

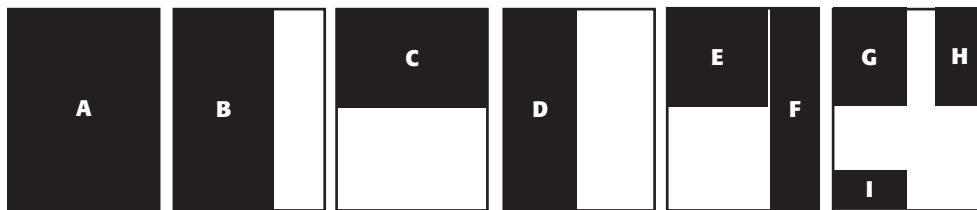
## Advertising Rates, Specifications and Contract

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

**All ads include free ad and web link on [www.LynchsFerry.com](http://www.LynchsFerry.com)**

### ADVERTISING SPECIFICATIONS

#### PRINT SPECIFICATIONS

4-color process, 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 CS3 • Adobe Illustrator • Adobe Photoshop

**Media:** By E-mail or CD. Please include a color or black-and-white proof with disc.

#### 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 for Artwork

**September 15** for November issue  
 (Beginning in '10 we will move to April 1 and October 1 publication dates)

#### Web advertising:

See specs at [LynchsFerry.com/advertise](http://LynchsFerry.com/advertise)

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.

