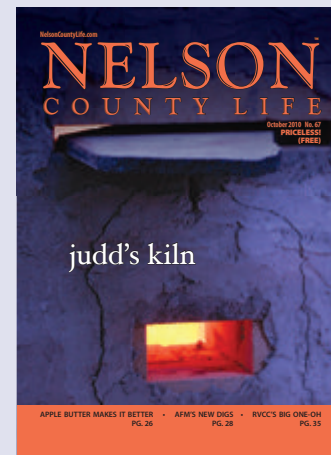
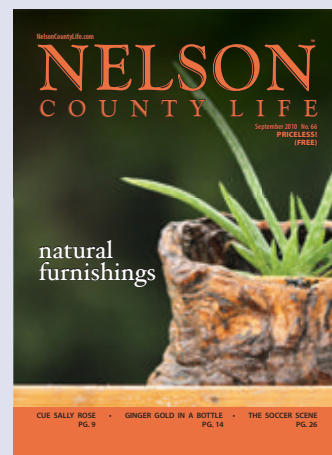
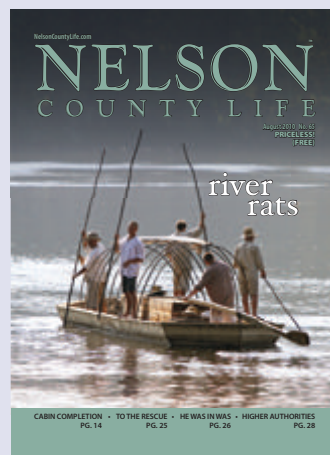
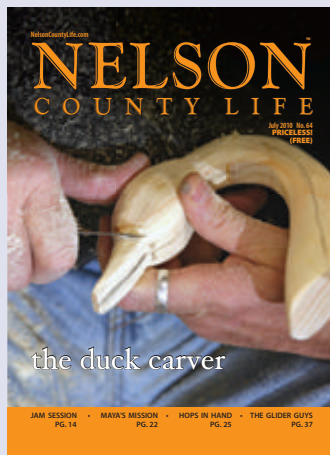
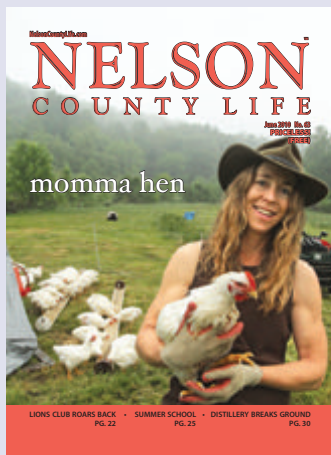
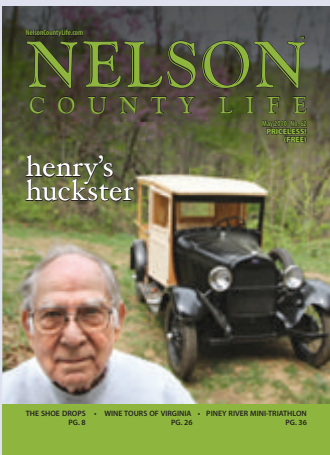
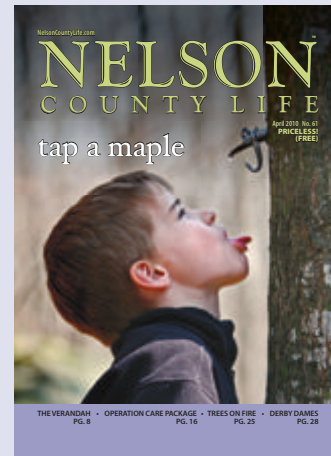


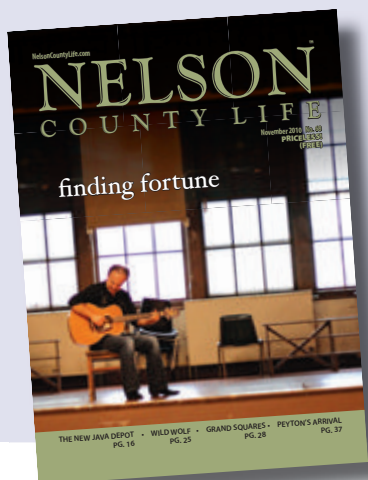
# NELSON COUNTY LIFE

## rate card



# print

**CIRCULATION:** 10,000 average  
**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 15th of month prior to issue date (i.e. payment for ad running in September 2011 issue is August 15, 2011)  
**DISCOUNTS & INCENTIVES:** 5% when payment received at signing of contract on 3X, 6X and 12X contracts. Ad design and layout provided free of charge.



# online



NelsonCountyLife.com attracts a daily audience of more than 1000. That number spikes to more than 8000 during breaking news and weather events. The digital version of our magazine boasts more than 20,000 readers a month. A daily audio weather cast, and a strong social media presence on Twitter and Facebook, are just a few reasons why businesses advertise with us online. For the latest sponsorship opportunities, please contact your advertising rep.

## DEADLINES

Ad and copy due on 15th of month prior to issue date, i.e. Deadline for September 2011 issue is August 15, 2011.

## FILES

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.

## CONTACT

info@nelsoncountylife.com  
 ph: 434 361-0104

NOTE: Diagrams not drawn to scale.

## 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

## DISPLAY RATES

ALL PUBLISHED RATES ARE NET TO PUBLISHER.

Size	1x	3x	6x	12x
Center Spread	\$1115	\$1025	\$950	\$730
Back Cover	\$985	\$895	\$825	\$655
Inside Cover	\$730	\$680	\$630	\$550
Page 3	\$730	\$680	\$630	\$550
Full Page	\$575	\$530	\$520	\$460
1/2 Page	\$485	\$450	\$420	\$345
1/4 Page	\$250	\$230	\$220	\$185
1/8 Page	\$130	\$125	\$120	\$ 95

## COLOR OPTIONS

### Full Color:

+\$460 (1x)  
 +\$420 (3x)  
 +\$355 (6x)  
 +\$290 (12x)

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

### Black & White:

\$0 – no charge