

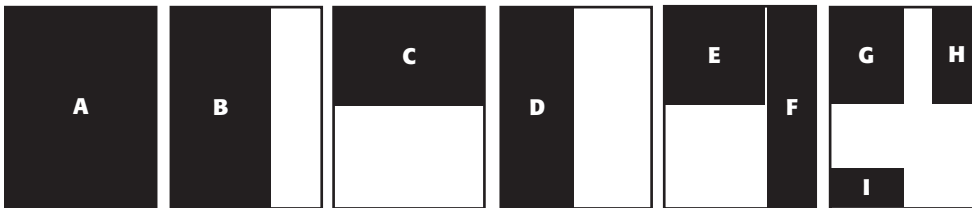
Advertising Rates, Specifications and Contract

ADVERTISER

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____
 Web site _____

AGENCY

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____
 Web site _____



ADVERTISING RATES

Ad Size	Width x Height	1 time	Full year (per issue)
A Inside cover	7.5" x 10" or full bleed	\$850	\$1600 (\$800 ea.)
A Full page	7.5" x 10" or full bleed	\$650	\$1200 (\$600 ea.)
B Two thirds page	4.875" x 10"	\$550	\$1000 (\$500 ea.)
C Half page horizontal	7.5" x 4.875"	\$450	\$800 (\$400 ea.)
D Half page vertical	3.68" x 10"	\$450	\$800 (\$400 ea.)
E Third page horizontal	4.875 x 4.875"	\$350	\$650 (\$325 ea.)
F Third page vertical	2.4" x 10"	\$350	\$650 (\$325 ea.)
G Fourth page	3.68" x 4.875"	\$300	\$550 (\$275 ea.)
H Sixth page	2.4" x 4.875"	\$225	\$400 (\$200 ea.)
I Eighth page	3.68" x 2.3"	\$180	\$320 (\$160 ea.)

All ads include free ad and web link on www.LynchsFerry.com

ADVERTISING SPECIFICATIONS

PRINT SPECIFICATIONS

Sheetfed offset
 SWOP (coated)
 Trim size = 8.5" x 11"

DIGITAL FILES

We are Macintosh platform and OSX compliant. Raster images should be 300 ppi.

Preferred files: Press resolution Adobe Acrobat (PDF)

Accepted files: Adobe InDesign CS2 • Adobe Illustrator CS2 • Adobe Photoshop CS2 •

Media: CD preferred. Please include a color or black-and-white proof with all digital files.

Electronic transmission:

NBMarion@DesignGroup.com
 Fax (for contracts): 434-847-0036

Mail CDs and proofs to:

Lynch's Ferry
 311 Rivermont Avenue
 Lynchburg, VA 24504

DEADLINES

March 15 for May issue
 September 15 for November issue

Ad Size _____ Horizontal Vertical

Issue Date(s) _____

Cost per insertion \$ _____ x (number of insertions) _____ = \$ _____

Additional charges _____

Signed for Advertiser _____

Date _____

Special Instructions _____

TERMS AND CONDITIONS

- All invoiced charges are due and payable upon publication date. A finance charge of 1.5% applies after thirty days from the date of publication.
- The publisher reserves the right to limit the amount of advertising or to reject any advertising.
- Advertisers and ad agencies agree that the publisher is under no liability by reason of omission. Should there be a substantive error by the publisher, a correct ad in the following issue will serve as a make-good.
- Advertising rates are for print-ready electronic files to be furnished by the advertiser. Additional charges may apply to advertisements requiring additional typography or re-work, subject to the advertiser's approval.

