

2011 Rate & Coverage Information

# Piedmont Shopper



- Classified Ads
- Display Ads
- Online Ads

## DISPLAY ADVERTISING - 2011

### RATES

#### LOCAL RATES



Per Column Inch

Open Rate.....ROP/**\$10.00**.....Color/ **\$14.00**

Page 2 or 3.....ROP/\$12.00.....Color/16.00

Back Page.....Black or Color/15.00

Front Page - (Flat Rate) Call for Availability

Hot Spot / \$100 (4 column inches)

Banner / \$200 (12 column inches)

Square / \$300 (15 column inches)

#### NATIONAL RATES

ADD \$2.00 Per Column Inch

INSERTS.....**\$45.00** Per 1,000

FULL RUN ONLY

SHIP INSERTS TO: (Must arrive 3 days prior to insertion date)

Walton Press  
402 Mayfield Dr.  
Monroe, GA 30655

### ORDERING PROCEDURES

**1 Place an Order:** When you determine your ad size and the dates you would like your ad to appear, please contact us to place an order. Orders may be placed by email, by phone or in person --- even if your ad isn't ready.

**2 Submit Your Ad:** Display ads must be submitted as PDF files, via e-mail sent to [piedmontshopper@earthlink.net](mailto:piedmontshopper@earthlink.net) or submitted on CD-ROM or DVD-ROM in person or by mail. If we design your ad with artwork you provide, please submit art images in one of these formats: JPG, TIFF or PDF. The receipt of all ad orders must be verified by the advertiser.

**3 Make Your Payment:** Cash, check or credit card payment is due in advance of the ad insertion date, unless credit has been established. Make checks payable to: **Piedmont Shopper**.

### DEADLINES

**3 DAYS:** Ad orders (space reservations) should be placed **at least three business days in advance**.

All materials for **ads requiring design/creative work** must be submitted by **4:00 p.m. Monday** prior to the date of publication.

### PRINTING DETAILS >>

PAGE SIZE

10 1/2" x 17"

IMAGE DEPTH

16"

WIDTH

1 col.

2 cols.

3 cols.

4 cols.

5 cols.

6 cols.

**COLOR** is Full Color CMYK

1 5/8"

3 3/8"

5 1/8"

6 7/8"

8 3/4"

10 1/2"



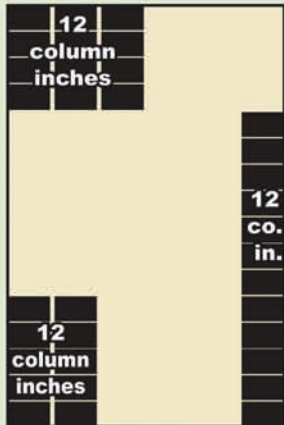
1 column inch

### DETERMINING AD SIZE

Display ads are sold in a publishing unit called a **column inch**, which is 1 5/8" (one column) wide and one inch high (see the actual-size image to the left). The width of an advertisement must always be in whole column increments. Ads can be customized to fit a variety of sizes; the most popular sizes are illustrated below. These prices are for **one issue in black and white**.

4

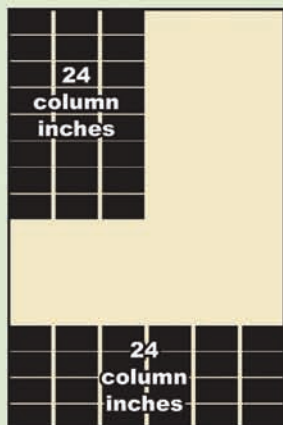
Business Card 2 col. x 2" - \$40.00 color only \$56.00



**Eighth Page**

3 col. x 4"  
2 col. x 6"  
1 col. x 12"

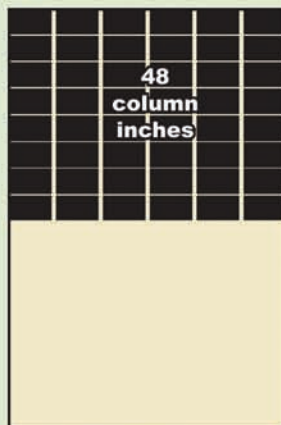
\$120.00 color only \$168.00



**Quarter Page**

3 col. x 8"  
6 col. x 4"

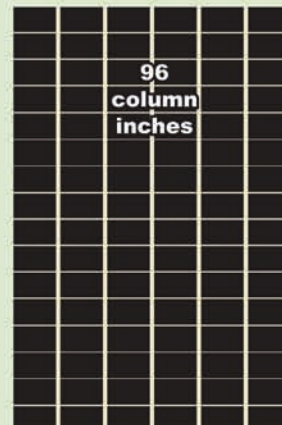
\$240.00 color only \$336.00



**Half Page**

6 col. x 8"  
or 3 col. x 16"

\$480.00 color only \$672.00



**Full Page**

6 col. x 16"

\$960.00 color only \$1,344.00

### DISCOUNTS

- 6 Issues - 5%
- 13 Issues - 7%
- 26 Issues - 10%
- 52 Issues - 15%

Advance Payment for 26+ Issues - 5%

Churches, Non-Profit, Charity Organizations - 10%



**DISPLAY OR ONLINE ADVERTISING QUESTIONS AND ORDERS:**  
Contact The Piedmont Shopper (434)822-1800 [piedmontshopper@earthlink.net](mailto:piedmontshopper@earthlink.net)  
[www.piedmontshopper.com](http://www.piedmontshopper.com)

# MARKET COVERAGE - 2011

## CIRCULATION / READERSHIP

**NET CIRCULATION**

**26,707**



**READERS / ISSUE (2.05)**

**54,749**

## WEBSITE COVERAGE

111,642  
Page  
Views Per  
Month

- Classifieds Online Everyday Updated @ 10 • 2 • 4
- Paper Online Everyday, Changed on Thursday

## VALUE COMPARISON TO OTHER NEWSPAPER MEDIA IN MARKET AREA

STAR TRIBUNE	PIEDMONT SHOPPER
No Certified Circulation Audit Available	\$ 10.00 ✓ 25,651 MOST CIRCULATION BEST PRICE

**Publication Type:** Weekly Community Paper / Digest / 28 Pages

**Paid/Unpaid:** 100% Unpaid

**Circulation Cycle:** Weekly - Thursday

**Content:** 50% Advertising / 50% Editorial

**Year Established:** 2001

**Affiliations:**



### The Piedmont Shopper is an Award Winning Publication

- Danville/Pittsylvania County Chamber of Commerce - "Emerging Enterprise Award"
- Dan River Business Development Center "Soaring to New Heights Award"
- Southeastern Advertising Publishers Association (SAPA) 14 Awards • General Excellence • Ad Design • Self Promotion



### PIEDMONT SHOPPER MARKET AREA

**Primary Area**  
**DANVILLE, VIRGINIA**  
**Zip Codes 24540 & 24541**

**Surrounding Area**  
**Approx. 20 Mile Radius**  
**Including Parts of VA & NC**

**Number of survey\*  
respondents who said  
they frequently purchase  
goods and/or services  
from ads seen in the  
Piedmont Shopper...**

**79.6%**

\*Readership survey conducted by the Circulation Verification Council 2009

# ONLINE RATES & COVERAGE - 2011

## WEBSITE COVERAGE

- Classifieds Online Everyday Updated @ 10 • 2 • 4
- Paper Online Everyday, Changed on Thursday

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

**111,642 PAGE VIEWS / MONTH**

# Piedmont \$hopper

## FULL BANNER

468 x 60 pixels

**\$50** /week

## HALF BANNER

234 x 60 pixels

**\$30** /week

## MICRO BUTTON

125 x 60 pixels

**\$10** /week

## VERTICAL BANNER

125 x 240 pixels

**\$40** /week

## SQUARE BUTTON

125 x 125 pixels

**\$25** /week

## SMALL BUTTON

125 x 90 pixels

**\$15** /week



## Why Should **YOU** use ONLINE ADVERTISING?

- Reach people when they're actively looking for information, services and solutions.
- Targeting: You can deliver your message to very specific audiences.
- Lead generation and nurturing: You can capture prospects early, provide valuable information, and nurture them through the sales process.
- Cost: You can reach a large audience quickly and at a lower cost than many other media.
- Scalability: You can run campaigns of any size at any budget level.