

# The Recorder

IN THE COMMUNITY, ABOUT THE COMMUNITY, SINCE 1877.

The Recorder — first place for best local news coverage for newspapers its size in the nation.  
National Newspaper Association, 2009

The Recorder is an award-winning weekly newspaper read cover to cover throughout the Allegheny Highlands. It has been honored with the Virginia Press Association's highest award for journalistic integrity and community service six of the last nine years, and its reporters boast numerous individual, state and national awards.

Because it holds such a prominent place in our readers' lives, The Recorder remains the best way to place your message in the hands of prospective customers in our region. Don't miss this opportunity to ensure you're reaching this valuable market with considerable buying power.

## Great Reasons to Advertise in The Recorder

- ▶ The Recorder is a regional newspaper distributed on newsstands in 6 counties and mailed throughout the U.S.
- ▶ 12,000 people read The Recorder each week, plus online.
- ▶ All advertising is uploaded weekly to The Recorder Online **FREE OF CHARGE** to print advertisers.
- ▶ "Click-through" feature takes readers from your ad directly to your own website. You control the content.
- ▶ Online ads are visible in Google search results.

The Recorder  
P.O. Box 10, Monterey, VA 24465  
540.468.2147  
[www.therecorderonline.com](http://www.therecorderonline.com)

## ADVERTISING CONTACT INFORMATION

**JESSICA ROGERS** (540) 468-2147  
Advertising Director  
[recordersales@htcnet.org](mailto:recordersales@htcnet.org)

**PAM FLYNN** (540) 414-4287  
Sales Representative  
[recorderads@htcnet.org](mailto:recorderads@htcnet.org)

**BRANDI BUSSARD** (540) 468-2147  
Billing Information, Business Office  
[recorderoffice@htcnet.org](mailto:recorderoffice@htcnet.org)

## DEADLINES

All materials and copy must be in The Recorder offices by noon Tuesday to be included in Thursday's edition.

## 2011 SPECIAL SECTIONS

The Recorder prints award-winning seasonal editions at least three times a year, which are distributed free of charge to every subscriber. Several thousand extra sections are available throughout the area, and each is distributed by local chambers of commerce. It's a "can't-miss" opportunity for targeting this market.

ISSUE	DEADLINE	PUBLISHED
Spring Guide	February 9	March 1
Storm on the Bullpasture	April 5	April 26
Summer Guide	May 18	June 7
Fall Guide	September 13	October 4

BACK THIS YEAR!

## BILLING & PAYMENTS

Tear sheets can be provided for \$1 each. Advertising is billed monthly. We accept Visa, MasterCard, American Express and Discover. A finance charge of 5% will be added to overdue balances. Electronic tearsheets are available.

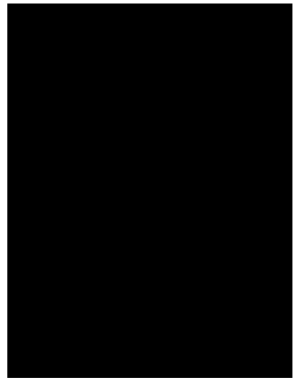
## DESIGN & POSITION

The Recorder designs your advertisement as closely as possible to your specifications. There is no additional charge for design, composing or photograph scanning. Placement of advertising in the newspaper is at the discretion of the publisher. The Recorder charges 15% of your ad's cost for guaranteed placement

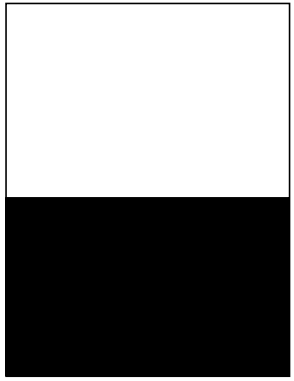
## CLASSIFIED AND MESSAGE BOARD ADS

Classified and Community Message Board ads cost 25¢ per word. \$8.50 minimum on classifieds, \$25 minimum on message board ads. 1-inch photos may be added to message board ads for \$5 more.

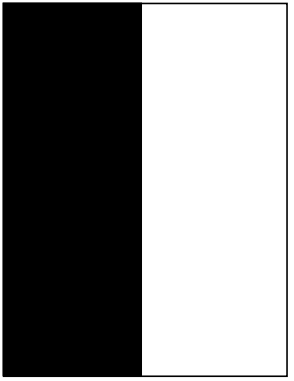
# RECORDER AD SIZES AND RATES — 2012



Full page  
9 7/8" wide x 13" tall



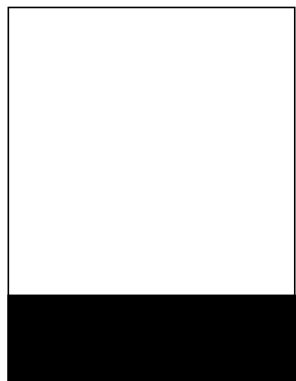
1/2 horizontal  
9 7/8" wide x 6 1/4" tall



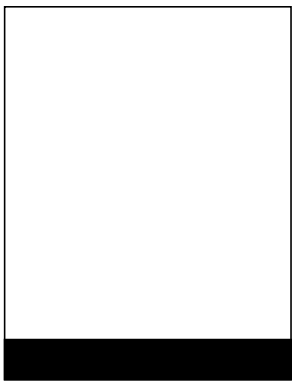
1/2 vertical  
4 7/8" wide x 13" tall



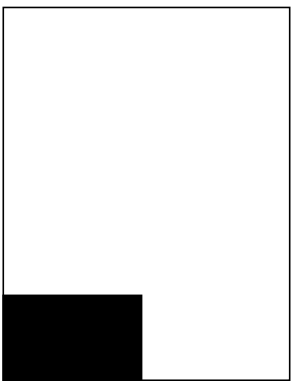
1/4 vertical  
4 7/8" wide x 6 1/4" tall



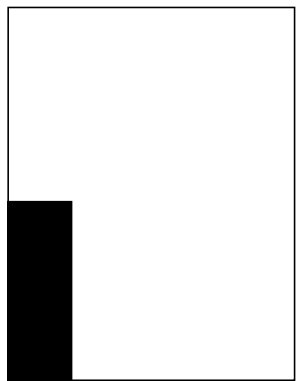
1/4 horizontal  
9 7/8" wide x 3" tall



1/8 strip  
9 7/8" wide x 1.5" tall



1/8 horizontal  
4 7/8" wide x 3" tall



1/8 vertical  
2 1/4" wide x 6 1/4" tall

Size	1x per mo.	2x per mo.	3x + per mo.	Volume*	Color
1/8	65	60	55	50*	+\$50
1/4	130	115	110	100*	+\$50
1/2	260	235	220	200*	+\$100
FULL	520	400	400	400*	+\$200

\* Volume Rate is achieved if total ad inches in a month equal 100 or more. The 1/8 page (8.125") and the 1/4 page (16.25") must be accompanied by additional ads to meet the volume standard. Multiple ads of 1/2 page (32.5") and full page (65") can meet the volume standard within a month.

## PRE-PRINTED INSERTS

8 Tab Pages or Less..... 10¢/copy  
 More than 8 Tab Pages..... 15¢/copy  
 Folding Charge..... 2¢/copy  
 Zoned distribution: Highland (1,000), Bath (1,700)  
 Total distribution: 4,500

## ADVERTISING ONLINE

Ads in our weekly print edition automatically get uploaded to our online edition at no extra charge. This service assures thousands more readers get your message.

**Online-specific ads are now available at special, introductory rates!**  
**Ask for the online rate card for details.**

## BUSINESS DIRECTORY

The Recorder dedicates a section to businesses in the form of small display ads. These ads are charged by the column inch, at a flat \$8 rate. Call for details.

## BUSINESS PROFILES

A dynamic, persistent webpage which you can update any time. Website and email links, a Google map of your business location, hours, products, services, and more! Call for details. Only \$5 per month after optional \$100 setup fee.

# Increase your exposure in The Recorder! Take advantage of these special INTRODUCTORY online rates!

**Banner above Recorder flag, \$300/month**

[Login](#)    [Profile](#)    [Get News Updates](#)    [Print Edition](#)    [Buy This Issue!](#)

---


# The Recorder

IN THE COMMUNITY, ABOUT THE COMMUNITY, SINCE 1877.

---

- [Business Profiles](#)
- [Retail Services](#)
- [Dining & Lodging](#)
- [Events & Entertainment](#)
- [Auto](#)
- [Home & Farm](#)
- [Real Estate](#)
- [Message Board](#)
- [Notices](#)
- [Business Directory](#)

December 8, 2011    [Search Archives](#)   

- News**
- Top News
- Obituaries
- Schools
- Sports
- Calendar
- Home & Property
- Sheriff's Report
- Early Files
- Classifieds
- Letters
- Opinions & Commentary
- Virginia News
-  Election Guide 2011

**Banner below Recorder flag, \$150/month**

in an effort to save the historic structures. The Friends of the Jefferson Pools has been meeting informally for about a year and held its first open meeting last Thursday at the Bath County Library. [More...](#)

**Car stolen, crashed**  
By John Bruce • Staff Writer  
MONTEREY — A driver remained missing as of Tuesday in connection with a pre-dawn vehicle theft in West Virginia and crash on Lantz Mountain in Wayne County. According to investigating State Trooper J.T. Carpenter, a highway employee discovered a white 2011 Ford Fusion lodged between two trees down an embankment from U.S. 250. [More...](#)

**Beware of scammers**  
By Mike Bollinger • Staff Writer  
WARM SPRINGS — The Bath County Sheriff's Office is urging people to be wary of scams, particularly during the holidays when they generally become more prevalent. "We will start to see more and more scams," Lt. N.T. Dunnagan said. "Many of these prey on the elderly." [More...](#)

**Sky scraper tile \$75/month**

**Button \$50/month**

**Come One, Come All!**  
to a Community Christmas Dinner  
*At Word of Faith Church*  
**December 17 - 4-7 p.m.**

The Word of Faith Church, the BETH CHURCH and the BETH Good Society invite you to join a Christmas Dinner on Saturday, December 17th at the BETH Church, 1000 N. Main Street, Bath, VA. The dinner will be held from 4:00-7:00 p.m. All are invited. Advance reservations are appreciated. Advance reservations are appreciated. Advance reservations are appreciated.

Monetary or canned food donations will be accepted. All are not required. Come enjoy a great meal and fellowship!

All contributions should be made to the BETH Church. The Good Society provides a meal of food each month for approximately 50 families in need. BETH CHURCH (BETH CHURCH)

**Merry Christmas!!**

**COMMISSIONER'S SALE OF VALUABLE REAL ESTATE**

On January 10, 2012, proceedings will be commenced under the authority of Chapter 15.1 of the Code of Virginia to sell the following parcels for payment of delinquent taxes:

**PARCEL A: BATH COUNTY vs. SANDY CHAMBERLAIN**  
TAX MAP NO. 22B-1-10  
Lot 22, one acre, more or less, Spring, Bath County, Virginia, containing 1.0 acres.

**PARCEL B: BATH COUNTY vs. SANDY CHAMBERLAIN**  
TAX MAP NO. 22B-1-10  
Lot 23, one acre, more or less, Spring, Bath County, Virginia, containing 1.0 acres.

**PARCEL C: BATH COUNTY vs. EDWIN S. DAVIS JR.**  
TAX MAP NO. 22B-1-10  
Lot 24, one acre, more or less, Spring, Bath County, Virginia, containing 1.0 acres.

**PARCEL D: BATH COUNTY vs. CHARLIE GLASSBORO SR.**  
TAX MAP NO. 22B-1-10  
Lot 25, one acre, more or less, Spring, Bath County, Virginia, containing 1.0 acres.

**All online advertising must be packaged with at least two ads per month in the print edition. Talk with your sales rep about your options!**

## ADVERTISING CONTACT INFORMATION

**JESSICA ROGERS**, Advertising Director, (540) 468-2147, [recordersales@htcnet.org](mailto:recordersales@htcnet.org)  
**PAM FLYNN**, Sales Representative, (540) 414-4287, [recorderads@htcnet.org](mailto:recorderads@htcnet.org)

**www.TheRecorderOnline.com**