



The Winchester Star

www.winchesterstar.com

2 North Kent Street

January 1, 2008

Winchester, Virginia 22601

(540) 667-3200 (800) 296-8639 NEWS Fax (540) 667-1649 ADV Retail Fax (540) 542-0101; Classified Fax (540) 667-0012

Email Addresses: News news@winchesterstar.com or Adv ads@winchesterstar.com

RETAIL ADVERTISING RATES

Local Retail Volume Rates

(These rates also apply to pre-billed Auction.) Rates are based on accumulative column inches of advertising in each calendar month. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount. When pre-paid cash discount is used, only the amount of advertising on that insertion can be used in figuring the volume rate.

Inches	Column Inch Rate	
	Mon.-Fri.	Sat.
Open	\$20.15	\$22.00
50	\$16.65	\$17.50
100	\$13.75	\$15.85
200	\$12.40	\$14.40
300	\$11.65	\$13.55
500	\$11.50	\$12.75
1,000	\$10.90	\$12.15

Local Retail Daily Rates

Rates based on minimum column inches of advertising each publishing date of a calendar month. Advertiser may begin Local Daily Rate at any time during a calendar month, but must fulfill each (minimum of one) calendar month thereafter. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount.

# Inches	Column Inch Rate	
	Mon.-Fri.	Sat.
1 1/2	\$11.20	\$12.65
3	\$10.85	\$12.25
6	\$10.65	\$11.80
10	\$10.35	\$11.70
15	\$ 9.90	\$11.40

Local Retail 6-Day Advertising Rates

No change in copy. Minimum advertising is 1 1/2 column by 2 inches. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount. Column inches do not apply to Volume or Daily Rate requirements. Ad must run six (6) consecutive publishing days.

# Inches	Column Inch Rate
1 1/2-8	\$16.65
9-16	\$15.90
17	\$14.70

Local Retail 2-Day Combination Rates

Advertisements scheduled for the Monday, Wednesday, Thursday, Friday or Saturday editions of The Winchester Star at the Local Retail Volume Rates may repeat same ad or new ad in the Tuesday's edition (before or following regular insertion day) at the special rates shown below (advertisement must be same size). Tuesday's column inches or these advertisements do not apply to Volume or Daily Rate requirements. Not agency commissionable. Prepaid cash discount available (see Local Rate Cash Discount).

\$10.90 per column inch (for Tuesday advertisement)

Local Retail Friday-Saturday Repeat Rate

Advertisement scheduled for Friday repeated Saturday no copy changes. Saturday repeat advertisement does not apply to Volume or Daily Rate requirements. Not agency commissionable. Prepaid cash discount available (see Local Rate Discount).

\$12.15 per column inch (for Saturday advertisement)

Full Page Retail Advertising Repeat Rate

Full page ad repeated same week or following week.

Weekday \$886

Saturday \$1,022

No changes in copy, color charges separate, 5% cash discount does not apply.

Standby Advertising

Advertisements that can be run on "as needed basis" with 2 week window for publication will be accepted. Position and date cannot be specified. (Weekdays Only).

Terms are net, no discounts.

up to 99" - \$16.65 199" - \$13.75 Over 200" - \$12.40

Local Rate Cash Discount

A discount of 5% will be given for local advertising **paid at time of order** unless the advertiser's account is past due or unless discount for specific advertising rate is prohibited in this rate folder.

Political Rates

Same as Local Retail Volume Rates or National Retail Rates. All political advertising must be prepaid when space reservation made. Local Retail Volume will be determined by total number of inches placed in a single reservation buy in each calendar month.

Back Page Rate

\$20.15 per col. inch Mon.-Fri., \$22.00 per col. inch Sat.;

Color: Spot or Process \$30 per col. inch Mon.-Fri., \$35 per col. inch Sat.

Premium Position Retail Rates

Rates are per insertion. Premium position advertising must be modular size indicated below. Prepaid cash discount available-see Local Rate Cash Discount. National Rates are agency commissionable - 15% with no cash discount.

Front Page

Mechanicals: 6 columns x 1" with 1 Color. Available Monday through Saturday on a reservation (first come) basis only.

Local Rate	National Rate	
	Mon.-Fri.	Sat.
\$395	\$420	\$475

Fronts of Area News and Sports **Mon.-Fri. \$335, Sat. \$350**

State Page and National Page

Mechanicals: 3 columns x 10 3/4". Available Monday through Saturday on a reservation (first come) basis only.

Local Rate	National Rate	
	Mon.-Fri.	Sat.
\$580	\$628	\$800

ROP Non-Profit, Church, Civic Clubs, Paid Obituaries **M-F \$13.75 Sat. \$15.85** no cash discount

National Retail Rates

Agency commissionable - 15% no cash discount.

\$24.00 per column inch

TV Showtime Rates

Rates are based on the number of insertions during the calendar year (Note: multiple insertion rates available on contract only). Local rates shown are not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount. National Rates are agency commissionable - 15% with no cash discount. **National Rate: \$20.00 per column inch**

Open rate (non-contract) \$17.40 per col. inch		26 Week Agreement	
(1 1/2"+) Quarter Page	\$11.25	(1 1/2"+) Quarter Page	\$14.20
(17.25"+) Half Page	\$10.55	(17.25"+) Half Page	\$13.45
(34.50"+) Full Page	\$ 8.85	(34.50"+) Full Page	\$11.65
(69") Full Page	\$ 7.45	(69") Full Page	\$10.10

Full color available just an additional \$2.00 per col. inch

Homes Guide Open Rates

Delivered monthly inside The Winchester Star and The Warren Sentinel plus outlets in stores and vendors.

Full Page - \$215 Half Page - \$175 (Color \$75 additional charge)
Additional \$2.00 per column inch web charge applies.

Ask about 12 month contract rates.

Auto Guide

Published week of 20th each month inside The Winchester Star and The Warren Sentinel.

Full Page - \$283 Half Page - \$188 (Color \$75 additional charge)
Additional \$2.00 per column inch web charge applies.

Ask about 12 month contract rates

Thursday Public Auctions

Appear on the web page. Earn rate plus additional \$3.00 per column inch web charge applies.

Paid Obituaries: Additional \$3.00 per column inch web charge applies

Help Wanted: Saturday Display Help Wanted appears on the web page.

Earned rate plus additional \$3.00 per column inch web charge applies.

Retail & Classified Color Rates

Rates for each advertisement per insertion. National Rates are agency commissionable - 15% with no cash discount. Color ad deadline 24 hours in advance of normal deadlines. Composed color ads received from advertisers/agencies need to be CMYK and should be pre-tested before being sent to our office.

# of colors	Local	National
Black + 1 color	\$225	\$310
Black + 2 colors	\$295	\$420
Black + 3 colors	\$350	\$500

Local Combination Rates - The Warren Sentinel, Front Royal, Va.

Any display advertising scheduled in The Winchester Star may be scheduled in The Warren Sentinel (Thursday publication) within two weeks at the special rate shown below. Advertisement may be enlarged or reduced in size. Inches for these advertisements do not apply to Volume or Daily Rate requirements.

\$8.95 per column inch

Local Valley Scope TMC Rates

\$7.50 per col. inch ads running in paper; \$22 per col. inch ad in Valley Scope TMC Front Page 4 col. x 1" Banner - \$400

Combination Front Page Rate

Front Page Star, Front Page Valley Scope, Front Page TV Showtime - \$840 (same advertisement).

CLASSIFIED ADVERTISING RATES

Local Classified Display Advertising Open Rates

No change in copy. Minimum advertising is 1 column by 2 inches. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount.

Cost per column inch (ads must run consecutive publishing days)

# Inches	1 Day In Memory Birthday, Anniversary	2-5 Days	6-11 Days	12 Days
2	\$9.00	\$9.60	\$9.20	\$9.00
8	\$9.10	\$9.45	\$9.00	\$8.85
15	\$8.70	\$9.10	\$8.70	\$8.35

Local Classified Display Advertising Daily Rates

Change in copy allowed. Must advertise each publishing day for a calendar month. Advertiser may begin Daily Rate advertising at any time during a calendar month, but must fulfill each (minimum of one calendar month thereafter. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount.

Inches	Column Inch Rate	
	Mon-Fri.	Sat.
2	\$8.55	\$9.30
8	\$8.10	\$9.00
15	\$8.05	\$8.80
20	\$7.80	\$8.65

Local Classified Display Advertising Volume Rates

Rates are based on accumulative column inches advertising in each calendar month. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount.

Inches	Column Inch Rate	
	Mon-Fri.	Sat.
Open	\$13.60	\$14.30
50	\$10.65	\$11.40
100	\$10.30	\$10.95
200	\$10.05	\$10.65
300	\$ 9.75	\$10.35
500+	\$ 9.25	\$ 9.95

Local Classified Display 2-Day Combination Rates

Any Help Wanted or Real Estate advertising placed in the Saturday edition or Automotive advertising placed in the Friday edition at the Local Classified Display Advertising Daily or Volume Rates may be placed without change of layout or copy in the following Tuesday edition for the rate shown below. Tuesday's column inches do not apply to Volume or Daily Rate requirements. Prepaid cash discount available - see Local Rate Cash Discount.

\$8.25 per column inch (for Tuesday advertisement)

Non-Profit Display: Mon.-Fri. \$10.30 Sat. \$10.95

Full Page Classified Advertising Repeat Rate

Full Page ad repeated same week or following week.

Weekday \$996 Saturday \$1,059

No changes in copy, color charges separate, 5% discount paid at time of order does not apply.

Standby Advertising

Advertisements that can be run on "as needed basis" with 2 week window for publication will be accepted. Position and date cannot be specified. Terms are net, no discounts.

up to 99" - \$10.65 199" - \$10.30 Over 200" - \$ 10.05

Help Wanted

Saturday Display Help Wanted appears on the web page. Earned rate plus additional \$3.00 per column inch web charge applies.

Valley Scope \$7.50 per column inch

National Classified Display Advertising Rates

Agency Commissionable - 15%. No cash discount.

\$15.60 per column inch

Local Classified In-column Business Line Advertising Open Rates (fd) - (Web Included)

Minimum 3 lines per advertisement. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount. \$12.60 minimum charge.

Consecutive Days	Cost per Line	Example:
1	\$4.20	\$12.60
3	\$3.40	\$30.60
6	\$2.90	\$52.20
12	\$2.70	\$97.20

Non-Profit In Column: Churches, Day Care

\$3.17 (1 day) \$2.60 (3 days) \$2.18 (6 days) \$2.00 (12 days)

Local Classified In-column Line Advertising

Daily Rates - Web Charge: \$1.00 flat rate per ad

Must advertise each publishing day for a calendar month. Advertiser may begin Daily Rate advertising at any time during a calendar month but must fulfill each (minimum of one) calendar month thereafter. Not agency commissionable. Prepaid cash discount available-see Local Rate Cash Discount.

# lines	Cost per Line
3 (no change copy)	\$1.10
3 (copy change every other day)	\$1.15
4 (no change copy)	\$1.05
4 (copy change every other day)	\$1.10
8 (no change copy)	\$1.00
8 (copy change every other day)	\$1.05

Private Party In-Column Ad. 12 Word.

NO Rental Units. \$12.60 Minimum Charge.

(Web Charge: \$1.00 flat rate per ad)

(certain categories cash or check)

Consecutive Days	Cost per Word	Example
1	\$1.05	\$12.60
2	.65¢	\$15.60
3-5	.60¢	\$21.60 (3 days)
6-10	.55¢	\$39.60 (6 days)
11-15	.50¢	\$66.00 (11 days)
16-30	.45¢	\$86.40 (16 days)

3 & 7 Consecutive Days Special Rate. 12 word, payable in advance, (rates include 5% discount) non-refundable. (Web Charge: 10¢ flat rate per ad)

Consecutive Days	Cost per Word	Discounted Cost
3	.33¢	\$11.88
7	.29¢	\$24.36

Valley Scope In Column \$8.00 Per Ad

National Classified In-column Word Advertising Rates

Available at the convenience of the Publisher. Agency commissionable - 15%. No cash discount.

In Column Display \$4.90

Legal Classified Display Advertising Rates

(includes ABC notices)

Advertising will be placed under Legal Classification, with or without a border. **Mon.-Fri.**

\$13.60 per column inch per day

Sat.

\$14.30 per column inch per day.

Certificate of Publication (see Advertising Services Rates-Page 3)

\$10

Classified Box Charges

Local	National	Not agency commissionable.
Pick up responses	\$15.00	
Mailed to Advertiser	\$20.00	\$25.00

Local Combination Rates

The Warren Sentinel, Front Royal, Va.

Any classified display advertising scheduled in The Winchester Star may be scheduled in The Warren Sentinel (Thursday publication) within two weeks at the special rate shown below. Advertisement may be enlarged or reduced in size. Inches for these advertisements do not apply to Volume or Daily Rate requirements.

\$7.95 per column inch

Local Rate Cash Discount

A discount of 5% will be given for local advertising paid at time of order unless the advertiser's account is past due or unless discount for specific advertising rate is prohibited in this rate folder.

For Your Convenience We Now Accept:



SPECIAL ADVERTISING OPPORTUNITY RATES

Preprint Advertising Rates

Contracts must be signed by Jan. 1, 2008 or advertiser will be charged at open rate.

Multi-insertion contracts are per calendar year. Rates for booklet (smaller than 8 1/2 x 11) preprints are by individual quote only. Rates apply to full-run of the newspaper (see required copy amounts below). Partial/Zone Rates are available upon request. All rates are for 1,000 copies.

Preprint size	Open Rate	12X	26X	52X	78X	100X	125X	TMC Valley Scope
1 sht, 8 tab, 4 std	\$68.00	\$65.00	\$62.00	\$59.00	\$56.00	\$46.00	\$44.00	\$68.00
16 flx, 12 tab, 6 std	\$70.00	\$67.00	\$64.00	\$60.00	\$57.00	\$46.00	\$44.00	\$71.00
24 flx, 16 tab, 8 std	\$72.00	\$69.00	\$66.00	\$61.00	\$58.00	\$46.00	\$44.00	\$73.00
32 flx, 20 tab, 10 std	\$75.00	\$71.00	\$68.00	\$62.00	\$58.50	\$46.00	\$44.00	\$76.00
40 flx, 24 tab, 12 std	\$78.00	\$73.00	\$70.00	\$63.00	\$59.00	\$46.00	\$44.00	\$79.00
48 flx, 28 tab, 14 std	\$81.00	\$74.00	\$72.00	\$64.00	\$59.50	\$46.00	\$44.00	\$82.00
32 tab, 16 std	\$85.00	\$77.00	\$74.00	\$65.00	\$60.00	\$46.00	\$44.00	\$86.00
36 tab, 18 std	\$89.00	\$80.00	\$77.00	\$66.00	\$60.50	\$46.00	\$44.00	\$94.00
40 tab, 20 std	\$93.00	\$83.00	\$79.00	\$67.00	\$61.00	\$46.00	\$44.00	\$98.00
44 tab, 22 std	\$97.00	\$86.00	\$83.00	\$68.00	\$61.50	\$46.00	\$44.00	\$102.00
56 flx	\$99.00	\$88.00	\$85.00	\$70.00	\$64.00	\$48.00	\$46.00	\$104.00
64 flx	\$100.00	\$89.00	\$86.00	\$71.00	\$65.00	\$49.00	\$47.00	\$105.00
72 flx	\$101.00	\$90.00	\$87.00	\$72.00	\$66.00	\$50.00	\$48.00	\$106.00
80 flx	\$102.00	\$91.00	\$88.00	\$73.00	\$67.00	\$51.00	\$49.00	\$107.00
88 flx	\$103.00	\$92.00	\$89.00	\$74.00	\$68.00	\$52.00	\$50.00	\$108.00
96 flx	\$104.00	\$93.00	\$90.00	\$75.00	\$69.00	\$53.00	\$51.00	\$109.00

National Rate: \$107 per thousand copies

Advertising Preprint Policy

The placement of an Advertising Preprint for distribution with The Winchester Star by an advertiser will be regarded as acceptance of the provisions of this rate folder.

MINIMUM ACCEPTANCE SIZE: 8 1/2" x 11" sheet, no less than 60 pound hi-bulk offset stock. "Flexis" and/or "Booklets" may be approved if Advertising Manager is notified in advance and determination by The Winchester Star is made that such Advertising Preprint can be handled. The newspaper reserves the right to reject an insert if it is too small to handle or stay in the newspaper.

MAXIMUM ACCEPTABLE SIZE: 10 1/2" x 12 1/2". The publisher reserves the right to reject an Advertising Preprint if it extends outside the top or side of the newspaper.

RESERVATIONS: Reservations for scheduling must be received in the Advertising Department two weeks before requested distribution date.

NEEDED COUNT: For assurance of complete distribution with the newspaper, the following daily counts are required. These counts are subject to change due to the rapid circulation growth.

Monday	22,000	Thursday	22,000
Tuesday	22,000	Friday	22,000
Wednesday	22,500	Saturday	26,200

LIMITED PREPRINT ACCEPTANCE: The Publisher reserves the right to limit the number of preprints accepted for delivery on any particular day. In this event, the publisher will include the Advertising Preprints on a "first arrive" basis. This may be necessary to assure timely and safe delivery of preprints in that day's edition of The Winchester Star. To assure requested Delivery Date of your preprint advertisement, make your insertion reservation early.

RECEIVING: Advertising Preprints should be tied in bundles and banded on a skid for unloading by forklift. Advertising Preprints should arrive at this newspaper, 2 North Kent Street, Winchester, Virginia, at least 168 hours (1 week) before day of scheduled distribution. The Publisher reserves the right to select another distribution date for any Advertising Preprints arriving after the 168 hour delivery deadline. **Receiving times:** 8 a.m.-4 p.m. Daily.

BILLING COUNT: Reservation count or Bill of Lading count, whichever is higher, will be used for billing purposes. Excess copies above actual insert count will not be billed.

CANCELLATION: 10 calendar days notice required for cancellation of any Advertising Preprint.

Supplement "Wrapper" Rate.

The Winchester Star prints a 4 page tabloid to "wrap" our advertisers' preprinted advertising. These "wrappers" are used only when necessary to carry our advertisers' preprinted advertising in the newspaper during delivery. Advertising space, full page and doubletruck size only, is available on these wrappers on a first come basis at the rates shown below. Multiple Insertion Rates available on contract only. Color charge extra.

NOTE: No guarantee of date of "wrapper" use. Advertisement should not be time-dated.

Page	1X	3X	6X	12X
Inside	\$400	\$380	\$360	\$350
Back	\$425	\$405	\$385	\$375
Double Truck	\$800	\$780	\$760	\$750

(Non-Profit Rate 4-page "Wrapper" \$1250)

2008 Special Tabloid Advertising Rates

Each year The Winchester Star publishes several "Special Sections" as advertising supplements distributed with The Winchester Star (some are also distributed with The Warren Sentinel.) These sections are targeted toward certain segments of the market and their tabloid size (magazine style) results in an excellent shelf-life in the targeted households. Exact title, publication date and deadlines can be obtained from your Winchester Star Account Exec. See Tabloid Mechanical Measurements and Retail & Classified Color Rates. 5% Cash Discount does not apply.

\$14.00 Per Column Inch

Back Page \$691 Includes One House Color

Special Catalog Rates.

Multi-page catalog advertising available. Camera-ready copy only. If specific catalog is scheduled for multi-newspaper distribution, multi-page catalog advertising must be ordered for inclusion in complete distribution. Rates are available by contacting The Winchester Star Advertising Manager.

Advertising Services Rates

CERTIFICATE OF PUBLICATION: Any advertisement requiring a Certificate of Publication will be prepaid at the appropriate rate, plus a \$10 (per certification) handling fee.

Website Advertising: www.winchesterstar.com

Sponsor a Section: Banner ads are available for section sponsorship. These can be purchased for a section and will be shown throughout the section. Size of the ad is 468x60 pixels, which is about 6-3/4"x7/8" on an average monitor.

Home Page.....**\$250/month**; Front Page News Section, Area News Section, Classified Section, Obituary Section, Business Section, Sports Section, Forum Page, Opinion Section...**\$200/month**.

Ads are placed and billed at the beginning of each calendar month.

Button Ads: Button ads are available for each section. There are ten spots per page for these ads, so they are a more affordable alternative. Size of the ad is 120 x 90 pixels, or roughly 1-3/4" x 1-1/4".

Home Page.....**\$100/month**; Front Page News Section, Area News Section, Classified Section, Obituary Section, Business Section, Sports Section, Opinion Section...**\$50/month**.

Ads are placed and billed at the beginning of each calendar month.

MECHANICAL MEASUREMENTS

Retail Mechanical Measurements

6 column format-11.623 inches wide x 21 1/2 inches deep (col. rule 0.125)

Columns	Inches Wide
1	1.817
2	3.791
3	5.749
4	7.707
5	9.665
6	11.623

Retail Popular Size Advertisements

2 x 5	3.791" x 5"
3 x 8	5.749" x 8"
3 x 10 3/4"=32 1/4"	1/4 Page 5.749" x 10 3/4"
6 x 10 3/4"=64 1/2"	1/2 Page (Hor.) 11.623" x 10 3/4"
3 x 21 1/2"=64 1/2"	1/2 Page (Ver.) 5.749" x 21 1/2"
5 x 18"=90"	9.665" x 18"
6 x 21 1/2"=129"	Full Page 11.623" x 21 1/2"
12 1/2 x 21 1/2"=268 3/4"	Double Truck 24.125" x 21 1/2"

DEADLINES

Retail & Classified Display Advertising Deadlines

The Winchester Star does not publish on Sundays, January 1, Memorial Day, Independence Day, Labor Day, and December 25.

Issue Day	Reservation Deadline	Cancellation Deadline
Monday	Thursday 1pm	Thursday 5 pm
Tuesday	Friday 1pm	Friday 5 pm
Wednesday	Monday 1pm	Monday 5 pm
Thursday	Tuesday 1pm	Tuesday 5 pm
Friday	Wednesday 1pm	Wednesday 5 pm
Saturday	Thursday 1pm	Thursday 5 pm
Saturday Real Estate	Wednesday 1pm	Thursday 5 pm

Due to the amount of ads sent by email and other electronics, all ads must be in house no later than 5 p.m. same day as the reservation deadlines. Replacement of an ad with a new ad is the same as in house deadline.

Classified In-column Word & Line Advertising Deadlines

Issue Day	Reservation Deadline
Monday	Friday 12 noon
Tuesday thru Saturday	Day before 12 noon

Apple Blossom Weekend Advertising Deadlines

Issue Day	Display Deadline	Classified Deadlines
Thursday	Tuesday, 1 p.m.	Wednesday, 11 a.m.
Friday	Wednesday, 1 p.m.	Thursday, 11 a.m.
Saturday	Wednesday, 1 p.m.	Thursday, 11 a.m.
Monday	Thursday, 1 p.m.	Friday, 11 a.m.
Tuesday	Friday, noon	Monday, 11 a.m.

AUTO Guide Deadlines

Reservation and copy deadline of the Auto Guide is Monday one week prior to publication date.

HOMES Guide Deadlines

Reservation and copy deadline of the HOMES Guide is the third Friday of the month preceding publication date.

TV Showtime Advertising Deadlines

Reservation and copy deadline of The TV Showtime is Tuesday, 1 p.m., eleven calendar days in advance of the publication date.

www.winchesterstar.com

Web Advertising Online

Contact Your Advertising Representative

Classified Mechanical Measurements (50" Web)

9 column format-11.625 inches wide x 21 1/2 inches deep.

Columns . . . Inches Wide	Columns . . . Inches Wide
11.181	67.708
22.486	79.014
33.792	810.319
45.097	911.626
56.403	

Classified Popular Size Advertisements

1 x 2"=2"	—	1.181 x 2"
1 x 3"=3"	—	1.181 x 3"
4 x 12"=48"	1/4 Page	5.097 x 12"
9 x 10 3/4"=96 3/4"	1/2 Page	11.625 x 10 3/4"
9 x 21 1/2"=193 1/2'	Full Page	11.625 x 21 1/2"

TV Showtime Mechanical Measurements

6 column format-10.25 inches wide x 11.50 inches deep

Columns	Inches Wide
11.6"	46.791"
23.334"	58.52"
35.062"	610.25"
Full Page	10.25" x 11.50"

Homes Guide Mechanical Measurements

3 column format-7-5/16 inches wide x 9-3/4 inches deep

Full Page.....	7 5/16 inches wide x 9-3/4 inches deep
Half Page.....	7 5/16 inches wide x 4-3/4 inches deep

Tabloid Mechanical Measurements

Modular size advertisements only.

4 Column Format 10-1/8 inches wide x 11-1/2 inches deep

Columns	Inches Wide
12.4076	
25.009	
37.6104	
410.2117	

2008 Holiday Special Deadlines

Memorial Day Deadlines (no paper Monday, 5-26)

Issue Day	Reservation Deadline	Cancellation Deadline
Tuesday (5-27)	Thursday (5-22) 1 p.m.	Friday (5-22) 3 p.m.
Wednesday (5-28)	Friday (5-23) 1 p.m.	Friday (5-23) 5 p.m.

Independence Day (no paper Friday, 7-4)

Issue Day	Reservation Deadline	Cancellation Deadline
Tuesday (7-8)	Thursday (7-3) 1 p.m.	Thursday (7-3) 5 p.m.

Labor Day Deadlines (no paper Monday, 9-1)

Issue Day	Reservation Deadline	Cancellation Deadline
Wednesday (9-3)	Friday (8-29) 1 p.m.	Friday (8-29) 5 p.m.

Thanksgiving Day Deadlines (Nov. 27)

Issue Day	Reservation Deadline	Cancellation Deadline
Thursday (11-27)	Monday (11-24) 1 p.m.	Monday (11-24) 5 p.m.
Friday (11-28)	Tuesday (11-25) 1 p.m.	Tuesday (11-25) 5 p.m.
Saturday (11-29)	Wednesday (11-26) 1 p.m.	Wednesday (11-26) 5 p.m.
Monday (12-1)	Wednesday (11-26) 1 p.m.	Wednesday (11-26) 5 p.m.

Christmas Deadlines (no paper Thursday, 12-25)

Issue Day	Reservation Deadline	Cancellation Deadline
Friday (12-26)	Tuesday (12-23) 1 p.m.	Tuesday (12-23) 5 p.m.
Saturday (12-27)	Tuesday (12-23) 1 p.m.	Tuesday (12-23) 5 p.m.
Monday (12-29)	Wednesday (12-24) 11 a.m.	Wednesday (12-24) 11 a.m.

New Year's Deadlines (no paper Thursday, 1-1-2009)

Issue Day	Reservation Deadline	Cancellation Deadline
Friday (1-2)	Tuesday (12-30) 1 p.m.	Tuesday (12-30) 5 p.m.
Saturday (1-3)	Tuesday (12-30) 1 p.m.	Tuesday (12-30) 5 p.m.
Monday (1-5)	Wednesday (12-31) 11 a.m.	Wednesday (12-31) 11 a.m.

ADVERTISING POLICY

RECEIVING ADVERTISEMENT

The Winchester Star is now fully paginating the paper and sending news and ad pages directly to negative typesetters. We are requesting that advertisers and ad agencies send their ads in electronically or by cd/diskette.

Composed color ads received from advertisers/agencies need to be **CMYK with images no less than 200 dpi** and should be pre-tested before being sent to our office.

The software programs we are currently using are Quark Express; Freehand; Adobe Illustrator; Adobe Photoshop; Acrobat and Publisher.

We prefer to receive all ads as PDFs with all fonts embedded.

No credit or rerun will be given to agencies or advertisers not using the above specifications of The Winchester Star.

We also receive ads via email and also through Adsend via the Associated Press. You may call 1-800-223-7363 to check about Adsend. **Ads are kept on file for 30 days only. After 30 days ads will need to be recreated.** Should you have any other questions call your advertising representative at The Winchester Star.

GENERAL

The placing of any matter for publication in this newspaper by an advertiser will be regarded as an acceptance of the provisions of this rate folder.

EQUAL OPPORTUNITY

Advertising in The Winchester Star is subject to the Federal Fair Housing Act which makes it illegal to advertise "Any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status, national origin, or an intention, to make any such preference, limitation or discrimination." Virginia law also prohibits discrimination based on elderliness. The Winchester Star will not knowingly accept any employment advertising that discriminates on the basis of race, color, religion, sex, national origin, or age (unless age is a bonafide job requirement.) The Publisher reserves the right to edit, revise or reject any such advertisement.

NO GUARANTEED POSITION

Retail advertising will not be accepted if contingent on position, except for Premium Positions (see Premium Position Retail Rates). Classified display advertising will be placed as close to the requested classification as layout mechanicals permit. Exact classification of classified display advertising is not guaranteed.

CLASSIFICATION

The Publisher reserves the right to properly classify, edit or reject any classified advertising copy.

ADVERTISEMENT

Advertisements must measure as many inches deep as columns wide; except

- in Retail, the minimum one column ad must be 1 1/2 inches deep;
- in Classified, the minimum one column Display Advertisement must measure 2 inches deep;
- in Classified, the minimum In-column Word Advertisement must be 3 lines deep; and
- in Retail, the Page Banner Ad (at the bottom of a broad sheet page) will measure 6 columns wide by 3 to 6 inches deep

Advertising measuring more than 19 inches deep will be made to run full column and advertiser will be charged the full column (21 1/2") measure. All Retail and Classified Display advertising is measured up to the nearest one-fourth (1/4) inch.

POLITICAL ADVERTISING

All political advertising must be paid for in full at the time of ordering the ad space. Each political advertisement will be marked—"PAID POLITICAL ADVERTISEMENT" at the top of the advertisement; and, clear authorization authority (including an individual who can be contacted and the official name of the authorizing authority, committee, etc.) must conspicuously appear at the bottom of each political advertisement inserted in The Winchester Star. Political advertising not authorized by a candidate, an authorized political committee or a candidate, or its agents, shall clearly state the name and address of the person who paid for the advertisement and state that the advertisement is not authorized by any candidate or candidate's committee. Identification is also required. Political advertising received at The Winchester Star will be reviewed by management before accepted for publication.

CLASSIFIED SERVICE

In order to better serve our advertising customers, we will require a self-addressed, stamped envelope to accompany all Birthday, Anniversary, In Memoriam, Christmas Wreath and Valentine advertisements.

PROOFS

Advertisers requiring proofs should submit ad copy at least 24 hours prior to normal deadlines. No charges for the initial proof or minor ad changes. Excessive proof corrections are subject to \$5 charge. Additional proofs will be subject to \$5 charge each. Advertisements requiring changes after deadline will be charged additional \$5.

www.winchesterstar.com

Web Advertising Online

Contact Your Advertising Representative

TEARSHEETS

Copies for proof of publication will be furnished with the monthly billing. Additional copies requested will be billed at the rate of \$1.00 per copy.

COPYRIGHT

The rights of copyright, all common law copyrights, the format and contents of the advertisement which are produced by The Winchester Star (whether advertiser's illustrations or not) shall be and remain the property of The Winchester Star.

NEW ACCOUNTS

To establish credit with The Winchester Star, an advertiser must complete and sign a Winchester Star Application for Credit. The advertiser will prepay for all inserted advertising until the Credit Application has been approved by The Winchester Star.

RETURNED CHECK CHARGE

A \$25 charge will be made for each return of a check for insufficient funds, etc.

AESTHETIC POLICY

The Publisher reserves the right to edit, revise, or reject any advertisement they deem objectionable, whether in subject matter, phraseology or set-up. Lay-out illustration, type face, or size will be charged only when any change will not delay the issue of the newspaper. Advertising resembling news items will be labeled "paid advertisement". All political advertising will be labeled "paid political advertisement" and sponsor of the political advertising will be clearly indicated.

MULTIPLE SPONSOR ADS

All such ads in which space is allotted and sold to more than one advertiser must have advance approval from the Advertising Manager of this newspaper.

PUBLISHER POLICY

The Publisher is not responsible for copy omission or typographical errors, other than to correct them in the next issue after notification no later than the first business day after publication of such error or omission.

In no case does the Publisher hold themselves liable for damages further than the amount received by them for actual space covering the error.

The Publisher will not be responsible for more than one incorrect insertion nor responsible for errors or omissions in advertisements taken by telephone. Advertisers will not receive both credit and re-run of ad.

In the event of a typographical error in advertising goods at less or more than the correct price, this newspaper will furnish a letter to the advertiser to be posted in the store, stating the correct price. The Publisher will assume no liability for any loss if goods are sold at the incorrect price.

TERMS

All accounts due and payable upon receipt of statement, and no later than the 20th day of the month. One and one-half percent per month (18% annual rate) will be charged for all accounts past due.

Advertisements will not be accepted from any advertiser whose account is more than 30 days past due.

A prepaid discount (see Local Rate Cash Discount above) will be given for advertising paid for at time of insertion, if there is no past due (30 days or more) balance. Each insertion order constitutes a separate transaction.

For Your Convenience We Now Accept:



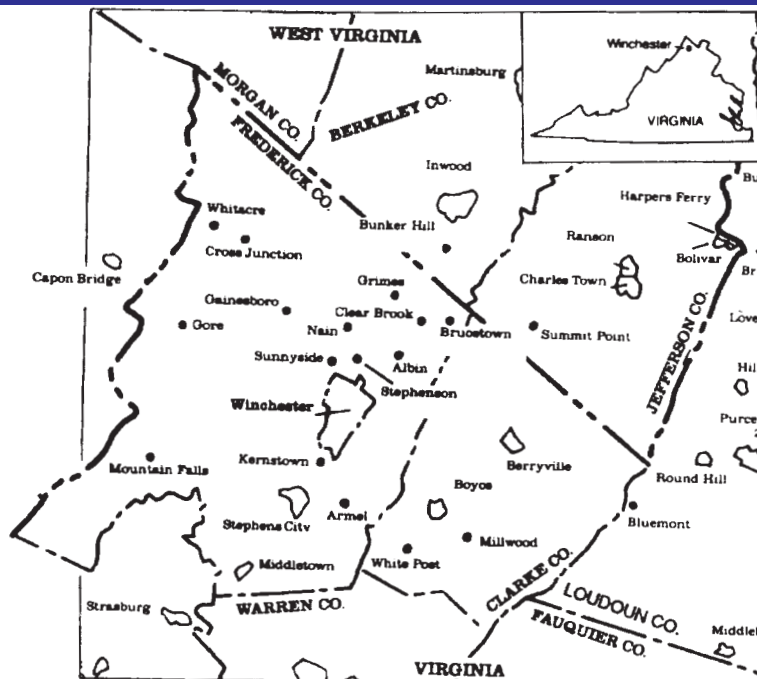
ADVERTISING RATES are subject to change upon 30 days notice (one calendar month)

The Winchester Star

Circulation Recorded Net Paid Circulation (Reflects ABC 6 Months Publishers Statement March 31, 2007)

(Subject to audit)

Our designated market area includes the City of Winchester, and the counties of Frederick and Clarke in the top of the Shenandoah Valley of Virginia. The Winchester Star also serves portions of Shenandoah and Warren Counties of Virginia and nearby West Virginia.



Saturday: **24,176**

Monday-Friday: **20,608**

Designated Market Area household penetration for Saturday circulation

from audit Sept. 30, 2007: **Daily 41.9%**

Saturday 47.5%

Winchester-Frederick-Clarke Counties:

The Winchester Star is one of nine Byrd Newspapers. A combination rate is available for advertising in the weekly newspapers. Call for rates, deadlines, and schedule requirement.

The Winchester Star, Winchester, Virginia	Phone 540-667-3200	Fax 540-667-0012
Daily News-Record, Harrisonburg, Virginia	Phone 540-574-6200	Fax 540-433-5503
Valley Banner, Elkton, Virginia	Phone 540-298-9444	Fax 540-298-2560
Page News & Courier, Luray, Virginia	Phone 540-743-5123	Fax 540-743-4779
Shenandoah Valley-Herald, Woodstock, Virginia	Phone 540-459-4078	Fax 540-459-4077
The Warren Sentinel, Front Royal, Virginia	Phone 540-635-4174	Fax 540-635-7478
Shenandoah Journal, Dayton, Virginia	Phone 540-879-9222	Fax 540-879-9028
North Fork Journal, Broadway, Virginia	Phone 540-879-9222	Fax 540-879-9028
North Augusta Journal	Phone 540-879-9222	Fax 540-879-9028

The Winchester Star (Direct Lines)

PUBLISHER

Thomas T. Byrd, General Manager . . . **540-665-4942**

CLASSIFIED ADVERTISING MANAGER

Ann Whitacre . . . **540-665-4949**

RETAIL ADVERTISING MANAGER

John D. Parkinson . . . **540-665-4950**

CIRCULATION MANAGER

Bill Green . . . **540-665-4945**

MANAGING EDITOR

Bobby Ford . . . **540-665-4941**

CITY EDITORS

Brian Brehm/Melody Kinser . . . **540-667-3205**