

2019

ADVERTISING

media guide

Northern Virginia

The Daily
nvdaily.com

Who We Are

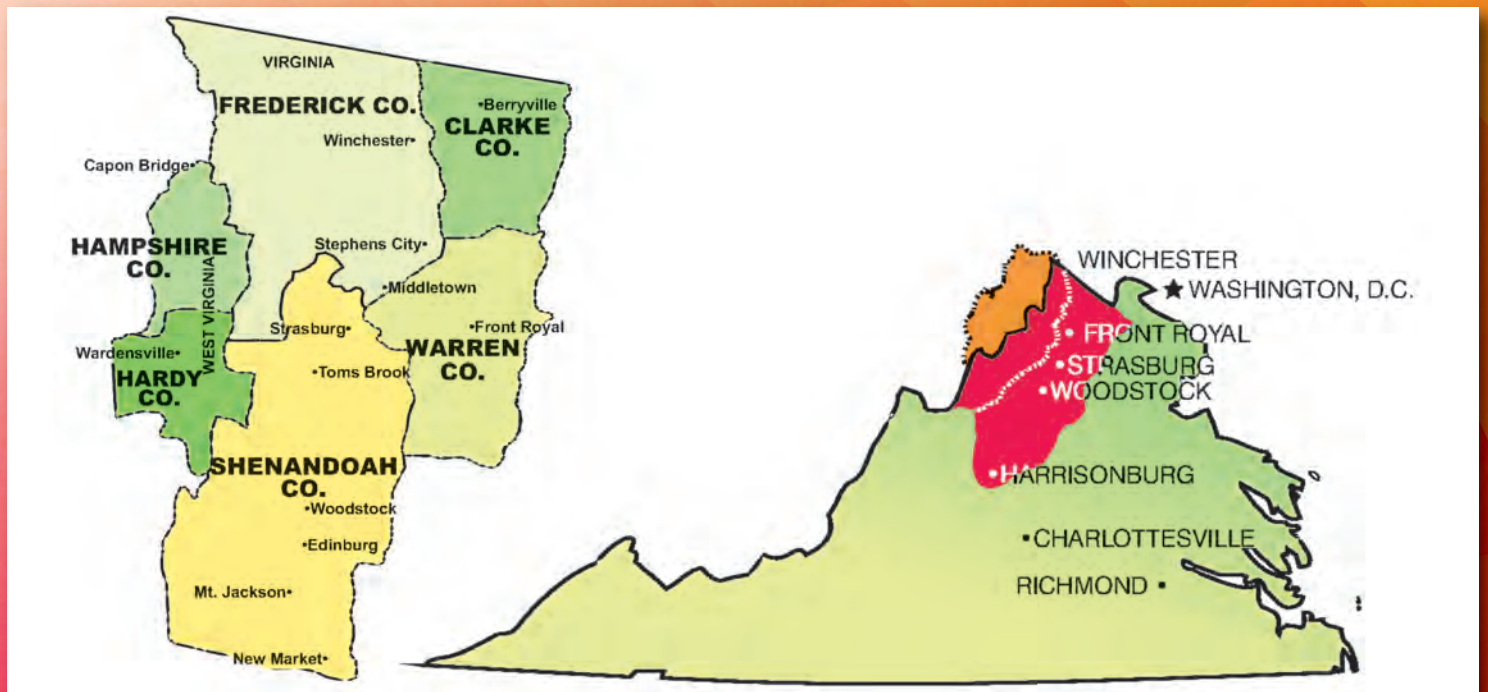
Newspapers tell stories.

Since its founding 86 years ago, The Northern Virginia Daily's pages have told thousands of stories — of wars and weddings, of deaths and births, of triumph and loss. Throughout its history, the Daily has kept the people of the Northern Shenandoah Valley informed about events in the world at large and in their own backyards.

The area includes the counties of Frederick, Shenandoah, and Warren, and the City of Winchester. Although close in proximity, each locality maintains its own unique character, contributing to the rich diversity that exists here.

This area is home to the Northern Virginia Daily and nvdaily.com. We are the area's source of daily news since 1932.

Where We Reach



Print/ROP Products

ROP RETAIL DISPLAY RATE

Open rate: **\$14.85** per column inch

ROP RETAIL REPEAT RATE

Open rate: **\$12.24** per column inch

This rate applies to any advertisement (ROP) that is repeated within 30 days after the first insertion.

ROP CONTRACTED RATES

Dollars/Year	Price Per Column Inch
Open Rate	\$14.85
\$1,555	\$12.69
\$2,745	\$11.20
\$5,430	\$11.08
\$10,770	\$10.99
\$20,940	\$10.68
\$35,630	\$10.38
\$69,720	\$10.16
\$98,800	\$10.08

MECHANICAL MEASUREMENTS

- Any advertisement measuring more than 17 inches in depth will be charged and built as a full column (20 inches).
- Camera ready ads may be placed as a float ad if size is incorrect.

RETAIL DISPLAY

# Col.	Width (Inches)	# Col.	Width (Inches)
1 Col.	1.583"	4 Col.	6.632"
2 Col.	3.266"	5 Col.	8.315"
3 Col.	4.949"	6 Col.	10.000"

- Page width is 6 columns/10 inches
- Page depth 20 inches • Full page total (120 inches)
- Minimum size Retail Display ad is equal to 4 inches
 - Line screen: 85%
- All advertisements are measured to the nearest 1/2 inch

ROP DISPLAY DEADLINES

Publish date	Advertising Deadline	Cancellation deadline
Monday	Thurs/noon	Fri/Noon
Tuesday	Thurs/4 p.m.	Fri/5 p.m.
Wednesday	Fri/4 p.m.	Mon/5 p.m.
Thursday	Mon/4 p.m.	Tues/5 p.m.
Friday	Tues/4 p.m.	Wed./5 p.m.
Saturday	Wed/4 p.m.	Thurs./Noon

Earlier deadlines may be required. Holidays change noted deadlines.

OBITUARIES

Death Notice: FREE

The Northern Virginia Daily provides a free published death notice containing limited information regarding the deceased person, service times and location.

Obituaries: \$14.85 per column inch

Obituaries are subject to the Daily's standards of taste. Pictures, fraternal and/or service logos are permitted as content.

All obituaries must be placed by the funeral home director or verified through the funeral home to be published in the Northern Virginia Daily.

Obituary department hours are 2:30 p.m. to 4:30 p.m. with a copy deadline of 4:30 p.m. Sunday through Friday. The responsible party within the proofing process must approve all obituaries. Pre-payment is required unless other arrangements have been established.

ROP COLOR RATES

All color ads are subject to mechanical capabilities of the press in regard to page selection, section and press capacity. Every attempt will be made to accommodate the advertiser's request. We accept any size color ad.

Daily Issue

Broadsheet page	\$280
63" and under	\$230

AGENCY RATES

\$17.47 per column inch - ROP ADVERTISING

\$14.40 per column inch - ROP REPEAT RATE

\$13.94 per column inch - CLASSIFIED DISPLAY ADVERTISING

\$11.59 per column inch - CLASSIFIED DISPLAY REPEAT RATE

Agencies requiring a commissionable rate are eligible for a 15% discount. Placement fees, inflated billing not accepted.

AGENCY COLOR RATES

Color: \$370

Contact: Debbie Fadeley 540-465-5137 ext. 122 • email: dfadeley@nvdaily.com

POLITICAL ADVERTISING RATE

\$14.85 per column inch

Political advertising must be paid for in advance and include all information required by local, state and/or federal laws. The name and address of the person or group placing the ad must be included as well as "Paid Political Advertisement" in advertising copy. Political Advertising Authorization Form required.

Print/Preprint Products

Contact: Beverly George 540-465-5137 • bgeorge@nvdaily.com • Fax: 540-465-6157

Get the largest audience in the market through our in-paper Preprint Distribution.

IN-PAPER PREPRINT RATES

The rates below are Cost Per Thousand/Per Tab page*

Size	Open	6x	12x	26x	52x	100x
Single Sheet	63.24	60.10	56.96	53.75	47.43	41.11
4 Tab	65.28	62.02	58.75	55.49	48.96	42.43
8 Tab	69.36	65.89	62.42	58.96	52.02	47.12
12 Tab	73.44	69.77	66.10	62.42	55.08	49.16
16 Tab	77.52	73.64	69.77	65.89	58.14	53.65
20 Tab	81.60	77.52	73.44	69.36	61.20	59.06
24 Tab	85.68	81.40	77.11	72.83	64.26	64.67
28 Tab	89.26	85.27	80.78	76.30	67.32	68.14
32 Tab	93.84	89.15	84.46	79.76	70.38	71.60
36 Tab	97.92	93.00	88.13	83.23	73.44	77.11
40 Tab	102.00	96.90	91.80	86.70	78.00	81.60

Add \$4 to cpm for each additional 2 standard pages. One-year contracts are available. Preprinted insert rates and discounts are protected for period of contract.

Should contract not be fulfilled, short rate will be applied and billed at open rate for all insertions.

All inserts, especially those of non-standard size, are subject to acceptance by the Northern Virginia Daily.

Preprints are inserted Wednesday & Saturday. Each standard broadsheet equals two tab pages. All preprint orders include home delivery and single copy circulation. Minimum quantity for Wednesday is 9,950. Minimum quantity for Saturday is 10,950.

Delivery date is seven days prior to the insertions date. Delivery hours are Monday thru Friday from 9 a.m. to 5 p.m. at 351 Ballenger Center Dr., Frederick, MD 21703. Any preprint larger than 10" x 10" must be folded.

PRINT & DELIVER DETAILS

Affordable, high impact, highly visible Print & Deliver insert products. We can print your product and insert it into the newspaper Wednesday or Saturday. Stock choices range from newsprint to 70# glossy stock to 7 pt. stock.

A FEW WHO TRUST THE DAILY TO DELIVER RESULTS



Print/Classified Products

LOCAL CLASSIFIED DISPLAY RATES

Open rate: **\$11.85** per column inch

CLASSIFIED REPEAT RATES

Open repeat rate: **\$9.85** per column inch

This rate applies to any advertisement (CD) that is repeated within 30 days after the first insertion.

Certificates of publication: **\$12.00** each

CLASSIFIEDS DISPLAY DEADLINES

Publish date	Advertising Deadline	Cancellation deadline
Monday	Thurs/noon	Fri/Noon
Tuesday	Thurs/4 p.m.	Fri/5 p.m.
Wednesday	Fri/4 p.m.	Mon/5 p.m.
Thursday	Mon/4 p.m.	Tues/5 p.m.
Friday	Tues/4 p.m.	Wed./5 p.m.
Saturday	Wed/4 p.m.	Thurs./Noon

Earlier deadlines may be required. Holidays change noted deadlines.

IN-LINE CLASSIFIED DEADLINES

DEADLINE	PUBLICATION DAY
Friday - 3 p.m.	Monday
Monday - 3 p.m.	Tuesday
Tuesday - 3 p.m.	Wednesday
Wednesday - 3 p.m.	Thursday
Thursday - 3 p.m.	Friday
Friday - Noon	Saturday

MECHANICAL MEASUREMENTS

# Col.	Width (Inches)	# Col.	Width (Inches)
1 Col.	1.163"	5 Col.	6.215"
2 Col.	2.426"	6 Col.	7.478"
3 Col.	3.689"	7 Col.	8.741"
4 Col.	4.952"	8 Col.	10.00"

- Any advertisement measuring more than 17 inches in depth will be charged and built as a full column (20 inches).
- All advertisements are measured to the nearest 1/2 inch
 - Page width is 8 columns/10 inches
 - Page depth 20 inches • Full page total - 160 inches
- Minimum size Classified Display is 1 column by 2 inches.

CLASSIFIEDS COLOR RATES

All color ads are subject to mechanical capabilities of the press in regard to page selection, section and press capacity. Every attempt will be made to accommodate the advertiser's request. We accept any size color ad.

Daily Issue

Broadsheet page	\$280
84" and under	\$230

CLASSIFIED CONTRACTED RATES

Dollars/Year	Price Per Column Inch
Open Rate	\$11.85
\$1,555	\$9.78
\$2,745	\$8.64
\$5,430	\$8.54
\$10,770	\$8.47
\$20,940	\$8.23
\$35,630	\$8.01
\$69,720	\$7.83
\$98,800	\$7.77

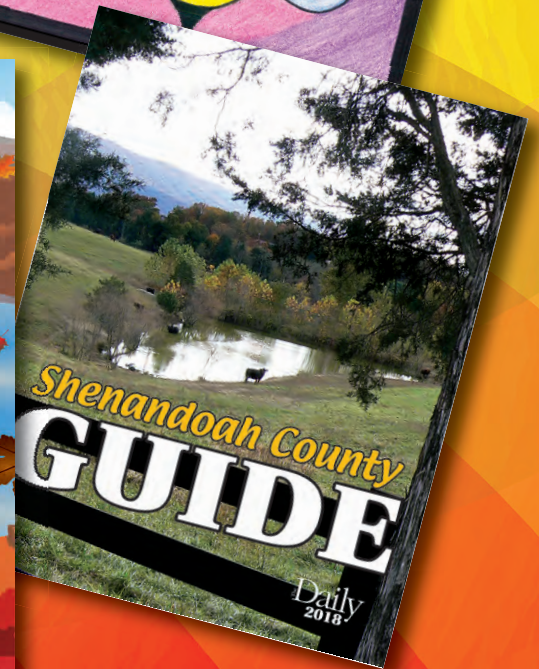
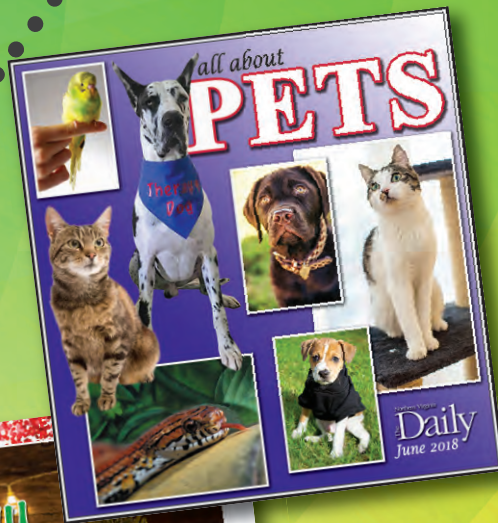
CLASSIFIED LINE RATES

OPEN PRIVATE PARTY & COMMERCIAL LINE RATE FOR ALL CATEGORIES EXCEPT SPECIALS

Days	Min Lines	Min Days	Min Chg	Add line/day
1 day	3		\$5.00	\$1.73
2 to 3 days	3			\$1.35
4 to 6 days	3			\$1.04
7 to 12 days	3			\$0.89
13 to 25 days	3			\$0.79
26+ days	3			\$0.68

NVD'S WEBSITE PICKUP RATE \$3.40 PER AD FOR THE ENTIRE RUN

Special Sections



Each year, the Daily publishes several special sections. Most are inserted into our Saturday editions and have an extended shelf life among our readers.

Ads are modular in size.

1/4 page - 3 col. x 4.9" • 1/2 page vertical - 3 col. x 9.88" • 1/2 page horizontal - 6 col. x 4.9"

Full page - 6 col. x 9.88" • Center Spread - 21" x 9.88"

3 columns=4.7" • 6 columns=9.5"

Digital Specs & Rates

NVDaily.com, our digital advertising opportunity, reaches an online and mobile audience in innovative ways on multiple screens 24/7, 365 days a year.

NVDaily.com is a leading news website in the tri-state area, with an audience of more than 125,800 unique visitors, generating over 954,900 monthly page views*.

PREMIUM ONLINE ADS ---- HIGH IMPACT EXPOSURE



300 x 250



728x90



Pencil: 895x30



540-869-5000
www.miller-honda.com
3985 Valley Pike, Winchester, VA 22602

PRO CERTIFIED LIFETIME WARRANTY

HONDA

MILLER Honda
Part of the Miller Auto Group

Pencil Expanded: 895x300

* monthly average Jan.-Dec. 2016. Site reporting: google analytics

General Specifications

AD DIMENSIONS

RETAIL DISPLAY

	Width		Width
# Col.	(Inches)	# Col.	(Inches)
1 Col.	1.583"	4 Col.	6.632"
2 Col.	3.266"	5 Col.	8.315"
3 Col.	4.949"	6 Col.	10.000"

Full Page Depth: 20"
Double Truck: 20" x 20"

CLASSIFIED DISPLAY

	Width		Width
# Col.	(Inches)	# Col.	(Inches)
1 Col.	1.163"	5 Col.	6.215"
2 Col.	2.426"	6 Col.	7.478"
3 Col.	3.689"	7 Col.	8.741"
4 Col.	4.952"	8 Col.	10.000"

Full Page Depth: 20"

MODULAR TAB AD SIZES

Full Page	6 col. x 9.88"	1/4 Page	3 col. x 4.7"
1/2 Page (H)	6 col. x 4.7"	1/8 Page	3 col. x 2.4"
1/2 Page (V)	3 col. x 9.88"		

HOLIDAYS

The Daily does not publish on New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving Day and Christmas Day. Advertising deadlines are adjusted for the above noted holidays.

SPECIAL SERVICES

- Design and redesign work for advertisements, ad series and signatures (logos) is available
- Certificate of Publication: \$12 each
- Blind ads: \$10 Fee
- Photography by staff photographers and full page reprints can be purchased online at nvdaily.com

RECEIVING PRINT ADVERTISEMENTS ELECTRONICALLY

- We are requesting that advertisers and ad agencies send their ads in electronically or by disk.
- The preferred method of receiving ads electronically is in PDF format (high resolution, no compression, fonts embedded). Please do not send PDFs that have been password protected. We are unable to manipulate locked PDFs in any way.
- The preferred software programs currently used are as follows: QuarkXPress 8.5 or lower (Include all necessary images) and Photoshop CS or lower. We do not add outside fonts to our font list. When sending quark files, some font substitution may occur.
- Files sent in at incorrect size may be modified to fit our space if revised file cannot be re-sent by deadline.
- Files may also be sent as EPS (high resolution, fonts embedded,) TIF or high resolution JPG.
- Files should always be sent uncompressed and at 300 dpi or higher.
- For color ads, please use CMYK colors. Any black elements should be 100% K and 0% of all other channels, rather than a mix of CMYK colors. Please do not use registration black.
- Please do not submit electronic artwork (logos, images) pulled directly off of a website. There are often copyright issues, and artwork designed for a website is generally low res for web viewing and not suitable for print.
- Alternative electronic formats may be acceptable. Please contact our composing department at 540-465-5137 or via email at composing@nvdaily.com for specific information.
- We also encourage advertisers to email text intensive ad copy. Ad text can be sent in the body of an email message, as a .txt file, or in Microsoft Word format.
- If the name of your sales representative is known, please include it in the message or the subject line of any emails sent to composing.
- All ad copy or content should be sent directly to composing@nvdaily.com along with any known information pertaining to the ad, including run date, intended ad size, sales representative, etc.
- We can retrieve files from FTP sites. If you wish us to download your ad from an FTP site, please provide the sales representative with the host, user ID, password and directory information. We can also download or upload from our in-house FTP site. Please contact us for location, username and password.
- We also receive ads through AdSend and FastChannel and other ad delivery providers.
- **We do NOT accept files in Publisher or PageMaker format.**
- We do not offer make-goods, re-runs or credits when electronically submitted insertion orders, ad copy, voicemail, email correspondence, FTP sites, or items mailed through postal services fail to arrive due to technical issues or other problems.

Policies

- Placement of advertising is regarded as acceptance of policies in this rate card.
- Local retail rate is non-commissionable and is offered only to businesses deemed local by the Daily, regardless of whether an ad is placed by a local business or an advertising agency.
- All advertising is cash in advance unless prior arrangements have been made with the Daily. Credit applications are available upon request.
- Going out of business advertising must be pre-paid unless approved.
- All balances due and payable upon receipt of invoice.
- A service charge, as specified by state law, will be added to past due display advertising accounts.
- The Daily, at its discretion, may suspend or rescind any credit privilege or may reject any advertising based on payment status of an account. If legal process becomes necessary for collection, an attorney's fee plus court and collection costs will be included.
- There is a \$35 insufficient fund charge for checks.
- ABC Notices must be prepaid.
- All payments are applied at the discretion of the Daily.
- We retain the discretion to reject or revise any advertisement due to technical issues.
- **The Daily reserves the right to edit, revise, or reject any advertising based on content.**
- **The Daily will make every attempt to grant the advertiser position requests except when requests conflict with the composition policies or mechanical requirements of this paper. We do not guarantee placement.**
- We are not responsible for copy omissions, typographical errors or misinformation given by an advertiser other than to correct them in the next available issue after notification. In no case does the company hold itself liable for damages further than the amount received for actual space covering the error.
- Past news/features or pictures cannot be used in advertising copy.
- All advertising constructed by the Daily must first appear in the Daily prior to other newspapers or marketing outlets.
- Any advertisement resembling news copy will be labeled "Advertisement" or "Advertorial" in the ad.
- A maximum of two free tearsheets per ad for ROP and classified display advertising accounts available upon request when placing an ad. There may be a charge of \$1.25 for each additional tearsheet.
- Advertisers requiring proofs must submit ad copy with regard to the normal deadline. There will be no charge for the initial proof (upon request only) of an ad. Any minor corrections to content will be made at no charge. **The proofing process is for making typographical changes - it is not for redesign of ad elements.**
- The time frame for proofing is very short and does change with ordered publication date, holiday schedules, special sections and days of the week. The Daily will not be held responsible for technical issues resulting from the proofing process. Advertisers must respond as requested. No response will result in the ad running as constructed.
- **Advertisements cancelled by the advertiser after production may be charged 50% of the cost of the ad.**
- Adding or deleting advertising content for repeat advertising constitutes a new ad and will change the cost of the ad(s).
- Any advertising of a fraudulent nature that is placed by any person or company will be cancelled from publication, online and in print, upon evidence or notification. A no-refund policy for such advertising will apply.
- **The Daily reserves the right to revise this advertising rate card, advertising rates and policies at any time without notification.**

Personnel

Mike Gochenour
Publisher & Advertising Director
mgochenour@nvdaily.com

Tammy Burdick Stickley
Advertising Manager
tburdick@nvdaily.com

Louise Coleman
Shenandoah County Sales
lcoleman@nvdaily.com

Cheryl Dellinger
Shenandoah County Sales
cdellinger@nvdaily.com

Feletia Sharples
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Madeline Hickman
Warren County Sales
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Beverly George
National Sales
bgeorge@nvdaily.com

Debbie Fadeley
Legal Advertising
dfadeley@nvdaily.com

Cindy Copp
Special Projects
ccopp@nvdaily.com

Jackie Thompson
Classified Sales
jthompson@nvdaily.com

Belinda Williams
Classified Sales
bwilliams@nvdaily.com

Contact Us

152 N. Holliday St., Strasburg, VA 22657
540-465-5137
www.nvdaily.com

Office Hours: 8:15 a.m. - 5 p.m.
Monday through Friday
Visa, Discover, MasterCard and American Express welcomed