



Over 75,000 Weekly Readers

## DISPLAY ADVERTISING RATES

AD SIZE		WEEKLY	AD SIZE		WEEKLY
Full Page	10.10" x 12.75"	\$535.50	2 column x 4"	3.98" x 4"	\$ 67.20
1/2 Page	10.10" x 6.50"	\$267.75	2 column x 3"	3.98" x 3"	\$ 50.40
4 column x 12.75" (3/4 page)	8.06" x 12.75"	\$428.40	2 column x 2"	3.98" x 2"	\$ 33.60
3 column x 6" (1/4 page)	6.02" x 6"	\$151.20	1 column x 6"	1.94" x 6"	\$ 50.40
3 column x 4"	6.02" x 4"	\$100.80	1 column x 5"	1.94" x 5"	\$ 42.00
3 column x 3" (1/8 page)	6.02" x 3"	\$ 75.60	1 column x 4"	1.94" x 4"	\$ 33.60
3 column x 2"	6.02" x 2"	\$ 50.40	1 column x 3"	1.94" x 3"	\$ 25.20
2 column x 6"	3.98" x 6"	\$100.80	1 column x 2"	1.94" x 2"	\$ 16.80
2 column x 5"	3.98" x 5"	\$ 84.00			

**SPOT COLOR** (one color) – *Additional Charge Per Week* – **\$10 EXTRA** (additional charges may apply)  
**AVAILABLE ONLY ON PAGES: 2, 13, 14, 15, 27, 28, 29, 30, 42, 43, 44 and 55.**

**PROCESS COLOR** – *Additional Charge Per Week* – (additional charges may apply)  
**AVAILABLE ONLY ON PAGES: 2, 13, 14, 15, 27, 28, 29, 30, 42, 43, 44 and 55.**

<b>PROCESS COLOR RATES</b>	Full Page	\$150
	3/4 Page	\$125
	1/2 Page	\$100
	1/4 Page	\$ 75
	Back Page 1/8 Page	\$ 50
	Back Page Minimum	\$25

**Business Ads: \$8.40 column inch**  
*(Additional Charges May Apply For Extra Set-up)*

**CONTRACT ADS:**  
**Front Cover: \$24 column inch**  
**Back Cover: \$18 column inch**  
**Back Page: \$14.40 column inch**

(Available on "First Come, First Serve" basis  
per cancellation of contract ad)

### **Business Ad Deadline: THURSDAY'S MAIL**

**AUCTIONS: SET-UP FEE: \$12 col. inch • EMAILED ALREADY SET-UP: \$8.40 col. inch**

PAID LINE CLASSIFIEDS: \$9.60 (25 words) 36¢ each additional word - 50 word maximum
PERSONAL PICTURE ADS: \$12 per week (includes photo & text)
BUSINESS PICTURE ADS: \$12 per week PLUS Paid Line Classified Rates (example: \$12 for photo & \$9.60 for text)
<b>Deadline: Saturday's Mail</b>

Corrections: Please check your ad the first week it is scheduled to appear. The Valley Trader 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. The Valley Trader will not be responsible for more than one incorrect insertion, nor responsible for errors or omissions in advertisements taken by telephone. **WE DO NOT ACCEPT CREDIT or DEBIT CARDS.**

Send AD COPY and PAYMENT (payable by CHECK or MONEY ORDER) to:

**THE VALLEY TRADER - P.O. Box 126 • STEPHENS CITY, VA 22655**

(or EMAIL your BUSINESS AD) to: vtbusads@visuallink.com (you must pre-pay for your ad before we publish it)

540•869•6098 (Business Office - M-F 9 AM - 3:30 PM) – 540•869•5132 (Free Personal Classifieds • EMAIL Free ads to: vtfread@visuallink.com)