

## Celebrations Feature Story Agreement

When a business is featured in the pages of the newspaper, the impact and positive feedback on the featured business is often stunning. Time and again we hear, "You can't **buy** that kind of publicity!" Well, The Times-Dispatch has decided to change that mantra.

Ever since June 2008, in the exciting, full-color Celebrations section, we turned that concept upside down and introduced an exciting offer for our customers:

### "You **CAN** Buy That Kind of Publicity"

This powerful program could really boost your business! Your account specialist can explain the details, but here are the basics:

First, decide how much publicity you'd like to have and what dates would be best for your story or stories to appear. Then, just choose your run date, schedule your feature with your account rep, and we'll start the process. Before long, a professional writer and photographer will arrange to meet with you for an interview and to take a series of pictures to showcase your company. Then, before your story is published, you'll be asked to read and approve the text. Once you give the OK, our design team will take over from there.

Here are your feature story size choices. Each includes your story (length, of course, depends on size), full-color photos and the fabulous Sunday Times-Dispatch reach of nearly 200,000 households!

Story size:	Front Page	Inside Page (GOOD THRU 12/31/09)
<b>Bronze:</b> ..... approx ¼ pg (250-275 words).....	<b>\$1575*</b>	<b>\$999</b>
<b>Silver:</b> ..... approx ½ pg (450-500 words).....	<b>\$3150*</b>	<b>\$1575</b>
<b>Gold**</b> ..... approx ¾ pg (650 words).....	<b>\$3975*</b>	<b>\$3150</b>
<b>Platinum:</b> ..... full pg (800-900 words) .....	<b>\$5300*</b>	<b>\$3975</b>

**\*Bonus:** Advertisers who sign a 12x or greater display ad agreement will **save \$300** on **front-page** stories that publish within the 12-month agreement period. Ask your rep for details.

\*\*The gold size is especially designed to fill most of the front page *except* for the section header and the deck ad. You may also run a gold size on an inside page where it will appear with ¼ page of ads or a bronze size story.

Choose the dates for your story or stories:

Story 1 date: \_\_\_\_\_ Story 2 date: \_\_\_\_\_  
 Story 3 date: \_\_\_\_\_ Story 4 date: \_\_\_\_\_

*For additional date selections, attach a separate list.*

Business	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 effective date
E-mail Address	

"You CAN Buy That..."

**Frequently asked questions:**

**If I buy more than one story, do I get a discount?**

We will not run the same story twice, so no. Every time you purchase a "You CAN Buy That" feature, the contents and photos will be completely new, so the price is not discounted. Of course, throughout the year, you can showcase new merchandise or anything exciting that's happening in your business by signing up for multiple stories.

**I'm a bit nervous about being interviewed.**

**What do I have to do to prepare?**

Relax. Just think about what sets your company apart from the competition or what aspect of your business, services or products you'd like our readers to know about. You know your business so well, and our writers are really good at asking questions. They'll make it easy.

**What about the pictures?**

Good photos help tell your story. The photographer (and perhaps one of our designers) will rely on your insight and recommendations, but they're pros so they'll help stage the best shots to showcase you, your business, and your merchandise or services.

**Will I get to see my story layout before it runs in the paper?**

Sorry, but the page designs are done so close to press deadline, you'll have to wait and be impressed when the paper published. You will, of

course, get to read your story ahead of time to make sure it's just right and to approve the photo captions.

**Can the position of my story be guaranteed?**

We can guarantee a front page position or an inside page position, but if your story is smaller than a full page, we cannot guarantee exactly where it will fall on any given page. Please remember that stories are reserved on a first-come, first-served basis. (We'll also take care to position your story so it isn't next to a very similar business or direct competitor.)

**Once my story runs, may I get reprints?**

Sure. Reprints are a great way to send your story to a select mailing list or your friends and relatives. Your rep can order one or many reprints for you.

**What about getting a copy that's suitable for framing?**

We can offer something even better: a popmount! These are archival-quality, plaque-mounted reproductions topped by a UV-filtering satin laminate to protect them from moisture, fading and fingerprints. Ask your rep for details.

**Will my story be posted online as well?**

.Ask your rep for details about stories, listings, site sponsorships and banner ads on the soon-to-be-expanded Web pages for Celebrations on TimesDispatch.com.

By the way, did you know that The Times-Dispatch is 5<sup>th</sup> in the nation for largest aggregated readership with its combination of newspaper and Website readers?\* We're mighty proud of that, and we know this impressive reach will help your business, too!

\*Source: Scarborough Research 2007, Release 2

**ORDER DEADLINE: Three weeks prior to publication date**

Because of the complexity involved in preparing each "You CAN Buy That" feature and the advance press run, the deadline to place your order for each story is Monday, three weeks prior to publication date.

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.

**Richmond Times-Dispatch**

300 E. Franklin Street, Richmond, VA 23219

For more information, contact your account exec or call Celebrations account executive, Heather Marino at 804-649-6254 or email [hmarino@timesdispatch.com](mailto:hmarino@timesdispatch.com)

Celebrations Rate Card: You CAN Buy That\_ #2  
Effective October 1, 2009-Dec 31, 2009