



# DISPLAY CONTRACT RATES

## RETAIL ADVERTISING

#1 Annual Volume Rate	#2		Potomac News	Manassas Journal Messenger	Culpeper Daily	Star Exponent Sun/Holiday
	Combo Potomac Manassas Culpeper	Combo Potomac Manassas				
Open	\$38.77	\$29.57	\$28.68	\$15.03	\$17.54	\$18.70
\$1,000	\$35.01	\$27.27	\$26.45	\$13.87	\$14.92	\$14.98
\$3,000	\$34.04	\$26.86	\$26.06	\$13.68	\$14.65	\$14.71
\$6,000	\$33.89	\$26.45	\$25.64	\$13.45	\$14.32	\$14.37
\$9,000	\$32.91	\$26.02	\$25.24	\$13.24	\$14.04	\$14.09
\$12,000	\$31.67	\$24.92	\$24.15	\$12.68	\$13.76	\$13.81
\$15,000	\$31.08	\$24.46	\$21.15	\$12.39	\$13.47	\$13.52
\$20,000	\$28.61	\$22.17	\$20.65	\$11.27	\$13.14	\$13.26
\$30,000	\$27.36	\$21.04	\$20.20	\$10.70	\$12.86	\$12.93
\$50,000	\$26.66	\$20.49	\$19.88	\$10.41	\$12.59	\$12.64
\$75,000	\$25.98	\$19.94	\$19.34	\$10.14	\$12.31	\$12.36
\$100,000	\$25.27	\$19.39	\$18.80	\$9.86	\$11.97	\$12.03
\$150,000	\$24.14	\$18.27	\$17.72	\$9.30	\$11.83	\$11.90
\$200,000	\$22.91	\$17.16	\$16.66	\$8.73	\$11.70	\$11.75
\$250,000	\$22.36	\$16.63	\$16.10	\$8.45	\$11.55	\$11.61
\$300,000	\$21.66	\$16.06	\$15.58	\$8.17	\$11.42	\$11.47
\$400,000	\$21.13	\$15.52	\$15.03	\$7.88	\$11.13	\$11.20
Non-Profit Rate	\$28.22	\$21.20	\$18.35	\$9.03	\$14.04	\$14.09

## CLASSIFIED ADVERTISING

Annual Volume Rate	Combo Potomac Manassas Culpeper		Culpeper Daily	Star Exponent Sun/Holiday
	Potomac Manassas	Potomac Manassas		
Open	\$29.80	\$21.84	\$15.20	\$16.38
\$1,000	\$26.82	\$19.81	\$12.98	\$13.52
\$3,000	\$24.78	\$19.18	\$11.42	\$11.47
\$6,000	\$24.65	\$18.61	\$11.13	\$11.20
\$9,000	\$23.36	\$18.04	\$10.86	\$10.91
\$12,000	\$22.91	\$17.72	\$10.59	\$10.64
\$15,000	\$22.09	\$17.04	\$10.31	\$10.36
\$20,000	\$21.26	\$16.35	\$10.02	\$10.08
\$30,000	\$20.32	\$15.54	\$9.74	\$9.80
\$50,000	\$18.82	\$14.17	\$9.48	\$9.53
\$75,000	\$18.10	\$13.58	\$9.19	\$9.25
\$100,000	\$17.37	\$13.00	\$8.91	\$8.96
\$150,000	\$16.51	\$12.13	\$8.79	\$8.84
\$200,000	\$15.52	\$11.28	\$8.63	\$8.68
\$250,000	\$14.98	\$10.73	\$8.50	\$8.55
\$300,000	\$14.32	\$10.23	\$8.36	\$8.42
\$400,000	\$13.83	\$9.73	\$8.08	\$8.14

### #3 MULTI-PAPER PACKAGES

Two/Three Paper Discount . . .	10%	Five . . . . .	25%
Four . . . . .	15%	Six . . . . .	35%
		Seven . . . . .	50%

*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*

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

## #4 MULTIPLE INSERTION RATE

### RETAIL ADVERTISING

Week	Discount	Combo Potomac Manassas Culpeper	Combo Potomac Manassas	Potomac News	Manassas Journal Messenger	Culpeper Daily	Star Exponent Sun/Holiday
8	6%	\$36.44	\$27.80	\$26.96	\$14.13	\$16.49	\$17.58
13	12%	\$34.12	\$26.02	\$25.24	\$13.23	\$15.44	\$16.46
26	20%	\$31.02	\$23.66	\$22.94	\$12.02	\$14.03	\$14.96
52	26%	\$28.69	\$21.88	\$21.22	\$11.12	\$12.98	\$13.84

### CLASSIFIED ADVERTISING

Week	Discount	Combo Potomac Manassas Culpeper	Combo Potomac Manassas	Culpeper Daily	Star Exponent Sun/Holiday
8	6%	\$28.01	\$20.53	\$14.29	\$15.40
13	12%	\$26.22	\$19.22	\$13.38	\$14.41
26	20%	\$23.84	\$17.47	\$12.16	\$13.10
52	26%	\$22.05	\$16.16	\$11.25	\$12.12

**#5** Any ad published in the Potomac News, Manassas Journal Messenger or Culpeper Star-Exponent may receive a second insertion within six days at 35% off the applicable open or contract rate. Ads must be scheduled at the same time. All rates are net. To qualify for pick-up rates ad must first run in a publication with a higher column inch rate. Pickup discount also applies to non-profit rates.

All Rates are Per Column Inch Net

## COLOR RATES

Color	Combo Potomac Manassas Culpeper	Combo Potomac Manassas	Potomac News	Manassas Journal Messenger	Culpeper Star Exponent
1 - color	\$406	\$339	\$288	\$185	\$143
2 - color	\$592	\$489	\$437	\$242	\$225
3 - color	\$772	\$618	\$567	\$304	\$341



For display advertising between six (6) and thirty (30) column inches (based on availability)

### ADD IMPACT TO YOUR AD!

Color	Combo Potomac Manassas Culpeper	Combo Potomac Manassas	Potomac News	Manassas Journal Messenger	Culpeper Star Exponent
1 - color	\$8.80	\$6.60	\$4.40	\$2.20	\$4.40
2 - color	\$13.20	\$11.00	\$8.80	\$4.40	\$6.60
3 - color	\$17.60	\$13.20	\$11.00	\$6.60	\$8.80

(rates are per column inch)