

# The Recorder

*Inclusive, Independent, Indispensable.*

- \* **12,000-plus weekly readers, in print and online.**
- \* **Distributed in 6 counties and mailed throughout the U.S.**
- \* **Print advertising included on website FREE.**
- \* **Click-through feature takes readers from your ad to your website.**
- \* **Online ads visible in Google search results.**

As the oldest, continuously published weekly paper in Virginia, The Recorder is read cover to cover in the Allegheny Highlands and beyond. We have been honored with the state's highest award for journalistic integrity and community service 11 times and our reporters boast numerous awards. Our publisher is a Virginia Communications Hall of Fame inductee and winner of the national Emma McKinney award, the most distinguished tribute for a newspaper woman. Because we hold such a prominent place in our readers' lives, we are the best source for getting your message into the hands of customers in our region — a valuable market with considerable buying power.



## BILLING & PAYMENTS

Electronic tearsheets available at no charge. Physical tearsheets provided for \$5 each. Advertising billed after last issue of each month. All major credit cards accepted.

## DESIGN & POSITION

Ads designed as closely as possible to specifications. No additional charge for composing or photo scanning. Placement at discretion of publisher. Guaranteed placement: 15% surcharge.

## DEADLINES

All materials must be submitted by noon Tuesdays for Thursday's edition.

## CLASSIFIED AND MESSAGE BOARD ADS

Classified and Community Message Board ads: 25¢ per word. \$9 minimum on classifieds, \$25 minimum on message board. \$5 charge for adding 1-inch photos.

## CONTACT INFORMATION

**Jessica Rogers**  
Advertising Director  
(540) 499-2239  
RecorderJessie@gmail.com

**David Cockerham**  
Office Manager, *Billing information*  
(540) 468-2147  
TheRecorderOffice@gmail.com

P.O. Box 10, Monterey, VA 25565

## SPECIAL SECTIONS

Four seasonal editions distributed to every subscriber and throughout the area. A can't-miss opportunity for targeting this market. 2020 editions:

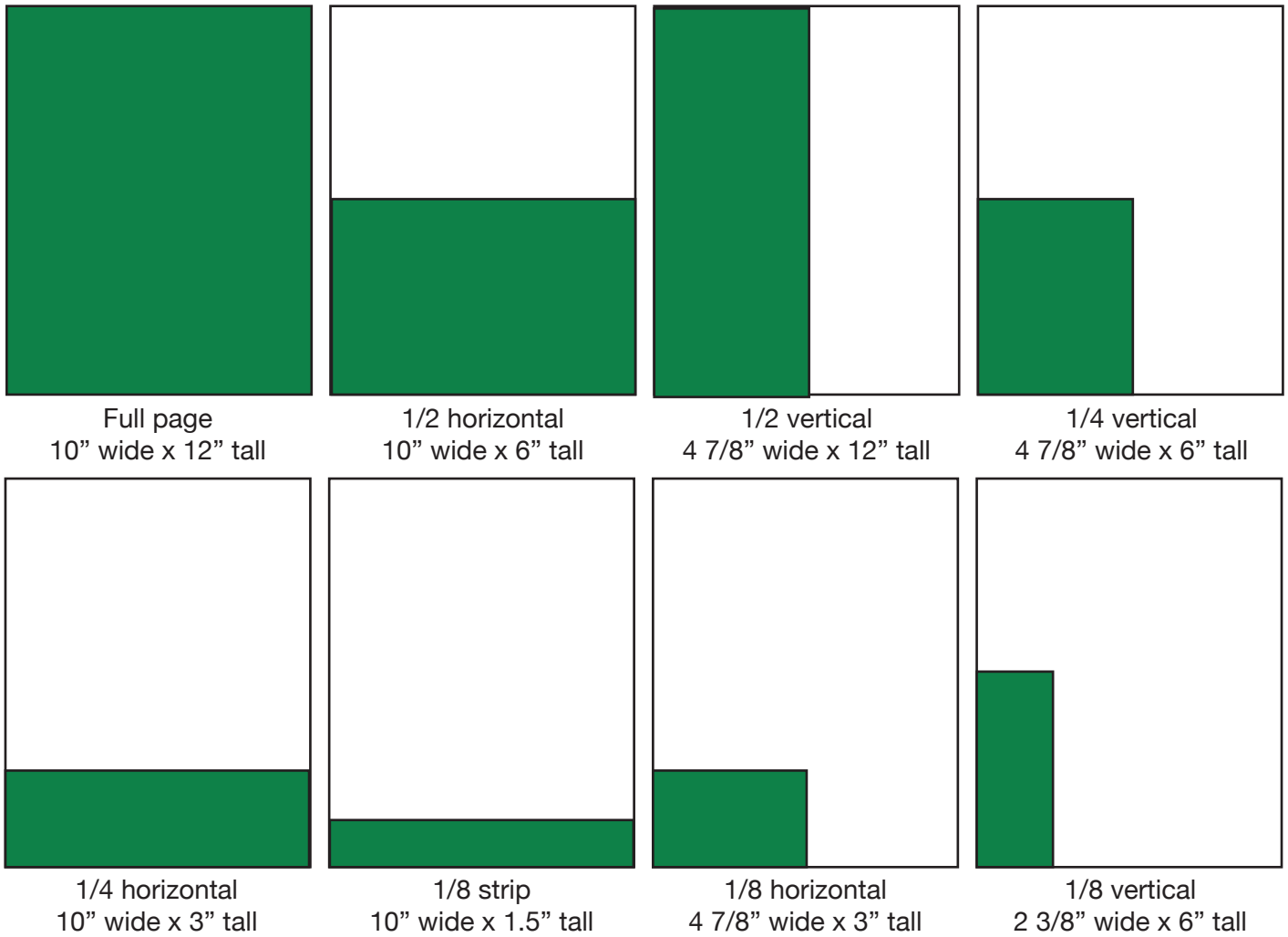
**Spring Guide**  
Published March 5  
Deadline: February 13

**Summer Guide**  
Published June 4  
Deadline: May 14

**Fall Guide**  
Published September 3  
Deadline: August 13

**Winter Guide**  
Published December 3  
Deadline: November 12

[www.TheRecorderOnline.com](http://www.TheRecorderOnline.com)



| Size | 1x per month | 2x per month | 3x per month | Volume* | Color  |
|------|--------------|--------------|--------------|---------|--------|
| 1/8  | \$75         | 70           | 65           | 60*     | +\$50  |
| 1/4  | \$145        | 135          | 125          | 115*    | +\$50  |
| 1/2  | \$285        | 265          | 245          | 225*    | +\$100 |
| Full | \$565        | 445          | 445          | 445*    | +\$200 |

\*Volume rate achieved when total inches in a month equal 75 or more. 1/8 page and 1/4 page ads must be accompanied by additional ads to meet volume standard. Multiple 1/2 page and full page ads can meet volume standard within a month.

**EVENT PACKAGE!** 1/16 block plus two Community Message Board ads for three weeks of advertising for your event for just \$50!

**BUSINESS DIRECTORY**

Dedicated section of display ads for businesses. \$9 per column inch.

**QUESTIONS?**

Contact Jessica Rogers  
 (540) 499-2239  
 RecorderJessie@gmail.com

**PRE-PRINTED INSERTS**

8 tab pages or less.....10¢/copy  
 More than 8 tab pages ....15¢/copy  
 Zoned distribution:  
 Highland: 1,000; Bath: 1,700  
 Total distribution: 4,000

**ADVERTISING ONLINE**

Ads in print edition automatically uploaded to online edition at no extra charge. This assures thousands more readers get your message. Online-specific ads available. See the online rate card for details.