

Celebrations! Advertising Agreement

Welcome to Celebrations, an exciting full-color broadsheet section that publishes every Sunday in the Richmond Times-Dispatch. This community-focused, "good news" section is designed to provide our customers – both readers and advertisers – with lively, interesting and informative content.

Celebrations Content: Colorful promotional stories featuring local businesses anchor the section – including the front page! The wedding, engagement and anniversary announcements add to the sense of community along with individual announcements ranging from births, birthdays and graduations to promotions and military honors - whatever milestone or celebration individuals want to share with the newspaper's massive Sunday readership. There are reader-pleasing columns galore ("I Do, I Do", "Forever", "Above the Crowd" and more), special directories, delightful photo pages (including "Hello, Baby!" and "Hello, Rufus!"), exciting contests, engaging display ads and helpful stories for our readers on topics ranging from gift-giving and party planning to decorating and traveling.

Feature Story BONUS! Advertising customers who choose to run at least 12x/year may expand their marketing impact with specially priced stories in a popular offering we call, "You CAN Buy That Kind of Publicity." These business-building promotional features are written, photographed and designed by Celebrations professionals, and run on the Sunday of the advertiser's choosing. (Story rates on pg 2.)

Full-Color Display Ads: Simply choose the number of times you'd like to advertise over the course of 12 months, and you qualify for the frequency rates in any size listed below. To preserve an uncluttered and respectful look in Celebrations, all sizes are modular. Ads in the smallest sizes are sometimes positioned on the wedding and engagements pages, but most ads appear on non-wedding pages in this family-friendly, magazine-style section. (Samples of all specialty pages, directories and sponsorships are available.)

NOTE: ALL PRICES ARE PER INSERTION

Choose the number of insertions planned for a 12-month period

Ad Size	1x	6-6*x	12-12*x	26-26*x
3.22" x 1.39" (Ear Ad).....	\$164.35	\$131.48	\$116.67	\$98.15
1 col (1.56") x 2.25"	\$164.35	\$131.48	\$116.67	\$98.15
1 col (1.56") x 4.5"	\$328.70	\$262.96	\$233.34	\$196.30
2 col (3.22") x 2.25"	\$328.70	\$262.96	\$233.34	\$196.30
2 col (3.22") x 4.5"	\$657.40	\$525.92	\$466.68	\$392.60
2 col (3.22") x 6.75"	\$986.10	\$788.88	\$700.02	\$588.90
3 col (4.89") x 4.5"	\$986.10	\$788.88	\$700.02	\$588.90
3 col (4.89") x 9.25"	\$1972.20	\$1577.76	\$1400.04	\$1177.80
6 col (9.89") x 4.5" (Strip or Deck).....	\$1972.20	\$1577.76	\$1400.04	\$1177.80
2 col (3.22") x 21"	\$2958.05	\$2366.44	\$2100.06	\$1766.70
6 col (9.89") x 9.25"	\$3944.40	\$3155.52	\$2800.08	\$2355.60
3 col (4.89") x 21"	\$4437.45	\$3549.96	\$3150.09	\$2650.05
6 col (9.89") x 21" (Full Pg).....	\$8875.00	\$7100.00	\$6300.00	\$5300.00
52 Dresses (Fashion and Finery; 1x/mo)				\$480.00 (12x minimum)
Special Directories (Photography, Catering or Venues, 1x/mo)				\$98.15 (12x minimum)
Silver & Linen page (1x/mo)	1 col x 4.5"			\$196.30 (12x minimum)
	2 col x 2.25"			\$196.30 (12x minimum)
<i>Sponsorships:</i>	2 col x 4.5"			\$392.60 (12x minimum)
I Do, I Do or Forever	3 col x.....	1.25"	\$150.00 (12x minimum)	
	3 col x.....	2.25"	\$250.00 (12x minimum)	
Above the Crowd (4x2.25") or Street Chic (6x2.25") 1x/mo.....	\$700.00 (12x minimum)			
Hello, Baby! or Hello, Rufus! 1x/mo.....	6 col x 4.5"			\$1950.00 (12x minimum)
	6 col x 6.75"			\$2950.00 (12x minimum)
	3 col x 4.5"			\$995.00 (12x minimum)

Preferred format for press-ready ads:

High resolution, font-embedded PDF, CMYK. Photographs: 200 dpi, CMYK. Line screen: 100.

Ad sizing note: Any press-ready ads received that do not fit the size offerings above will be scaled to fit the nearest available size or will be remade to fit our modular specifications.

Celebrations Display Advertising Agreement

Yes! Sign me up for Celebrations!

Ad size: _____ Dates to run: _____

Ad size: _____ Dates to run: _____

Sponsorship: _____ Dates to run: _____

Directory or Special Pg: _____ Dates to run: _____

Display Advertising deadline: Tuesday, 5PM, 12 days prior to publication date

Because of the complexity involved in preparing each Celebrations section and the advance press run, the firm deadline to place your ad order and provide copy is Tuesday, twelve days prior to publication date. If your ad is truly press-ready, copy deadline is 5pm Monday, 6 days prior to publication date.

“You CAN Buy That Kind of Publicity”

Space limitations mean we take story orders on a first-come, first-served basis, so we recommend you book early! You may run as many stories as you wish at the special rate during your 12-month agreement period.

Feature Story booking deadline: Tuesday, 5PM, approx 3 weeks prior to publication date.

Feature story bonus: Save \$300 for front or back page stories; Save much more on inside-page stories thru 12/31/09!

These rates are available with a 12x or greater display advertising commitment, only!

- | | | |
|---|--|--------------------------|
| <input type="checkbox"/> Bronze (1/4) <u>Front</u> \$1275 (Reg \$1575) | <input type="checkbox"/> Bronze <u>Inside</u> \$999 (Reg \$1575) | Date(s) requested: _____ |
| <input type="checkbox"/> Silver (1/2) <u>Front</u> \$2850 (Reg \$3150) | <input type="checkbox"/> Silver <u>Inside</u> \$1575 (Reg \$3150) | Date(s) requested: _____ |
| <input type="checkbox"/> Gold (3/4) <u>Front</u> \$3675 (Reg \$3975) | <input type="checkbox"/> Gold <u>Inside</u> \$3150 (Reg \$3975) | Date(s) requested: _____ |
| <input type="checkbox"/> Platinum (full) <u>Back</u> \$5000 (Reg \$5300) | <input type="checkbox"/> Platinum <u>Inside</u> \$3975 (Reg \$5300) | Date(s) requested: _____ |

Business _____ Today's Date _____

Name of Contact _____ Account Executive and Sales Number _____

Authorized Signature _____ Account Number _____

Address _____ *Accepted by the Richmond Times-Dispatch*

City/State/Zip _____ Advertising Manager _____

Phone Number(s) _____ Agreement beginning & ending dates (12 months) _____

E-mail Address _____

This program applies to all locally-owned and operated businesses who qualify for Local ROP, Category or National rates. No other discounts apply. This program is to be used by the advertiser exclusively and for his/her own present business and cannot be sold, given or transferred in whole or in part in any way to another firm, individual, organization or corporation. Rates also apply to manufacturers and distributors for co-op advertisements containing their signature or dealer list. The Times-Dispatch reserves the right to refuse to accept any advertisements that are deemed inappropriate for Celebrations.

Richmond Times-Dispatch

300 E. Franklin Street, Richmond, VA 23219

For more information, contact your account executive or call Celebrations Champion, Heather Marino: 804-649-6254.