

# NELSON COUNTYLIFE

Published monthly by  
The Afton Group, LLC • 6222 Rockfish Valley Hwy • Afton, VA 22920  
Ph. 434.361.0104 • Fax. 434.326.4431

**CIRCULATION:** 11,000

**DISTRIBUTION:** Various retail, professional, dining and recreational establishments, including Wintergreen Resort, area real estate offices, banks, vineyards and museums in Nelson, Albemarle and Augusta counties.

**PAYMENT:** First-time customers payment due immediately. Payment due dates fall on 19th of month prior to issue date (i.e. payment for ad running in September 2007 issue is August 19, 2007)

**DISCOUNTS & INCENTIVES:** 5% when payment received at signing of contract on 3X, 6X and 12X contracts. Ad design and layout provided free of charge.

## DISPLAY RATES

ALL PUBLISHED RATES ARE NET TO PUBLISHER.

Size	1x	3x	6x	12x
Center Spread	\$1015	\$935	\$865	\$665
Back Cover	\$895	\$815	\$750	\$595
Inside Cover	\$665	\$620	\$575	\$500
Page 3	\$665	\$620	\$575	\$500
Full Page	\$525	\$480	\$475	\$420
1/2 Page	\$440	\$410	\$380	\$315
1/4 Page	\$230	\$210	\$200	\$170
1/8 Page	\$120	\$115	\$110	\$ 90

### COLOR OPTIONS

**Full Color:**

- +\$420 (1x)
- +\$380 (3x)
- +\$325 (6x)
- +\$265 (12x)

Center Spread, Back Cover, Inside Covers and Page 3 are reserved for full color ads.

**Black & White:** \$0 – no charge

Digital camera-ready ads must be submitted in CMYK PDF or tiff format, minimum 300 DPI. To ensure product quality, create ads using Adobe products and avoid MS Publisher – like the plague.

## DEADLINE

Ad and copy due on 15th of month prior to issue date, i.e.  
Deadline for September 2007 issue is August 15, 2007.

Please direct advertising inquiries to:

The Afton Group, LLC • P.O. Box 455 • Wintergreen, VA 22958-0455  
info@nelsoncountylife.com • phone: 434.361.0104 • fax: 434.326.4431

## CENTER SPREAD

19 in x 12.75 in

### FULL

9 in x 12.75 in

### 1/2 VERTICAL

4.375 in x  
12.75 in

### 1/2 HORIZONTAL

9 in x 6.25 in

### 1/4 STANDARD

4.375 in x 6.25 in

### 1/4 VERTICAL

2.075 in x 12.75 in

### 1/4 HORIZONTAL

9 in x 3 in

### 1/8 HORIZONTAL

4.375 in x 3 in

### 1/8 VERTICAL

2.075 in x 6.25 in