figures updated 1/1/17

## THE AREA

Halifax County, Virginia, the fourth largest county in Virginia is home to over 37,000 residents. It is situated in the South Central Piedmont region of Virginia and is contiguous with North Carolina.

## CONTACTS

### PATRICIA SEAT

Advertising manager  
Local display, national and preprint  
434-572-3945  
[pseat@gazettevirginian.com](mailto:pseat@gazettevirginian.com)

### CATHY ALLEN

Advertising representative  
Local display  
434-572-3945  
[callen@gazettevirginian.com](mailto:callen@gazettevirginian.com)

## NEWSPAPER RATES

### RETAIL AND CLASSIFIED DISPLAY

LOCAL OPEN (per column inch).....(net) \$7.50

COMMISSIONABLE (per column inch).....\$9.55

### LOCAL RETAIL MONTHLY

#### VOLUME RATES (per column inch)

Based on accumulative column inches of display advertising in each calendar month. Minimum consecutive 6 month advertising commitment required. Account must be kept current to qualify for volume rates. Not applicable to agency commissions.

- 100 to 250 inches .....\$7.05
- 250 to 500 inches .....\$6.95
- Over 500 inches.....\$6.85

**STANDING AD RATE:** (per column inch).....\$6.90

Same display advertisement must run no less than 12 consecutive issues or 12 weeks.

**NON PROFIT RATE:** \$6.50 per column inch. Rate applies only to organizations with a copy of their 501c3 provided to this newspaper.

**POLITICAL ADVERTISING:** Must be prepaid at time of order. Open rates only.

**NET COLOR RATES** Process — \$100

### LOCAL PREPRINT RATES - (NET ONLY)

- Single Sheet (Full Run Only) .....\$40 cpm
- 2 page standard (4 pg. tab) to 6 page standard (12 pg. tab).....\$55.00 cpm
- 8 page standard (16 pg. tab) to 12 page standard (24 pg. tab).....\$57.00 cpm
- 14 page standard (28 pg. tab) to 16 page standard (32 pg. tab).....\$60.00 cpm

Preprints distributed M-W-F.

#### NO ZONING Allowed:

- Within Halifax County/South Boston zips, adjoining county zips or within newsstands. Minimum quantity accepted 6,000 (Halifax Co. Zips)

**Volume Rates Available Upon Request**

### LOCAL IN-COLUMN CLASSIFIED

classifieds@gazettevirginian.com or place an ad online at YourGV.com

#### • All classified line ads appear online

- 20 words minimum \$8 each run (prepaid)
- 20 words minimum \$9 each run (billed with minimum three runs ordered)
- 20¢ per additional word.
- Legals \$5 per line first insertion, \$4 per line each additional insertion.
- Divorce legals flat \$300 • Rates are net

## DIGITAL RATES

The screenshot shows the DCC (Digital Community College) website. It features a header with 'DCC become a student!' and a sidebar with 'YourGV.com'. The main content area displays 'HIGH SPEED INTERNET AVAILABLE ALMOST ANYWHERE' with a price of \$49.99. There are also sections for 'TOP STORIES' and 'JUST POSTED'.

### MONTHLY RATES

- Horizontal, vertical and custom size ads available for \$200 per month.
- Premium page placement \$400 per month
- 25 percent discount available for multiple month commitment!

- Combo Print/Online Packages Available -

**Contact Charles Wilborn at**  
**cwilborn@gazettevirginian.com**  
**to advertise on YourGV.com!**



## MAGAZINE RATES

### SOUTHERN VIRGINIA PERSPECTIVE

- Published quarterly • Distributed throughout Halifax County including The Prizery, SVHEC, Chamber, Visitor's Center, Halifax Regional Hospital, Staunton River State Park, Halifax County IDA, restaurants, grocery stores and The Gazette-Virginian
- Available free online at YourGV.com!

### RATES (all ads in full color!)

- Eighth page: \$62.50
- Quarter page: \$125
- Half page: \$250
- Full page: \$500
- Premium place available for charge
- Discount available for multiple month commitment!

## MECHANICAL REQUIREMENTS AND MORE

### ROP PRINT SIZES

- Full Page 10" x 21"
- 1 column: 1.5625" wide
- 2 column: 3.25" wide
- 3 column: 4.9375" wide
- 4 column: 6.625" wide
- 5 column: 8.3125" wide
- 6 column: 10" wide

### MODULAR TAB ROP SIZES

- Full page: 10" w x 9.625" h
- Half page: 10" w x 4.75" h
- Quarter page: 4 15/16" w x 4.75" h
- Eighth page: 4 15/16" w x 2.3125" h

### MAGAZINE SIZES

- Full page: 7.5" w x 9.72" h
- Half page: 7.5" w x 4.75" h
- Quarter page: 3.6875" w x 4.75" h

For delivery inquiries  
**CONTACT**  
**PATRICIA SEAT**  
 at 1-800-420-3883  
 or pseat@gazettevirginian.com

#### PREPRINT DELIVERY

The Gazette-Virginian,  
 3201-3209 Halifax  
 Rd., South Boston, Va.  
 24592  
**Monday 8 to noon**  
**Tuesday & Thursday**  
**8 am to 6 pm**  
**(skids or boxes)**

**FURNISHING ADVERTISING MATERIALS:** Advertising data or composed ads can be sent electronically by CD, (hard copy should accompany disk). Ads sent electronically should be sent in a PDF format with high resolution and fonts embedded. Photos sent by email should be sent as a jpeg or eps attachment. Please do not send in a word document. Composed Color Ads need to be CMYK and should be pretested before transmission. Black and White Ads should be sent in black and white. Please identify all email that you send, the recipient, what day ad is to run, billing information or prepayment information, etc. A Follow-up phone call to confirm e-mail has been received is appreciated. Half-tone Screen required: 85 lines.

**ADVERTISING PROOFS:** Advertisers requiring proofs should submit ad copy at least 24 hours prior to press day. Ad proofs are provided either in person, by fax or email. No charges will be made for the initial proof or one additional proof after ad changes are made. There will be a \$5 charge for each additional proof requested thereafter. In the event, advertising copy is not furnished until press day, this newspaper cannot guarantee a proof will be sent before going to press. However, the advertisement will be proof-read by the advertising representative to the best of their ability. It is the advertiser's responsibility to examine its advertisement for errors beyond the first publication. The newspapers will not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within seven days of the publication date.

**TEARSHEETS:** Copies for proof of publication will be furnished with the monthly billing. Additional copies requested, if available, will be billed at the rate of \$1 per copy. Electronic tear sheets available.

**PUBLISHER POLICY:** The Publisher reserves the right to edit, revise, or reject any advertisement they deem objectionable, whether in subject matter, phraseology or set-up. The Publisher is not responsible for copy omission or typographical errors, other than to correct them in the next issue after notification no later than the first business day after publication of such error or omission. In no case does the Publisher hold themselves liable for damages further than the amount received by them for actual space covering the error. The Publisher will not be responsible for more than one incorrect insertion nor responsible for errors or omissions in advertisements taken by telephone. Advertisers will not receive both credit and re-run of the ad. In the event of a typographical error in advertising goods at less than or more than the correct price, this newspaper will furnish a letter to the advertiser to be posted in the store, stating the correct price. The Publisher will assume no liability for any loss if goods are sold at the incorrect price.

**ADVERTISING PLACEMENT REQUEST:** Positions and color may be requested for any page on which advertising and color is acceptable and shall be filled if possible, depending upon editorial make-up, advertising space demands and press setup specifications. Retail advertising will not be accepted if contingent on position. Every effort shall be made to comply with such position requests, however in no event shall placement on a page be guaranteed.

**ADVERTISING RESEMBLING NEWS ITEMS:** Any advertisement simulating news matter must have the word "Advertisement" or the words "Paid Advertisement" at the top of the advertisement. The Gazette-Virginian reserves the right to include such words if omitted by the advertiser.

**POLITICAL ADVERTISEMENTS:** Must be paid in advance of publication by cash, credit card or check and shall be set as display advertisement. A political advertisement must clearly state (A) that it is a "paid political advertisement," (B) the political party affiliation of a candidate for partisan office, (C) by whom the advertisement was paid and (D) by whom the advertisement is authorized. In the event that their advertisement is not authorized by the candidate, his or her authorized political committee or its agents, the advertisement must clearly state that it is not authorized by any candidate or candidate's committee and must include the name and residence address of the individual responsible for the advertisement. In no event may a political advertisement imply the incumbency of a candidate who is not in fact the incumbent.

**SPECIAL SERVICES:** A \$25 composition fee will be charged for ads that are created and not published within 30 days.

**NEW ACCOUNTS:** To establish credit, an advertiser must complete and sign an application for credit. The advertiser will prepay for all inserted advertising until the credit application has been approved. All individuals, businesses and agencies not within the State of Virginia must prepay their advertising unless previously approved by the advertising manager.

**RETURNED CHECK CHARGE:** A \$35 charge will be made for each return of a check for insufficient funds, etc.

**PAYMENT TERMS:** All accounts due and payable upon receipt of statement, and no later than the 25th of the month following. A 2% finance charge will be added to balances over 30 days old. This is an annual percentage (APR) of 24%. Minimum finance charge is \$1.

## STATEWIDE CLASSIFIEDS

Virginia Press Association statewide advertising network gets your message (block or line ad) to 100 daily and community papers in one easy step. **Contact Patricia Seat for more details at (434) 572-3945 or pseat@gazettevirginian.com**