

Automotive Contract Rates

Effective October 1, 2007

	CLASSIFIED AUTOMOTIVE RATES				RETAIL AUTOMOTIVE RATES				
	Combo	Stafford	Belvoir	Culpeper Star-Exponent	Combo	Stafford	Belvoir	Culpeper Star-Exponent	
“\$200,000 Level” (50% Color Discount)	\$6.34	\$4.18	\$7.39	\$4.41	\$10.58	\$7.05	\$12.33	\$7.36	
“\$150,000 Level” (45% Color Discount)	\$7.35	\$4.31	\$7.58	\$4.92	\$12.26	\$7.17	\$12.64	\$8.17	
“\$100,000 Level” (40% Color Discount)	\$8.35	\$4.44	\$7.77	\$5.31	\$13.94	\$7.29	\$12.95	\$8.86	
“\$75,000 Level” (35% Color Discount)	\$8.78	\$4.66	\$7.22	\$5.40	\$14.63	\$7.48	\$13.58	\$8.98	
“\$60,000 Level” (30% Color Discount)	\$9.21	\$4.88	\$8.55	\$5.90	\$15.36	\$7.56	\$14.26	\$9.85	
“\$50,000 Level” (25% Color Discount)	\$9.68	\$5.14	\$8.99	\$5.95	\$16.13	\$7.65	\$14.97	\$10.01	
“\$40,000 Level” (20% Color Discount)	\$10.17	\$5.40	\$9.43	\$6.07	\$16.94	\$7.81	\$15.73	\$10.11	
“\$30,000 Level” (15% Color Discount)	\$10.67	\$5.68	\$9.91	\$6.18	\$17.79	\$7.98	\$16.51	\$10.61	
“\$20,000 Level” (10% Color Discount)	\$10.94	\$5.68	\$9.91	\$6.47	\$18.23	\$8.57	\$16.92	\$10.77	
“\$10,000 Level” (5% Color Discount)	\$11.22	\$5.94	\$10.40	\$6.74	\$18.67	\$10.04	\$17.36	\$11.23	
Open Rate Classified	\$20.44	\$6.30	\$12.15	\$8.14	Open Rate Retail	\$26.63	\$10.53	\$18.86	\$15.61

Automotive Multiple Insertion Bonus

Buy 3 Days for the Price of 2 (full price, ½ price, ½ price)
Must run within 6 days • Only minor copy changes please



Multi-Paper Package

Two/Three Paper Discount	10%	Six35%
Four	15%	Seven50%
Five	25%		

Discount applies to Potomac News, Manassas Journal Messenger, Culpeper Star Exponent, Stafford County Sun, Culpeper News, PW Pulse, & Belvoir Eagle.

Applies to “open” or annual volume rate agreements only. Same ad must publish within six days to qualify for discount. Discount applies to space and color rates. “Combos” count as “one” paper.

Color Rates

Color	Combo PN/MJM	Combo PN/MJM/Culpeper	Potomac News	Culpeper Star-Exponent	Stafford County Sun	Belvoir Eagle	PW Pulse	Culpeper News
1 color	\$339	\$406	\$288	\$130	\$205	\$205	\$288	\$105
2 color	\$489	\$592	\$437	\$205	\$267	\$267	\$438	\$155
3 color	\$618	\$772	\$567	\$310	\$335	\$335	\$567	\$205

Automotive Contract Rates

Media General Northern Virginia Newspapers has automotive contract rates for automotive advertisers.

This automotive rate structure is for advertising placed into the Potomac News/Manassas Journal Messenger CarSeeker Friday automotive section, the daily Potomac News/Manassas Journal Messenger, The Culpeper Star-Exponent, Culpeper News, Stafford County Sun, Centro, and the Belvoir Eagle. The size of the commitment is based on a good faith estimate of how much money the client intends to spend with our newspapers in the coming year. It allows Media General Northern Virginia Newspapers to discount the advertising rate based on this commitment.