

# Valley Scope

## The Warren Sentinel

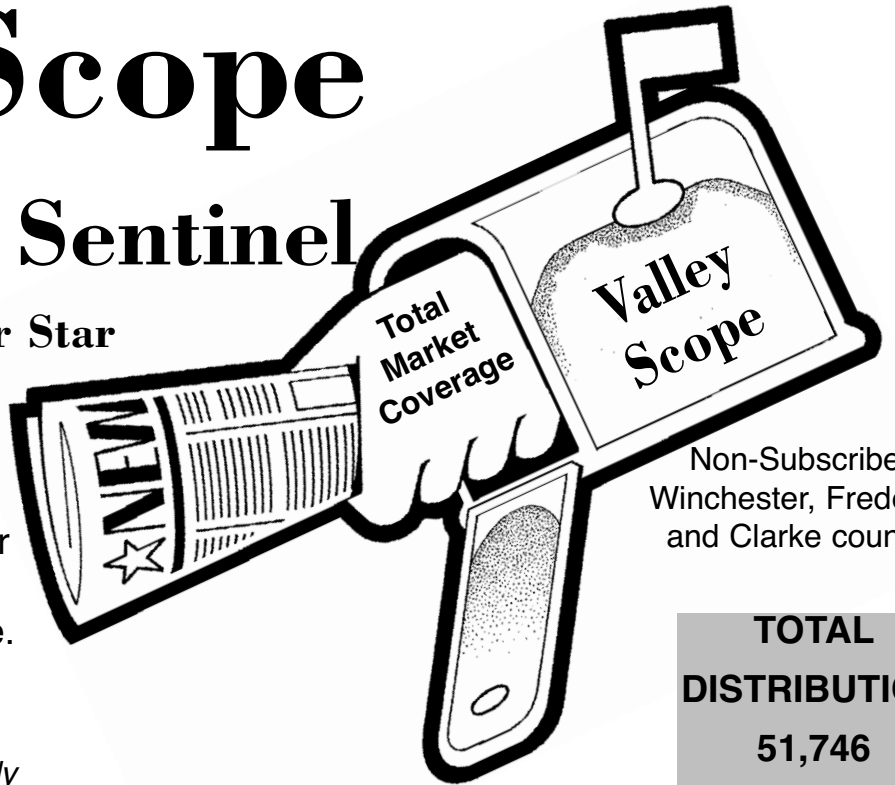
The Winchester Star

### Total Market Tab Coverage

gives you a smart return on your investment. You get the lowest CPM and highest reach possible.

Rates include design, proofing, printing and distribution.

*Please ensure that all camera-ready ads are emailed to your ad rep in CMYK format at a minimum of 300 DPI. PDF's are preferred with all fonts embedded.*



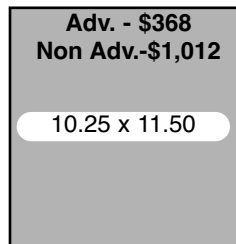
Non-Subscribers  
Winchester, Frederick,  
and Clarke counties

**TOTAL  
DISTRIBUTION**  
**51,746**  
**Households**

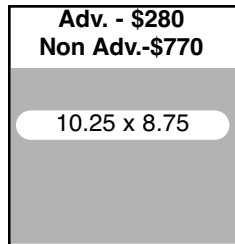
**Published: Every Wednesday**

**Reservation & Copy Deadline: Thursday, 2 Weeks Prior**

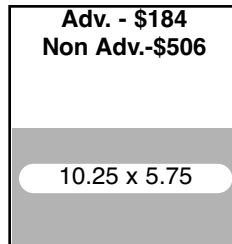
### POPULAR TAB SIZES:



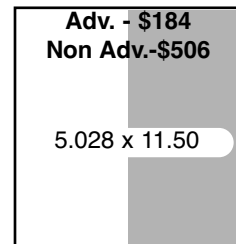
FULL



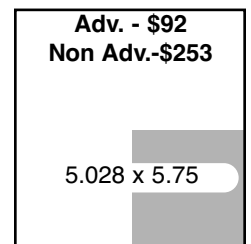
3/4 Horizontal



1/2 Horizontal



1/2 Vertical



1/4 Square

### RATES:

Advertisers running in paper (same ad) - Retail Classified Display **\$8** per column inch;

Classified In-column - Ask Your Sales Rep About Discounts

Advertisers not running in paper - **\$22** per column inch

Color charges regular according to Rate Sheet

Front Page Banner 4 col x1" (Includes one color) **\$400**

**Contact your Advertising Representative at**

# The Warren Sentinel

*Lisa Clower*

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[www.thewarrensentinel.com](http://www.thewarrensentinel.com)

**249 North Royal Ave., Front Royal, VA 22630**

**540-635-4174 • Fax 540-635-7478**

# *The Best Advertising Option*

**1**

Place your ad in **The Warren Sentinel** at your regular volume rate.

**2**

Place an advertisement each week in the *Valley Scope*

- **\$8.00** per inch for Classified Display Ads or...
- **\$10.00** per ad for Classified Liners or...
- **\$8.00** per inch for Retail Display Ads.
- **\$22.00** per inch Valley Scope Only.

**3**

Get the **BEST RATES** for your advertising.

*Advertising your product or service in  
**The Warren Sentinel** and the **Valley Scope TMC**  
Package will be your best advertising options.*

Contact your Advertising Representative at

## **The Warren Sentinel**

*Lisa Clower*

*[lisa@thewarrensentinel.com](mailto:lisa@thewarrensentinel.com)*

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## 2009 Reservation/Deadline Schedules

**Advertising Deadline**

Thursday, 2 weeks prior

**Layouts to Newsroom**

Friday, 2 weeks prior

**Print**

Friday, 1 week prior

**Publication (Mail Date)**

Every Wednesday