

Advertising options: Retail, classified and online

When you think of newspaper advertising, you probably think first about retail and classified advertising. Retail advertising takes the form of display ads that appear on the regular news pages. Classified ads can be either display ads or liner ads (in easy-to-find classifications). The chart at right outlines your options for placing retail and classified ads, depending on whether you want a daily, weekly, or zoned publication. You also have the option of inserting preprinted messages. And then there is roanoke.com — our online gateway to news and information. Roanoke.com averages 6.1 million page views per month and is a great addition to your marketing plan. Your sales representative will help you make the right choice.

TYPES OF PRODUCTS	
Daily Product:	
The Roanoke Times	Retail, classified display, classified liner, preprinted inserts
Zoned Editions:	
New River Valley Current	Retail, classified display, classified liner
NRVe	Retail
NRV Current Real Estate	Classified display, classified liner
The Botetourt View	Retail, classified
SWoCO	Retail, classified
So Salem	Retail, classified
Laker Weekly	Retail
Weekly Sections:	
Inside Out	Retail
Sunday Comics	Retail
roanoke.com	Online retail advertising, classified liners and premiums, & multimedia

YOU NEED FLEXIBILITY. WE HAVE OPTIONS.

For a look at the many other specialty products we offer, look in “Other Advertising Options” on page 14.

Optimizing your investment

Research shows that one of the most important aspects of successful marketing is “frequency” — making sure people see your ad more than once and, most importantly, making sure they see it when they’re ready to buy. To make it easier for you to replicate your advertising message, we offer a variety of discounts and payment options.

DISCOUNTS

Revenue Contract

If you know approximately how much you will spend on advertising during a 12-month period, you can sign a contract for that spending level and receive a substantial discount on your advertising.

13-Week Discount

We offer a discount for running the same ad in Laker Weekly for 13 weeks. This program gives you the opportunity to brand your business and gain the benefits of frequency, lower cost and easy maintenance.

Multi-run Discounts

You can qualify for a substantial discount of 50% by publishing the same ad more than once within a 7-day period excluding Sunday in The Roanoke Times and Thursdays in the New River Valley Current. The multi-run discount applies provided:

RETAIL

The Roanoke Times and New River Valley Current

- the ads are run within a 7-day period and the ad size remains the same (excluding Sunday in The Roanoke Times and Thursdays in the NRV Current)
- changes in copy are not made more than once in 3 days or twice in 7 days
- any such changes affect no more than 1/3 of the ad

CLASSIFIED

The Roanoke Times and New River Valley Current

- must be consecutive days (except customers exceeding \$100,000 in annual commitment may have the consecutive rate for non-consecutive dates in a 7-day window) provided the ad size remains the same
- changes in copy are not made more than once in 3 days or twice in 7 days
- any such changes affect no more than 1/3 of the ad

ZONED PUBLICATIONS

So Salem, SWoCO, The Botetourt View and Laker Weekly

- we offer a discount for running the same ad in a CP for multiple weeks. These programs give you the opportunity to brand your business and gain the benefits of frequency, lower cost, and easy maintenance.

OPTIMIZING YOUR INVESTMENT

OTHER FACTORS THAT AFFECT PRICE

Holiday Audience Bonus

On the following holidays, The Roanoke Times (including any inserts) and the New River Valley Current are delivered to all home-delivery Sunday subscribers, giving you a wider audience for your advertising message. (Notes: The New River Valley Current does not publish on Monday, and is not delivered on holidays that fall on Monday. Inserts are not delivered on Mondays or holidays that fall on Monday.)

- New Year's Day
- Memorial Day
- Veteran's Day
- Christmas Day
- Martin Luther King, Jr. Day
- Independence Day
- Thanksgiving Day
- President's Day
- Labor Day
- Day after Thanksgiving

Sunday rates apply to all holiday deliveries for The Roanoke Times, Thursday rates apply to all holiday deliveries for the New River Valley Current.

Position guarantee

Position guarantees will be honored as possible on a first-come, first-served basis. The fee is 25% of the ad cost. If the request cannot be honored, the fee is refunded.

Classified blind box

A confidential blind box reply service is available. \$60 fee charged, in addition to the ad fee.

PAYMENT OPTIONS

We accept payment by:

- Credit card (American Express, Discover, Mastercard, Visa)
- Check (in person in Roanoke only, by phone or by U.S. Mail). Checks should be mailed to:
The Roanoke Times, Attn: Customer Payment Center, P.O. Box 1951, Roanoke, VA 24008
- For overnight delivery of payment, checks should be mailed to: **The Roanoke Times, Attn: Customer Payment Center, 201 W. Campbell Avenue, Roanoke, VA 24011**

Our Customer Payment Center is located in Roanoke at the main offices of The Roanoke Times/roanoke.com, 201 W. Campbell Avenue. We are open Monday-Friday, 8 am-5 pm, and we accept walk-ins or phone calls — 540-981-3320. There is also a 24-hour drop-off box in our front lobby if you would like to pay by check after hours.

Our automated phone system allows you to pay by credit card or make an account balance inquiry. Call 540-981-3271 anytime. Please have your account number (and credit card information, if applicable) ready when you call.

Customers in the New River Valley may stop by The Roanoke Times bureau office, 110 Peppers Ferry Road in Christiansburg to use the check by phone system (cash and checks are not accepted at that location).