

| DIMENSIONS | | | NEWSPAPERS | | | | | | | | | | | | | | | |
|------------|--|--------------------|-------------------|--------------------|---|--|-------------------|------------------------|--------------------------|--------------------|------------------------|------------------|---|--|---------------------------|----------------------|----------------------|---------------------|
| COL-UMNS | Prepress Size Width x Height | SAU Inch | Reston Connection | Herndon Connection | Loudoun Connection serving Ashburn, Belmont, Broadlands, Lansdowne & South Riding | Loudoun Connection serving Cascades, Countryside, Potomac Falls & Sterling | McLean Connection | Great Falls Connection | Vienna/Oakton Connection | Fairfax Connection | Springfield Connection | Burke Connection | Fairfax Station/Clifton, Laurel Hill Connection | Centre View Serving Centreville, Clifton & Chantilly | Alexandria Gazette Packet | Arlington Connection | Mount Vernon Gazette | Potomac, MD Almanac |
| 5 | 10 ³ / ₁₆ x 13 ¹ / ₂ | 67.50 Full Page | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$832 | \$1,282 | \$1,661 | \$832 | \$1,161 | \$1,161 |
| 5 | 10 ³ / ₁₆ x 10 ¹ / ₄ | 51.25 | 641 | 641 | 641 | 641 | 641 | 641 | 641 | 641 | 641 | 641 | 641 | 988 | 1,281 | 641 | 895 | 895 |
| 5 | 10 ³ / ₁₆ x 6 ⁵ / ₈ | 33.13 1/2 Pg. Hor. | 433 | 433 | 433 | 433 | 433 | 433 | 433 | 433 | 433 | 433 | 433 | 668 | 865 | 433 | 605 | 605 |
| 5 | 10 ³ / ₁₆ x 3 ¹ / ₈ | 15.63 1/4 Page | 228 | 228 | 228 | 228 | 228 | 228 | 228 | 228 | 228 | 228 | 228 | 351 | 455 | 228 | 318 | 318 |
| 4 | 8 ⁵ / ₈ x 13 ¹ / ₂ | 54.00 | 670 | 670 | 670 | 670 | 670 | 670 | 670 | 670 | 670 | 670 | 670 | 1,033 | 1,339 | 670 | 936 | 936 |
| 4 | 8 ⁵ / ₈ x 10 ¹ / ₄ | 41.00 | 518 | 518 | 518 | 518 | 518 | 518 | 518 | 518 | 518 | 518 | 518 | 799 | 1,035 | 518 | 723 | 723 |
| 4 | 8 ⁵ / ₈ x 6 ⁵ / ₈ | 26.50 2/5 Page | 362 | 362 | 362 | 362 | 362 | 362 | 362 | 362 | 362 | 362 | 362 | 558 | 722 | 362 | 505 | 505 |
| 4 | 8 ⁵ / ₈ x 3 ¹ / ₈ * | 12.50 1/5 Page | 194 | 194 | 194 | 194 | 194 | 194 | 194 | 194 | 194 | 194 | 194 | 299 | 387 | 194 | 271 | 271 |
| 3 | 6 ¹ / ₁₆ x 13 ¹ / ₂ | 40.50 | 517 | 517 | 517 | 517 | 517 | 517 | 517 | 517 | 517 | 517 | 517 | 797 | 1,032 | 517 | 722 | 722 |
| 3 | 6 ¹ / ₁₆ x 10 ¹ / ₄ | 30.75 | 407 | 407 | 407 | 407 | 407 | 407 | 407 | 407 | 407 | 407 | 407 | 628 | 813 | 407 | 569 | 569 |
| 3 | 6 ¹ / ₁₆ x 6 ⁵ / ₈ | 19.88 1/3 Page | 282 | 282 | 282 | 282 | 282 | 282 | 282 | 282 | 282 | 282 | 282 | 435 | 564 | 282 | 394 | 394 |
| 3 | 6 ¹ / ₁₆ x 3 ¹ / ₈ * | 9.38 | 152 | 152 | 152 | 152 | 152 | 152 | 152 | 152 | 152 | 152 | 152 | 234 | 303 | 152 | 212 | 212 |
| 2 1/2 | 5 1/4 x 13 1/2 | 33.75 1/2 Pg. Ver. | 436 | 436 | 436 | 436 | 436 | 436 | 436 | 436 | 436 | 436 | 436 | 672 | 871 | 436 | 608 | 608 |
| 2 | 4 1/4 x 13 1/2 | 27.00 | 363 | 363 | 363 | 363 | 363 | 363 | 363 | 363 | 363 | 363 | 363 | 560 | 725 | 363 | 507 | 507 |
| 2 | 4 1/4 x 10 1/4 | 20.50 | 285 | 285 | 285 | 285 | 285 | 285 | 285 | 285 | 285 | 285 | 285 | 440 | 570 | 285 | 398 | 398 |
| 2 | 4 1/4 x 6 5/8 | 13.25 1/5 Page | 199 | 199 | 199 | 199 | 199 | 199 | 199 | 199 | 199 | 199 | 199 | 307 | 397 | 199 | 278 | 278 |
| 2 | 4 1/4 x 3 1/8* | 6.25 | 108 | 108 | 108 | 108 | 108 | 108 | 108 | 108 | 108 | 108 | 108 | 166 | 215 | 108 | 150 | 150 |
| 1 | 2 1/16 x 6 5/8* | 6.63 1/10 Page | 121 | 121 | 121 | 121 | 121 | 121 | 121 | 121 | 121 | 121 | 121 | 187 | 242 | 121 | 169 | 169 |

Frequency Discounts

| | |
|------------------------|-----|
| 6 Times Consecutively | 10% |
| 13 Times Annually | 10% |
| 13 Times Consecutively | 15% |
| 26 Times | 20% |
| 52 Times | 25% |

Note: Fulfillment of frequency requirements is determined by contract week.

Available only to advertisers with executed advertising agreements.

Special Pricing Available for Multiple Pages.

Multiple Combination Discounts

| | |
|--------------------------|-------|
| 2 Publications | 22.5% |
| 3-5 Publications | 30% |
| 6-10 Publications | 35% |
| 11-15 Publications | 45% |

Same ad must publish in same issue week.

***SOME RESTRICTIONS APPLY.**

All rates are based on prepress sizes. The published size is 93% of prepress size.

Minimum acceptable ad depth 3 3/8".

Ads over 54" will be charged at the full page rate.

All rates are subject to the Terms and Conditions on page 2.

ALEXANDRIA
Gazette Packet

THE CONNECTION
NEWSPAPERS
703-821-5050

MOUNT VERNON
Gazette
703-838-0302 www.connectionnewspapers.com

POTOMAC
ALMANAC
301-983-3350

CENTRE VIEW
703-821-5050

Connection Newspapers

All Advertising Insertions are Subject to the Rates and Conditions as stated on the reverse page 1 and the Following Terms and Conditions.

Guaranteed Ad Position Placement

Add 15% to ad charge.

Ad Proof Services

Ad price includes first proof; Additional proofs, \$10 each. Proof changes will be charged at \$17 per hour. Proof changes include any revisions to layout, type or art from approved layout submitted.

Color Services

(Use multiple inks in headlines & artwork only. Never use in body copy.)

Black plus 1 color—20% of ad cost per ad per publication.

Black plus 2 or more colors—40% of ad cost per ad per publication. (Minimum size 3 col. by 6 5/8")

Maximum charge—\$125 per single color per ad per publication.

Color & Position Availability

Subject to Publisher's option depending on publication page counts and total number of color requests. Credits due to color/and/or position errors are limited to the color and/or position charges.

Submitting text electronically to be used in advertisements

will save time and reduce typographical errors during the production of your advertisement:

- Using the copy feature in a word processing program, copy & paste the entire text into an e-mail message, or in an e-mail program, link your text document as an attachment.
- Send your e-mail to **connectext@aol.com**. Include the name of your advertising representative, your company name and the date your ad will be printed in the newspaper in your e-mail.
- Provide instructions, ad copy and artwork to your advertising representative.

Camera Ready Advertisements by e-mail or disk:

May be submitted on CD, Zip or Floppy disk (Please attach a printed out copy of the advertisement for ads sent on disk); or E-mailed to **connectext@aol.com**. Include your ad representative's name, company name, and the dates the ad will be running, in your e-mail message. It is recommended that you fax a copy of e-mailed ads to your ad representative for verification. The programs & formats we can accept ads in include:

- Adobe Acrobat PDF (color is acceptable) • Quark Xpress (up to version 4.04) • Photoshop • .TIF, .JPG and .EPS files. • Adobe Illustrator (up to version 8.0— including Illustrator .eps files used within another program) • PageMaker (up to version 6.5) • Multi-Ad Creator (up to version 4.0.3).
- Macintosh computer system. **Include all necessary art & font files.**
- For color files, use CMYK format.
- Use 170 lines per inch resolution for photo files that are approximately the image size that will be used in the newspaper.
- All material submitted as paper printouts or photographs will be scanned and computerized; therefore, artwork that has not been halftone screened is preferred.
- For transparencies, only 35 mm size is accepted for scanning.

Cancellations and Acceptance of Proofs

Any cancellation must be made prior to Friday, 12 Noon or Thursday, 12 noon for weeks with holidays. Allow 24 hours earlier during holiday periods. Late cancellations incur charge of 50% of ad price. Failure to notify The Connection Newspapers in writing prior to the applicable date for cancellation shall be deemed a commitment to pay for the advertising insertion.

Other Conditions

1. Connection Newspapers reserves the right to reject or cancel any advertisement at any time without any liability to Advertiser.
2. Connection Newspapers does not assume any responsibility for errors in advertisements beyond the cost of the advertising itself. Advertiser accepts the responsibility to check their advertising on the first day after any publication as soon as they are able to obtain a copy and to report any errors at once to the Connection Newspapers. Subsequent errors that are not reported will not be subject to adjustment unless they have been reported in writing prior to the following Friday advertising deadlines. Connection Newspapers assumes no responsibility for errors in ads for which a proof has been provided to Advertiser and approved by Advertiser prior to publication. Adjustments in charges will be made only on errors materially affecting the value of the advertisement and in accordance with the then prevailing policy of Connection Newspapers which will be available to Advertiser upon request. Connection Newspapers will have no liability other than to adjust charges as provided above, in the event copy which is furnished is not published.
3. Advertising copy and graphics prepared by Connection Newspapers is the property of Connection Newspapers which may, but is not obligated to, make it available for Advertiser's use in other publications or for other purposes. Unauthorized use of this material shall obligate the Advertiser to remit to Connection Newspapers a charge for each unauthorized use at the Advertising Rate provided for a single advertising insertion of the applicable size in the Alexandria Gazette Packet, one of the Connection Newspapers publications.
4. Advertising which might be construed as editorial matter must be labeled as "Advertisement."
5. Advertising is accepted on the premise that the merchandise and services offered are accurately described and are available to the public at the advertised price.
6. Advertiser indemnifies and holds Connection Newspapers, its officers, employees, and contractors harmless for the contents of any advertising.
7. Connection Newspapers is not bound by any terms or conditions, printed or otherwise, appearing on material such as copy instructions, forms or order blanks, submitted by Advertiser or conveyed verbally, whether acknowledged or accepted by any employee of Connection Newspapers unless agreed to in writing, which conflict with the terms and conditions or impose additional requirements beyond those described herein. Advertiser agrees that Connection Newspapers may alter the amount and location of the circulation of its newspapers from time to time of which it may not have notice, and that such changes will not be grounds for non-payment of any obligation for Advertising that is published.
8. Connection Newspapers reserves the right to revise at any time any rates, terms and conditions and other regulations and policies related in any way to advertisements in Connection Newspapers and the obligations of the Advertiser and Connection Newspapers.
9. All transactions are governed by the laws of Virginia and all disputes shall be resolved in the Courts of Fairfax County, Virginia.

Display Advertising Closing Schedule

Proof Ads

Thursday, 3 p.m.

No Proof

Friday, 12 Noon

- **Camera-Ready Space Reservation:** Friday, 12 Noon
- **Camera-Ready and Completed E-mailed Ads Due:** Friday, 12 Noon

Deadlines are 24 hours earlier during holiday periods.

Advertisers that are provided with a proof of an advertising insertion shall be deemed to have accepted the proof for insertion unless they provide corrections to the proof in writing to the Connection Newspapers prior to Tuesday at noon for publications printed on Tuesday night, or, for proofs not sent by the Connection Newspapers until Tuesday or later, Wednesday at noon for publications printed on Wednesday night.

Late Ads

Ads presented after deadline, if accepted for publication, require a 20% premium of gross rate.

Print & Delivery Services—Call Advertising Manager: 703-821-5050.

Pre-Printed Insert Service—see separate rate card. (Net Rate)

We-Print Insert Service—see separate rate card. (Net Rate)

Coupon and direct mail marketing programs also available.

Discounts

Agencies—15% for camera-ready art work to recognized agencies only. All invoices will be NET. Agency discounts do not apply to media placement companies.

Restrictions—In all cases, only 2 discounts for frequency, multiple publications, or camera-ready ads may be applied. Advertising sizes of less than 13 SAU inches are not eligible for agency or special industry discounts, and the net rate after all discounts cannot be less than 70% of the open rate on page 1. For contract frequency discounts on ads under 7.50 SAU inches, copy changes can only be made once a month and monthly prepayment is required.

Prepay

4% discount for cash payment, prior to publication.

Payment and Billing

Terms: Bills/Invoices are due upon receipt. Advertisers, including those with camera-ready ads, that do not have approved credit are required to prepay in advance of the date. Unless it fulfills prepay requirements, Advertiser will not be entitled to any prepayment discounts provided on this rate card. Advertisers are not eligible for Frequency Discounts without an executed Advertising Agreement. In the event of failure of Advertiser to fulfill the conditions for insertions required for Frequency Discounts as described on page 1, the Advertiser will be responsible for payment for its insertions at the rates based on actual fulfillment. If page positions for advertisements have been reserved at Advertiser's request, Advertiser will be charged for 50% of the guaranteed placement charges in the event Advertiser cancels or otherwise fails to place advertising for which a reservation has been made. If payment in full, including any financing and other charges due, is not received within 90 days after the date an initial invoice is sent for an advertising insertion, Advertiser will not be eligible for Frequency or other discounts. Political advertisements must be paid in advance. Connection Newspapers will add a 1.5 percent finance charge per month on all unpaid balances outstanding over 30 days. Connection Newspapers reserves the right to amend at any time any bills/invoices or other statements forwarded to Advertiser to include fees or charges, and correct charges or balances due, in accordance with the provisions hereof. Connection Newspapers may apply any payments made to the oldest invoice or charge or such other outstanding charges as it determines. Advertiser is also liable for all legal and court costs and fees of collection agencies and private investigators related to collection of such debts and enforcement of this agreement, including filing fees, service of process fees and all related expenses, plus attorneys fees equal to 33% of the amount due. Advertiser will also be liable for all expenses, cost, and attorneys fees incurred by Connection Newspapers with respect to any claims asserted against Connection Newspapers by the Advertiser and/or third party.

Times

Community Newspapers

NORTHERN VIRGINIA

Display

2006 Advertising Rates

| Retail Rates | Open Rate | Agency Commissionable |
|--|-----------|-----------------------|
| Loudoun Times-Mirror—East or West | \$22.66 | \$26.66 |
| Loudoun Times-Mirror—Combined | \$35.02 | \$41.20 |
| Reston Times, Herndon Times | \$28.85 | \$33.94 |
| Vienna Times, McLean Times, Great Falls Times | \$29.40 | \$34.60 |
| Centreville Times, Chantilly Times | \$22.10 | \$26.01 |
| Fairfax Times, Annandale Times | \$29.99 | \$35.28 |
| Fairfax Station Times, Burke Times, Springfield Times | \$29.99 | \$35.28 |
| Fauquier Times-Democrat | \$18.13 | \$21.33 |
| Gainesville Times | \$13.91 | \$16.36 |
| Rappahannock News | \$10.56 | \$12.42 |
| Clarke Times-Courier | \$ 9.58 | \$11.27 |
| Go Loudoun* | \$25.75 | \$30.29 |
| Go Fairfax* | \$57.68 | \$67.86 |
| Go Combined* | \$64.66 | \$76.07 |

*Go not available for combination discounts. Display ad online conversion—\$25.00.

Color Rates

Separations as quoted. Color rates listed are eligible for contract discounts which consist of 10% for 6 weeks; 15% for 13 weeks; 20% for 26 weeks; and 25% for 52 weeks.

Black and One Color \$190 per page/per zone

Four Color \$350 per page/per zone

Combination Discounts

Two Buys 20%

Three to Five Buys 30%

Six to Ten Buys 35%

Deadlines/Cancellation Charge

Ads cancelled after deadline will be charged the full amount of the ad.

Fairfax Monday, 3:00 P.M.
(Main News Retail)

Fauquier Monday, 4:00 P.M.
(Main News Retail)

Loudoun Tuesday, 9:00 A.M.

Clarke, Rappahannock Tuesday, 3:00 P.M.

Gainesville Wednesday, 10:00 A.M.

Distribution Days

Wednesday:

Reston Times, Herndon Times, Fauquier Times-Democrat, and the Loudoun Times-Mirror

Thursday:

Clarke Times-Courier, Rappahannock News, McLean Times, Great Falls Times, Centreville Times, Chantilly Times, Vienna Times, Fairfax Times, Fairfax Station Times, Burke Times, Springfield Times, and the Annandale Times

Friday:

Gainesville Times

Mechanical Requirements

5 and 6-Column Dimensions

| Columns | Picas | Inches |
|---------|-------|--------|
| 1 | 11p2 | 1.83 |
| 2 | 23p4 | 3.89 |
| 3 | 35p6 | 5.92 |
| 4 | 47p8 | 7.94 |
| 5 | 59p10 | 9.97 |
| 6 | 72p0 | 12.00 |

Broadsheet

Width: 12" Depth: 21"
6 Columns per page; 126 column inches per page; gutter width 1/2 inch
Double Truck, 12 columns x 21, 24.5 x21

Tabloid—Go

Width: 10" Depth: 11.5" (12" with folio)
5 Columns per page; 57.5 column inches per page; gutter width 1"

Acceptable File and Transmission Formats

Quark 6.1 or lower (Mac fonts)
Illustrator CS or lower (w/fonts as outlines)
Photo CS or lower (TIF/EPS)
Acrobat PDF (w/fonts embedded)
Disk (CD, Zip, 3.5 inch floppy *)
FTP, Adsend, Ad Transit, or Fast Channel
Color ads must be CMYK
Minimum dpi is 300; 600 preferred.
E-MAIL: ayoung@timespapers.com or call Alicia Young at 703.777.1111 x1310 with any questions or directions to ftp material.

Editorial and Sales Offices

Clarke County Newspaper

Clarke Times-Courier
16 West Main Street
Berryville, VA 22611
Ph: 540.955.1111
Fax: 540.955.1334

Fairfax County Newspapers

Reston Times, Herndon Times, Vienna Times, Chantilly Times, Centreville Times, Great Falls Times, McLean Times, Fairfax Times, Fairfax Station Times, Burke Times, Springfield Times, and the Annandale Times
1760 Reston Parkway, Suite 411
Reston, VA 20190-3316
Ph: 703.437.5400
Fax: 703.437.6019

Fauquier County Newspaper

Fauquier Times-Democrat
39 Culpeper Street
Warrenton, VA 20186-3338
Ph: 540.347.4222
Fax: 540.349.8676

Loudoun County Newspapers

Loudoun Times-Mirror
9 East Market Street
Leesburg, VA 20176-3013
Ph: 703.777.1111
Fax: 703.771.0036
Classified:
Ph: 800.852.4757 or 703.777.1110

Prince William County Newspaper

Gainesville Times
39 Culpeper Street
Warrenton, VA 20186-3338
Ph: 540.347.4222
Fax: 540.349.8676

Rappahannock News Building

Box 59
Washington, VA 22747
Ph: 540.675.3349
Fax: 540.675.3088

Corporate Headquarters

13873 Park Center Road, Suite 301
Herndon, VA 20171
Ph: 703.478.6666
Fax: 703.435.9754

Terms of Advertising

1. Monthly advertising accounts are payable 15 (fifteen) days from invoice date.
2. Submitted invoices to the advertiser or its agent shall be considered correct and final unless the client or its agent make a written objection. This written objection should be delivered to the Publisher within 20 days of invoice receipt. Advertising and Times Community Newspapers agree to cooperate for the prompt resolution of disputes. Failure to receive tear sheets or checking copies is not recognized as a valid reason to withhold payment.
3. Tear sheets are available upon written request only.
4. Ads placed by an advertising agency accept the responsibility of payment for the advertisement in Times Community Newspapers on behalf of their client. Otherwise, a written statement from the agency and signed by the client will be required in order to place payment responsibility with the client.
5. The Publisher reserves the right to revise the rates on 30 days written notice to the contract advertiser.
6. Additional terms or conditions pertaining to an advertising contract will not be recognized by the Publisher unless noted and signed by both parties.
7. All copy is subject to the Publisher's approval.
8. Advertising cancelled after printing deadlines will be charged the full amount of the ad.
9. All contract advertisers who fail to meet specified contract agreements will be short-rated.
10. The Publisher does not assume any responsibility for ad errors beyond the actual cost of the ad itself.
11. Adjustments will be made only for the first incorrect insertion and only for errors which materially affect the value of the advertisement.
12. In the event of non-publication of copy furnished, no liability shall exist on the part of the Publisher and there will be no charge. If an ad has been pre-paid, it will run at a later date. If this ad is not to run at a later date, then the advertiser will receive a full credit or refund.
13. We will make every effort to comply with requests for certain positions in the newspaper. Unfortunately, we are not always able to do this. Should you want your ad on a specific page, we will guarantee this position for an additional 25% of the ad cost, if available.
14. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank or copy instructions when such conditions conflict with any Times Community Newspaper's regulations or rates.
15. All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.
16. It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Publisher from and against any judgment, costs, expenses or disbursement incurred by reason of claims or suits based upon the contents of subject matter of such advertisements.
17. Advertising which might be construed as editorial matter may be labeled "advertisement" at the Publisher's discretion.
18. Advertisements of a political nature must comply with existing federal, state or local requirements and must identify the sponsor. All political ads must be paid prior to publication.
19. The placing of any matter for publication with any Times Community Newspaper will be regarded as acceptance of the provisions of this rate card.

Advertising Rates 2006

Place Your Ad Today at 703-437-5886 or e-mail advertising@observernews.com



RETAIL DISPLAY RATES

| | Reston | Herndon | Loudoun |
|------------------|---------|---------|---------|
| Full page | \$1,125 | \$1,125 | \$903 |
| 3/4 page | \$864 | \$864 | \$702 |
| B1/2 page | \$770 | \$770 | \$589 |
| 1/2 page | \$618 | \$618 | \$479 |
| B1/4 page | \$497 | \$497 | \$363 |
| 1/4 page | \$343 | \$343 | \$286 |
| 1/6 page | \$245 | \$245 | \$212 |
| 1/8 page | \$182 | \$182 | \$158 |
| 1/16 page | \$95 | \$95 | \$95 |

Back Page (INCLUDES FULL COLOR): \$50 per column inch

Combination Discount

Buy more than one edition, get 15 percent off.

**** The Observer Reaches More Homes Each Week Than Any Other Newspaper. ****

CLASSIFIED & EMPLOYMENT ADVERTISING

Display Classified & Employment \$49 per column inch

Classified Word Ads \$24 for up to 20 words, 50 cents per extra word

The Observer's full circulation each week in Herndon, Reston & Loudoun for one low price.

| | Herndon-Reston | Loudoun | All Editions |
|--|--------------------------------|---------|--------------|
| Business & Services Directory Eight week minimum. Prices are for each column inch. | \$26 per week | \$17 | \$36 |
| Worship Directory Four week minimum. Prices are for each column inch. Minimum 2x1. | \$13 per week | \$9 | \$18 |
| Business Cards Four week minimum. Automatically appears in all editions. | \$75 per week in all editions. | | |
| Health Services Directory Four week minimum. Automatically appears in all editions. | \$75 per week in all editions. | | |

SPECIAL RATES

New Client Special

New clients may receive 20 percent off a 1/4 page or larger purchased for four consecutive weeks.

Merchant Anniversary

Merchant may receive a 20 percent discount on 1/4 page or larger on merchant's anniversary. Must be pre-paid. Only one per year.

Not-for-Profit

Non-profit organizations may receive a 10 percent discount on all Retail Display advertising, with tax exempt number.

Frequency Discounts:

A strong marketing campaign relies upon a series of frequent advertisements to effectively communicate with potential clients. Discounts are available for Observer clients who sign a contract to publish Classified Display or Retail Display advertising on a certain schedule over a one-year, 52-week period.

| | |
|---------------------|----------------------------|
| 6 weeks out of 52: | 5 percent discount |
| 12 weeks out of 52: | 10 percent discount |
| 26 weeks out of 52: | 15 percent discount |
| 52 weeks out of 52: | 20 percent discount |

DEADLINES

ALL CLASSIFIED ADVERTISING: Monday 5 p.m.
Reston Observer: Monday 5 p.m.
Herndon Observer: Tuesday 5 p.m.
Loudoun Observer: Wednesday 5 p.m.

1043 Sterling Road,
 Suite 104
 Herndon, Virginia 20170
703-437-5886
 Fax: 703-834-3142
 E-Mail: advertising@observernews.com

Other Rates & Details

Place Your Ad Today at 703-437-5886 or e-mail advertising@observernews.com

Legal Advertising

The Herndon Observer is certified by the Circuit Court of Fairfax County to publish legal advertising, and as the newspaper of record is the best-read newspaper in the area. Call for rates.

Political Advertising

Political advertising is charged at the open rate. Ads must be paid in advance and conform to legal requirements.

Online Advertising

The Observer Newspapers has a wide range of advertising opportunities at its Web site, observernews.com, which attracts more than 40,000 visitors each week and receives more than 250,000 page views per month. Call for advertising rates.

FREE DESIGN WITH PURCHASE

There is no charge for normal composition work, except a \$30 charge to take a photograph for your ad. Proofs are available on request, and changes will be happily implemented. All ads produced by The Observer remain the property of The Observer and may not be used without written permission.

HIGHLIGHT YOUR ADVERTISING WITH COLOR

Spot colors are \$100 per color in each edition. Full process color is \$425 in each edition. **Free color** is provided for certain special advertising sections. Call your sales representative at 703-437-5886.

Inserts: Design, Print & Deliver

The Observer can **design** your insert or newsletter for \$50 per page, **print** your insert for 5 cents per piece (minimum 5,000), and **insert** pre-printed flyers for 5 cents per piece (minimum 4,000). Call for delivery rates on heavier pieces. The deadline is one week prior to publication. Increase the effectiveness of your marketing campaign by having The Observer design, print and deliver your flyer, and receive **10 percent off** the total price.

ABC License Advertisements

Alcoholic Beverage Control license ads are run for two weeks in The Observer's classified section for a total price of **\$75**, the lowest of any area newspaper.

Terms & Conditions

PAYMENT TERMS

There is a 5 percent discount for pre-payment. Payment is due upon receipt of invoice. A finance charge of 1.5 percent per month (18 percent per year) will be added to all accounts after 30 days. Advertiser will pay all costs incurred by The Herndon Publishing Co., Inc., for legal, agency or collection fees of delinquent accounts. The publisher may require prepayment for new accounts.

CONTRACT RATES

Advertisers who have signed a contract will be billed the undiscounted open rate if they do not fulfill their contract to place the required number of advertisements within a certain time period.

POLICIES

The publisher has the right to reject any advertisement. The

publisher also reserves the right to adjust rates on 30 days' written notice. Advertisements resembling editorial copy will have the word "advertisement" placed at the top. Liability for errors shall not exceed the cost of the space occupied by the error.

AGENCY COMMISSIONS

Recognized agencies may take a 15 percent discount on open rates only if complete camera-ready artwork is provided and invoices are paid within 30 days of billing date. No commissions will be allowed on invoices not paid within 30 days of receipt.

CIRCULATION AUDIT

The Herndon Observer circulation is audited by Certified Audit of Circulations, Inc. (CAC), Member No. 478. CAC is a leading independent newspaper auditing firm. The circulation of The Reston Observer and The Loudoun Observer is verified through postal and printing records. The Observer holds several newspaper professional memberships, including the Virginia Press Association.



1043 Sterling Road, Suite 104
Herndon, Virginia 20170
703-437-5886 • Fax: 703-834-3142
E-Mail: advertising@observernews.com