

National Rates

Richmond <i>Wednesday Publication</i>			Hampton Roads <i>Thursday Publication</i>		
<i>Ad Size</i>	<i>Columns/Inches</i>	<i>Cost</i>	<i>Ad Size</i>	<i>Columns/Inches</i>	<i>Cost</i>
Full Page 46"	(4 Col. x 11.5")	\$2,500	Full Page 46"	(4 Col. x 11.5")	\$1,250
3/4 page 34.5"	(3 Col. x 11.5")	\$1,875	3/4 page 34.5"	(3 Col. x 11.5")	\$935
1/2 page (horizontal) 23"	(4 Col. x 5.75")	\$1,250	1/2 page (horizontal) 23"	(4 Col. x 5.75")	\$625
1/2 page (vertical) 23"	(2 Col. x 11.5")	\$1,250	1/2 page (vertical) 23"	(2 Col. x 11.5")	\$625
3/8 page 17.25"	(2 Col. x 8.625")	\$935	3/8 page 17.25"	(2 Col. x 8.625")	\$470
1/4 page 11.5"	(2 Col. x 5.75")	\$625	1/4 page 11.5"	(2 Col. x 5.75")	\$310
1/8 page 5.75"	(2 Col. x 2.875")	\$310	1/8 page 5.75"	(2 Col. x 2.875")	\$215
Price Per Column Inch		\$54.34	Price Per Column Inch		\$27.17

(1 col. = 2.5", 2 col. = 5", 3 col. = 7.5", 4 col. = 10")

Pre-Prints (Inserts)

\$65 per thousand

Color

1 color = \$175 • Full color = \$700

Contract Discounts

10 inches or larger

3 - 5X **2%**

6 - 13X **6%**

14 - 26X **8%**

27 - 52X **10%**

2% discount for cash payment in advance of 1/4 page or larger ad

Payment due upon receipt of invoice

Agency discounts available

Classified Ads

	Richmond VOICE	Hampton Roads VOICE
Line/Display Ad Per Column Inch	\$30.44	\$27.17
Legal Ad Per Column Inch	\$16	\$16

(1 col. = 1.58", 2 col. = 3.26", 3 col. = 5.06", 4 col= 6.69", 5 col =8.40" 6 col= 10.10")

Web Banner Ads

Size	Location	Cost per week
468 x 60 pixels (5" w x 1" h)	Top Front Page	\$13
234 x 120 pixels (2.5" w x 2" h)	Right/left front page	\$7

Specifications

- Camera-ready material should be sized to the exact column width(s) and inches of the advertiser's ad size
- Camera-ready ads may be submitted as PDF, TIFF and JPEG files
- Disk submissions should include all fonts, images and proofs
- Supported software: Adobe InDesign, Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, QuarkXPress, Microsoft Word and Microsoft PowerPoint
- Special positioning is on a first-come/ first-serve basis
- Copy/art deadline: Every Friday by 5 p.m. EST
- E-mail ad materials and questions to your account executive or to: ads@voicenewspaper.com