$15K raised for officer’s widow, son

First Night draws crowd to WMC

File details Newtown massacre

Probe visits furthest object ever explored

Office Hours: 8 a.m. - 5 p.m. - Monday - Friday
Closed on Weekends and Holidays
The Winchester Star (Direct Lines)

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RETAIL ADVERTISING RATES

Local Retail Volume Rates
Rates are based on accumulative column inches of advertising in each calendar
month. Not agency commissionable. Prepaid cash discount available-see Local
Rate Cash Discount. When pre-paid cash discount is used, only the amount of
advertising on that insertion can be used in figuring the volume rate.

<table>
<thead>
<tr>
<th>Inches</th>
<th>Column Inch Rate</th>
<th>Mon-Fri.</th>
<th>Sat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>$21.10</td>
<td>$23.05</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>$17.45</td>
<td>$18.35</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>$14.45</td>
<td>$16.65</td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>$12.95</td>
<td>$15.10</td>
<td></td>
</tr>
<tr>
<td>300</td>
<td>$12.20</td>
<td>$14.25</td>
<td></td>
</tr>
<tr>
<td>500</td>
<td>$12.05</td>
<td>$13.40</td>
<td></td>
</tr>
<tr>
<td>1,000</td>
<td>$11.45</td>
<td>$12.80</td>
<td></td>
</tr>
</tbody>
</table>

Local Rate Cash Discount
A discount of 5% will be given for local advertising paid at time of order unless the
advertiser’s account is past due or unless discount for specific advertising rate is
prohibited in this rate folder.

Local Retail Daily Rates
Rates based on minimum column inches of advertising each publishing date of a
calendar month. Advertiser may begin Local Daily Rate at any time during a
calendar month, but must fulfill each (minimum of one) calendar month thereafter.
Not agency commissionable. Prepaid cash discount available-see Local Rate
Cash Discount.

<table>
<thead>
<tr>
<th># Inches</th>
<th>Column Inch Rate</th>
<th>Mon-Fri.</th>
<th>Sat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 1/2</td>
<td>$11.75</td>
<td>$13.25</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>$11.35</td>
<td>$12.85</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>$11.15</td>
<td>$12.35</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>$10.80</td>
<td>$12.25</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>$10.35</td>
<td>$11.95</td>
<td></td>
</tr>
</tbody>
</table>

Front Page
Mechanicals: 6 col. x 1” or 6 col. x 2” with 1 Color. Available Monday through
Saturday on a reservation (first come) basis only.

<table>
<thead>
<tr>
<th>Local Rate</th>
<th>Column Inch Rate</th>
<th>Mon-Fri.</th>
<th>Sat.</th>
<th>National Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>6x1</td>
<td>$395</td>
<td>$420</td>
<td>$475</td>
<td></td>
</tr>
<tr>
<td>6x2</td>
<td>$500</td>
<td>$600</td>
<td>$655</td>
<td></td>
</tr>
</tbody>
</table>

Fronts of Area News and Sports Mon.-Fri. $335, Sat. $350
Classified In-column Advertising Rates

Web Charge: $5.00 flat rate per ad
Minimum 1 inch advertisement. Not agency commissionable. Prepaid cash discount available. The $5.00 web charge will be added on to the first run date.

1-2 Inch Ad - $31.60 per day
2.5-6 Inch Ad - $53.00 per day
6.5-12 Inch Ad - $79.50 per day

Classified In-column Daily Rates
Must advertise each publishing day for a calendar month. Advertiser may begin Daily Rate advertising at any time during a calendar month but must fulfill each (minimum of one) calendar month thereafter. Minimum 1 inch advertisement. Not agency commissionable. Prepaid cash discount available.

1-2 Inch Ad - $158.00 per 30 days
2.25-6 Inch Ad - $274.00 per 30 days
6.25-12 Inch Ad - $410.00 per 30 days

2 Column 30 Day Line Ad Rates
Must advertise each publishing day for 30 consecutive days. Maximum size is 2 column by 2 inches. Not agency commissionable. Prepaid cash discount available.

$243.00 per 30 days

3 & 7 Day Special Rate
Payable in advance. Non-refundable. Personal Ads only.

1-2 Inch Ad - 3 Consecutive Days - $21.40
1-2 Inch Ad - 7 Consecutive Days - $31.60

FEATURE PACKAGES

Yard Sale Feature Package $30
Advertisement runs Thursday, Friday & Saturday in print and also on our website under Featured Yard Sales which includes a map to the location and is posted on our Facebook page. A QR code is printed in the Classified Section on Friday and Saturday which links to the map. Deadline is Wednesday by 12 noon.

Open House Feature Package
Earned rate plus $10 additional fee
Advertisement runs Friday, Saturday & Sunday on our website under Featured Open Houses which includes a map to the location and is posted on our Facebook page. A QR code is printed in the Classified Section on Saturday which links to the map. Deadline is Thursday by 12 noon. Must run minimum of one day in print.

Real Estate Director 1x2 Sat. $30.00
In-column Pictures, Logos or Reverse Copy
One-time fee to insert picture or logo into an in-column ad. The Winchester Star is not responsible for quality of pictures and logos sent over the website due to the fact that the images can not be edited by our staff in any way. $10.00 per image.

Legal Classified Display Advertising Rates
(Includes ABC notices)
Advertising will be placed under Legal Classification, with or without a border.
Mon.-Fri. - $14.30 per column inch per day
Sat. - $15.00 per column inch per day

Certificate of Publication $10.00
(see Advertising Services Rates-Page 2)

Classified Box Charges

<table>
<thead>
<tr>
<th>Local</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick up responses</td>
<td>$15.00</td>
</tr>
<tr>
<td>Mailed to Advertiser</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Local Rate Cash Discount
A discount of 5% will be given for local advertising paid at time of order unless the advertiser’s account is past due or unless discount for specific advertising rate is prohibited in this rate folder.

Employment Advertising Rates

Volume Rates — Earned monthly based on accumulative inches in each calendar month.

<table>
<thead>
<tr>
<th>Inches</th>
<th>Column Inch Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri.</td>
<td>Sat.</td>
</tr>
<tr>
<td>Open</td>
<td>$15.30</td>
</tr>
<tr>
<td>50</td>
<td>$12.15</td>
</tr>
<tr>
<td>100</td>
<td>$11.80</td>
</tr>
<tr>
<td>200</td>
<td>$11.50</td>
</tr>
<tr>
<td>300</td>
<td>$11.20</td>
</tr>
<tr>
<td>500+</td>
<td>$10.70</td>
</tr>
</tbody>
</table>

Open Rates — No change in copy. Minimum size 1x2. Ads must run consecutive publishing days.

<table>
<thead>
<tr>
<th>Inches</th>
<th>Column Inch Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-5 Days</td>
<td>6-11 Days</td>
</tr>
<tr>
<td>2</td>
<td>$11.05</td>
</tr>
<tr>
<td>8</td>
<td>$10.85</td>
</tr>
<tr>
<td>15</td>
<td>$10.45</td>
</tr>
</tbody>
</table>

Social Boost feature is now included with all Employment display ads

In-Column Advertising Rates — Minimum 1 inch advertisement.

1-2 Inch Ad - $76.40 per day
2.5-6 Inch Ad - $102.60 per day
6.5-12 Inch Ad - $132.90 per day

In-Column Daily Advertising Rates — Minimum 1 inch advertisement. Must advertise each publishing day for 30 consecutive days.

1-2 Inch Ad - $209.85 per day
2.5-6 Inch Ad - $338.93 per day
6.5-12 Inch Ad - $488.54 per day

2 Column 30 Days Line Ad — Must advertise each publishing day for 30 consecutive days. Maximum size is 2 column by 2 inches.

$320.00 per 30 days

Digital/Online Advertising

<table>
<thead>
<tr>
<th>Digital Ad Sizes</th>
<th>Pixel Size</th>
<th>Local (CPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$7.50 CPM</td>
</tr>
<tr>
<td>Expandable</td>
<td>728x90</td>
<td>$10.00 CPM</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250</td>
<td>$6.00 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>300x600</td>
<td>$8.00 CPM</td>
</tr>
<tr>
<td>Page Curl</td>
<td>75x75</td>
<td>$95 per day</td>
</tr>
<tr>
<td></td>
<td>expands to 500x500</td>
<td>$190 for 3 consecutive days</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
<td>$10.00 CPM</td>
</tr>
</tbody>
</table>
RECEIVING ADVERTISEMENT

The Winchester Star is now fully paginating the paper and sending news and ad pages directly to negative typesetters. We are requesting that advertisers and ad agencies send their ads in electronically or by cd/diskette. Composed color ads received from advertisers/agencies need to be CMYK with images no less than 200 dpi and should be pre-tested before being sent to our office. The software programs we are currently using are Quark Express; Freehand; Adobe Illustrator; Adobe Photoshop; Acrobat and Publisher. We prefer to receive all ads as PDFs with all fonts embedded.

No credit or return will be given to agencies or advertisers not using the above specifications of The Winchester Star.

We also receive ads via email and also through Adsend via the Associated Press. You may call 1-800-223-7363 to check about Adsend. Ads are kept on file for 30 days only. After 30 days ads will need to be recreated. Should you have any other questions call your advertising representative at The Winchester Star.

GENERAL

The placing of any matter for publication in this newspaper by an advertiser will be regarded as an acceptance of the provisions of this rate folder.

EQUAL OPPORTUNITY

Advertising in The Winchester Star is subject to the Federal Fair Housing Act which makes it illegal to advertise “Any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status, national origin, or an intention, to make any such preference, limitation or discrimination.” Virginia law also prohibits discrimination based on elderliness. The Winchester Star will not knowingly accept any employment advertising that discriminates on the basis of race, color, religion, sex, national origin, or age (unless age is a bona fide job requirement.) The Publisher reserves the right to edit, revise or reject any such advertisement.

NO GUARANTEED POSITION

Retail advertising will not be accepted if contingent on position, except for Premium Positions (see Premium Position Retail Rates). Classified display advertising will be placed as close to the requested classification as layout mechanicals permit. Exact classification of classified display advertising is not guaranteed.

CLASSIFICATION

The Publisher reserves the right to properly classify, edit or reject any classified advertising copy.

ADVERTISEMENT

Advertisements must measure as many inches deep as columns wide; except

- In Retail, the minimum one column ad must be 1 1/2 inches deep;
- In Classified, the minimum one column Display Ad must measure 2 inches deep;
- In Classified, the minimum In-column Word Ad must be 3 lines deep; and
- In Retail, the Page Banner Ad (at the bottom of a broad sheet page) will measure 6 columns wide by 3 to 6 inches deep.

Advertising measuring more than 19 inches deep will be made to run full column and advertiser will be charged the full column (21 1/2") measure. All Retail and Classified Display advertising is measured up to the nearest one-fourth (1/4) inch.

POLITICAL ADVERTISING

All political advertising must be paid for in full at the time of ordering the ad space. Each political advertisement will be marked—“PAID POLITICAL ADVERTISEMENT” at the top of the advertisement; and, clear authorization authority (including an individual who can be contacted and the official name of the authorizing authority, committee, etc.) must conspicuously appear at the bottom of each political advertisement inserted in The Winchester Star. Political advertising not authorized by a candidate, an authorized political committee or a candidate, or its agents, shall clearly state the name and address of the person who paid for the advertisement and state that the advertisement is not authorized by any candidate or candidate’s committee. Identification is also required. Political advertising received at The Winchester Star will be reviewed by management before accepted for publication.

CLASSIFIED SERVICE

In order to better serve our advertising customers, we will require a self-addressed, stamped envelope to accompany all Birthday, Anniversary, In Memoriam, Christmas Wreath and Valentine advertisements.

PROOFS

Advertisers requiring proofs should submit ad copy at least 24 hours prior to normal deadlines. No charges for the initial proof or minor ad changes. Excessive proof corrections are subject to $5 charge. Additional proofs will be subject to $5 charge each. Advertisements requiring changes after deadline will be charged additional $5.

ELECTRONIC TEARSHEETS

Copies for proof of publication will be furnished with the monthly billing. Additional hard copies requested will be billed at the rate of $1.00 per copy.

COPYRIGHT

The rights of copyright, all common law copyrights, the format and contents of the advertisement which are produced by The Winchester Star (whether advertiser’s illustrations or not) shall be and remain the property of The Winchester Star.

NEW ACCOUNTS

To establish credit with The Winchester Star, an advertiser must complete and sign a Winchester Star Application for Credit. The advertiser will prepay for all inserted advertising until the Credit Application has been approved by The Winchester Star.

RETURNED CHECK CHARGE

A $10 charge or (current bank fee) will be made for each return of a check for insufficient funds, etc.

AESTHETIC POLICY

The Publisher reserves the right to edit, revise, or reject any advertisement they deem objectionable, whether in subject matter, phraseology or set-up. Lay-out illustration, type face, or size will be charged only when any change will not delay the issue of the newspaper. Advertising resembling news items will be labeled “paid advertisement”. All political advertising will be labeled “paid political advertisement” and sponsor of the political advertising will be clearly indicated.

MULTIPLE SPONSOR ADS

All such ads in which space is allotted and sold to more than one advertiser must have advance approval from the Advertising Manager of this newspaper.

PUBLISHER POLICY

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 ad.

In the event of a typographical error in advertising goods at less 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.

TERMS

All accounts due and payable upon receipt of statement/invoice, and no later than the 30th day of the month. One and one-half percent per month (18% annual rate) will be charged for all accounts past due.

Advertisements will not be accepted from any advertiser whose account is more than 60 days past due. Advertisers will not receive both credit and re-run of ad.

A prepaid discount (see Local Rate Cash Discount above) will be given for advertising paid for at time of insertion, if there is no past due (30 days or more) balance. Each insertion order constitutes a separate transaction.

For Your Convenience We Now Accept

ELECTRONIC BILLING: Instead of receiving a bill by post, we’ll email your invoice every month.

ADVERTISING RATES are subject to change upon 30 days notice (one calendar month)