



STANDARD AD SIZES
CALL 336.316.1231 FOR MORE INFORMATION!



Full
10.25" x 11.25"



3/4 page (H)
10.25" x 8.35"



3/4 page (V)
7.65" x 11.25"



Junior page
7.65" x 8.35"



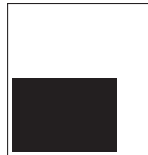
1/2 page (V)
5.04" x 11.25"



1/2 page (H)
10.25" x 5.54"



3/8 page (V)
5.04" x 8.35"



3/8 page (H)
7.65" x 5.54"



1/4 page (V)
2.44" x 11.25"



1/4 page (H)
5.04" x 5.54"



1/4 page (banner)
10.25" x 2.72"



1/6 page (V)
2.44" x 8.35"



1/6 page (H)
5.04" x 3.63"
1/6 page (banner)
7.65" x 2.72"



1/8 page (V)
2.44" x 5.54"
1/8 page (H)
5.04" x 2.72"



1/12 page (V)
2.44" x 4.12"
1/12 page (H)
5.04" x 2.04"

Standard Ad Sizes



Advertising Rates

CALL 336.316.1231 FOR MORE INFORMATION!

BEST BUYS

	52 wks	26 wks	13 wks	8 wks	4 wks	1 wks
DISCOUNT	40%	30%	20%	15%	5%	0%
Full	\$1,085	\$1,268	\$1,446	\$1,535	\$1,714	\$1,806
3/4 page	\$877	\$1,026	\$1,168	\$1,243	\$1,386	\$1,460
Junior	\$654	\$763	\$867	\$921	\$1,029	\$1,083
1/2 page	\$565	\$615	\$753	\$802	\$896	\$941
3/8 page	\$436	\$505	\$580	\$614	\$687	\$723
1/4 page	\$297	\$347	\$392	\$416	\$465	\$491
1/6 page	\$194	\$228	\$258	\$273	\$307	\$323
1/8 page	\$148	\$174	\$198	\$214	\$238	\$250
1/12 page	\$95	\$114	\$128	\$135	\$154	\$160

DEADLINE: FRIDAY AT 5 PM • Published every Wednesday

** Sizes subject to change due to printer's output.
** All prices are net. Prices listed as per week price.
** 20% additional charge for color.

CLASSIFIED AD RATES

\$5 FOR THE FIRST 5 WORDS (IN BOLD)
50¢ PER WORD AFTER FIRST LINE
\$17 PER COLUMN INCH (1.5" x 1")
BONUS: Placed online FREE!
Ask about Frequency Discounts!

Please call 336.316.1083 for specials and category information

Deadline: Noon Monday
ALL CLASSIFIEDS MUST BE PAID IN ADVANCE.

INSERT RATES

\$60 PER THOUSAND (ONE SHEET)
\$2580 FOR COMPLETE ROP

**Please confirm your placement with YES! Weekly before shipping materials; ten day advance notice preferred.

Shipping Address:
Attention: Alan West
The News & Advance, 101 Wyndale Drive
Lynchburg, VA 24501



5500 Adams Farm Lane, Ste. 204
Greensboro, NC 27407
Ph 336.316.1231
Fax 336.316.1930
www.yesweekly.com