

PERSONNEL:

Tim Davis General Mgr./Editor
tim.davis@chathamstartribune.com

Margie Dawson Account Executive
advertising@chathamstartribune.com

Alisa Gillispie Account Executive
agillispie@chathamstartribune.com

Chad B. Harrison Group Publisher
chadjourn@yahoo.com

REPRESENTATIVES:

VA Press Services
American Newspaper Representatives
The Newspaper Network
Newspaper Association of America

TERMS OF PAYMENT

- Retail rates are non-commissionable
- Recognized advertising agencies add commission to open rate
- Payable in advance of publication unless an application for credit has been approved.
- Political and going out of business ads must be paid in advance of publication.
- Balances not paid by the due date will be subject to a 1.5% monthly finance charge.
- Advertising will be suspended if an account has a past due balance of 90 days.

chathamstartribune.com
ONLINE

Advertisements may be placed on the ChathamStarTribune.com website at any time throughout the year. Contract rates are available and may be obtained by contacting the Star-Tribune at 434-432-2791. Legal advertisements are placed online at www.VAlegals.com.

6 COLUMN DISPLAY

1 Column1.73"
2 Columns3.56"
3 Columns5.39"
4 Columns7.22"
5 Columns9.05"
6 Columns10.88"
Double Truck22.88"

9 COLUMN CLASSIFIED

1 Column1.10"
2 Columns2.32"
3 Columns3.54"
4 Columns4.77"
5 Columns5.99"
6 Columns7.21"
7 Columns8.43"
8 Columns9.66"
9 Columns10.88"

Contract and Copy Regulations

- All advertising is subject to the acceptance by the publisher. The publisher has the right to reject or cancel any advertisement at any time.
- Any advertising resembling a news article will have the words "Paid Advertisement" printed at the top.
- Position requests will be charged a \$50 premium. Position requests will be honored when possible, but not guaranteed.
- The Star-Tribune is only responsible for the first insertion of any given advertising placed in our newspaper and only the amount of space the error occurred. We are not responsible for the error content nor the value of the amount in error. We will issue a letter of correction and rerun the amount of space in error in our next issue corrected at no charge to the advertiser for our error.
- Alcohol and tobacco advertising is accepted.
- Front page banner advertising available.

Special Services

- Clip art service. We have a wide variety of artwork for use by advertisers at no additional charge.
- Tearsheets will be provided if requested at no additional charge.
- Proofs of advertisements will be available if requested.

Design Requirements

The Star-Tribune production department utilizes QuarkXpress, and Adobe Photoshop in a Macintosh based environment. We accept:

- PDF (Preferred - created with Acrobat Distiller, all fonts embedded and all color pictures converted to CMYK)
- QuarkXpress (with all fonts and images included)
- Photoshop/InDesign

Please DO NOT submit files created in Power Point, Corel or Microsoft Publisher. We cannot guarantee the reproduction of ads created in this format. If using one of these formats, please convert to a .pdf file.

Deadlines

Classified Advertising - 10 AM Tuesday
Display Advertising - 10 AM Tuesday
Gretna Junction - 12 Noon Monday

Circulation

- Single Copy Price\$0.75
- Annual Subscription by mail:
Pittsylvania County and Danville\$25.00 per year
All other areas\$37.00 per year

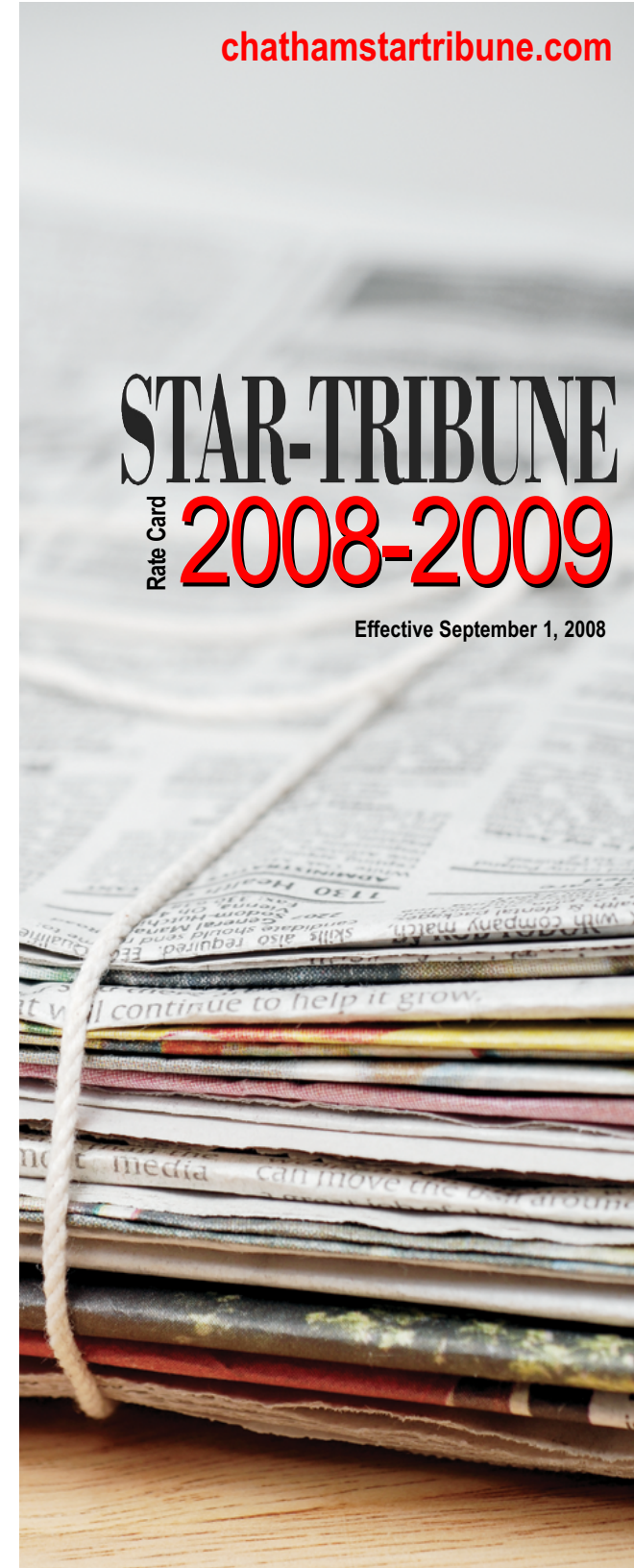


The Star-Tribune is part of Womack Publishing Co., Inc. a family owned multimedia company based in Chatham, Virginia.

For more information on Womack Publishing Company visit www.womackpublishing.com

STAR-TRIBUNE
Rate Card **2008-2009**

Effective September 1, 2008



DISPLAY AD RATES

Open Rate	\$9.70 pci
50-99 inches	5% Discount
100-199 inches	10% Discount
200 inches or more monthly	15% Discount

National Display Rate Net \$9.70 pci

*Discounts apply only if paid by the 25th of the month following payment.
*(Display rates based on monthly volume)

GRETNA JUNCTION

Reach 10,000 additional readers by extending your advertising message from the Star-Tribune weekly newspaper by adding the Gretna Junction

Pick-up from Star-Tribune \$1.95 pci



COLOR RATES

Add one color	\$65
Add two colors	\$130
Full process color	\$150

Add spot color by the inch for only \$4.50 pci

4-inch minimum over 16.5 inches \$65 for spot

Add process color by the inch for only \$9.50 pci

4-inch minimum over 16.5 inches \$150 for process

Per inch rate based on color availability

CLASSIFIED ADVERTISING

Classified Display Rate \$9.70

Classified Line Ads

Up to 20 words, per insertion \$9.25

Over 20 words, per word \$.35

(All classified line advertising rates include website)



STAR-TRIBUNE

visit us online: chathamstartribune.com

Serving Pittsylvania County Since 1869

28 N. Main Street • P O Box 111

Chatham, VA 24531

e-mail advertising to: advertising@chathamstartribune.com

434-432-2791 Fax: 434-432-4033

The Star-Tribune and Gretna Junction MARKET AREA

Your source for news and advertising, reaching over 32,750 readers weekly in Pittsylvania County, Danville and surrounding area.



INSERT RATES

One-sided single sheet	\$810
4-page tabloid size	\$878
8-page tabloid size	\$945
12-page tabloid size	\$1,013
16-page tabloid size	\$1,080
20-page tabloid size	\$1,148
24-page tabloid size	\$1,215

Preprint reservation 7 days in advance

Preprint delivery Friday before insertion date

Rates based on 13,100 circulation for the Star-Tribune and Gretna Junction

SPECIAL CLASSIFICATIONS

Legal Advertisements \$9.70 pci

Legal notices in excess of one double space typewritten page (8.5x11) requires at least two regular workdays before publication.

Weddings / Engagements \$38.00

(Weddings / Engagements include website)

Obituaries \$38.00

(Obituaries include website)

Divorce \$100.00

Service Directory 13 week minimum Single/Week \$15.00

13 week minimum Double/Week \$30.00

Church Directory 8 week minimum \$13.00

WEBSITE ADVERTISING

HOME PAGE

Top Banner - \$222, Tile - \$200
In Story - \$200, Bottom Banner - \$100

INSIDE PAGES

Top Banner - \$200,
Tile and Bottom Banner - \$100

CLASSIFIED HOME PAGE

Banner \$275 Tile \$150

Rates based on a per month

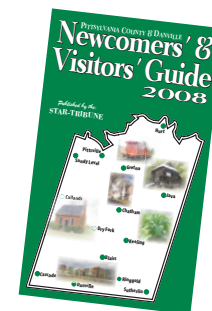


SPECIAL PUBLICATION

Newcomers' & Visitors' Guide

Published in October

Includes online posting



Website advertising also includes placement on the Times-Virginian, Union Star and Altavista Journal websites