

# ONLINE ADVERTISING 2008 RATES

## Weekly Advertising Rates

Ad Unit & Size	Loudoun	Fairfax	Fauquier	Culpeper	Rappahannock	Gainesville
Leaderboard ROS - 728x90	\$100	\$100	\$100	\$50	\$50	\$50
Skyscraper AF - 160x600	\$80	\$80	\$80	\$40	\$40	\$40
Skyscraper BF - 160x600	\$70	\$70	\$70	\$35	\$35	\$35
Half Skyscraper - 160x300	\$50	\$50	\$50	\$25	\$25	\$25
Weather Sponsorship - 160x90	\$150	\$150	\$150	\$80	\$80	\$80

Can only buy in these increments - 6 weeks, 13 weeks, 26 weeks, 52 weeks.  
Contract and Combination discounts apply.

### LEADERBOARD 728 X 90

SKYSCRAPER }  
160 X 600 }

HALF SKYSCRAPER }  
160 X 300 }

Not actual sizes.  
Illustration for proportion only.

- Maximum looping for all ads is 3
- All lead times are business days
- Flash ads require an alternative .gif ad that will run when browsers do not have Flash players installed.
- Please send all creatives to your account executive and [onlineads@timespapers.com](mailto:onlineads@timespapers.com)

### {Terms of Advertising}

- Advertiser may submit the following number of changes, as applicable at no additional charge. Additional modifications submitted during the contract period will be processed for a fee of \$(100) per modification. **52 week contract - 8 free changes / 26 week contract - 4 free changes / 13 week contract - 2 free changes / 6 week contract - 1 free change.**
- Times Community News will use its best efforts to keep TimesCommunity.com service running at all times and cannot be responsible for interruptions in service due to circumstances beyond its control. Advertiser expressly agrees that the use of any TCN sites is entered at the Advertiser's sole risk. Neither Times Community News or its agents warrant that the service will be uninterrupted or error free and shall not be liable for any inability to use the service.
- If Advertiser does NOT fulfill this contract obligation, the agreement will be Automatically cancelled and the advertiser agrees to pay the difference between the discount earned and amounts previously billed.
- Payment will be made within 30 days of billing. Consistent with Company collection and credit policies. Times Community News reserves the right to cancel this contract at any time during the contract period if payments are not kept current. Should this become necessary, the contract

will be recalculated to determine the rate the advertiser had actually earned. Advertiser also agrees to pay all attorney's fees if the account becomes delinquent and must be given to an attorney for collection and may be subject to a monthly finance charge of 1.5%.

- Advertising contracts do not guarantee a specific rate. Contracts only establish discounts off open rate card rates.
- The Advertiser shall hold the Company harmless and indemnify it from all damages, costs and expenses of any nature whatsoever for which the Company may become liable by reason of its publication of Advertiser's advertising. This contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Company shall not be liable to advertiser for any loss that results from the incorrect publication of advertisements.
- This agreement may not be assigned or transferred by Advertiser or its Agency.
- If Advertiser uses an agency, the Advertiser and the Agency shall be jointly and severally liable for payment in compliance with all terms of this contract. Agency commissions, if any, shall apply to all space charges and adjustments under this contract. This agreement renders void any statements concerning liability which appear on correspondence from the Agency/Advertiser and is irrevocable without the written consent of the Times Community News Credit Department.



In Print. Online. Anytime.

### EDITORIAL/SALES OFFICES

#### CULPEPER COUNTY

**Culpeper Times**  
39 Culpeper Street  
Warrenton, VA 20186-3338  
[www.CulpeperTimes.com](http://www.CulpeperTimes.com)  
**Ph: 540.347.4222 | Fax: 540.349.8676**

#### FAIRFAX COUNTY

**The Fairfax County Times**  
Reston/Herndon Edition  
Vienna/McLean/Great Falls Edition  
Centreville/Chantilly Edition  
Fairfax/Annandale Edition  
Fairfax Station/Burke/Springfield Edition  
1760 Reston Parkway, Suite 411  
Reston, VA 20190-3316  
[www.FairfaxTimes.com](http://www.FairfaxTimes.com)  
**Ph: 703.437.5400 | Fax: 703.437.6019**

#### FAUQUIER COUNTY

**Fauquier Times-Democrat**  
**Fauquier Times-Democrat Weekend**  
39 Culpeper Street  
Warrenton, VA 20186-3338  
[www.Fauquier.com](http://www.Fauquier.com)  
**Ph: 540.347.4222 | Fax: 540.349.8676**

#### LOUDOUN COUNTY

**Loudoun Times-Mirror**  
East or West Edition  
9 East Market Street  
Leesburg, VA 20176-3013  
[www.LoudounTimes.com](http://www.LoudounTimes.com)  
**Ph: 703.777.1111 | Fax: 703.771.0036**

#### PRINCE WILLIAM COUNTY

**Gainesville Times**  
39 Culpeper Street  
Warrenton, VA 20186-3338  
[www.Gainesville-Times.com](http://www.Gainesville-Times.com)  
**Ph: 540.347.4222 | Fax: 540.349.8676**

#### RAPPAHANNOCK COUNTY

**Rappahannock News**  
Box 59, Washington, VA 22747  
[www.RappNews.com](http://www.RappNews.com)  
**Ph: 540.675.3338 | Fax: 540.675.3088**

#### CORPORATE HEADQUARTERS

13873 Park Center Road, Suite 301  
Herndon, VA 20171  
[www.TimesCommunity.com](http://www.TimesCommunity.com)  
**Ph: 703.478.6666 | Fax: 703.435.9754**