

Rappahannock Record

Media Information Kit • 2024

RRecord.com



**Serving the Northern Neck and
Surrounding Area of Virginia**

www.RRecord.com • 804-435-1701

27 North Main Street • P.O. Box 400

Kilmarnock, Virginia 22482

Email: mail@rapprecord.com

From our customers:

"We look to the Rappahannock Record as a resource to our community. They keep us up to date on LOCAL news and events. As a community partner it just makes sense to advertise with them. They are great to work with, and they reach the audience we need to talk to. They are a LOCAL business just like we are, and supporting local is what we are all about."

Paula Milsted, Chesapeake Bank

"Docks of the Bay has seen very tangible results from our advertisements in the Record and Sentinel, and it has been integral to our business' growth and exposure in the community. The ad process was efficient and easy thanks to the knowledgeable and responsive sales and design team."

Anthony Marchetti, Docks of the Bay

"The Rappahannock Record is an exceptional local weekly publication. The articles are timely, informative, and well written. I can hardly wait to get home on Thursday to read about all the happenings within our home town communities. Keep up the great work!"

Judy Harvell, Kilmarnock

"I guess classified ad success really depends on if you're selling what someone needs. But even if you are, the more people who see the ad, the greater your chances of success. That's why I wanted the two ads that I recently placed to go into the Record. I felt it was the paper that would increase my chances of selling the items. And it did. Both ads had two calls almost immediately when the paper came out and I sold the items in both ads within a couple of days."

Theresa Martz, Lottsburg

"We love our weekly Rappahannock Record and read it from cover to cover!"

Todd & Mary Repass

"And again I would like to thank you for being so responsive and helpful each and every time I have emailed you. I was very grateful for the guidance and support and I know I had more than the usual amount of questions. You answered with great professionalism and patience for a newbie."

"We just moved here from Richmond and we are avid readers and feel appreciative of the Record which we purchase every Thursday morning."

"Great working with the RRecord thanks to you and your great attitude and quick responses."

Holly Archard

"Thank you for working so hard on our ad for Circa Estate Sales. We brought a ton of people. You gave us great visibility. We're really tickled. Thank you so much!"

Patti Lockridge



Rappahannock Record Inc.

27 N. Main St., PO Box 400, Kil marnock, VA 22482

Phone: (804) 435-1701 • Fax: (804) 435-2632

Serving our community for over 100 years

Dear Advertiser:

Thank you for considering the Rappahannock Record to help spread the word about your business in the Northern Neck area. With a current circulation of 5,577 papers each week, reaching an audience of about 12,800* readers, we are one of your most important marketing assets in this area.

While many daily papers are experiencing a decline, survey after survey shows that local weekly newspapers like ours remain the most trusted source of local news and advertising in small town America. There are no local TV stations or trained journalists in any other local media to do the job the Rappahannock Record does.

A readership survey completed for the National Newspaper Association in 2017 by Susquehanna Polling and Research based in Harrisburg, PA, shows the local newspaper is an important part of people's lives. Seventy-nine percent of the community newspaper respondents said they rely on it for local news and information. The local paper is also important for those who shop locally. Seventy-nine percent said they find their community paper valuable for local shopping and advertising information.

*An earlier survey shows that each community newspaper is shared among 2.3 family members or friends.

Call Susan or Marilyn today and let us put your advertising in front of an audience you need, LOCAL citizens who buy and read the Rappahannock Record every week!

Sincerely,

Frederick A. Gaskins,
General Manager

P.S. You can expand your reach to include another 7,400 readers in Middlesex County and adjacent areas by placing your advertisement jointly in the Record and the Southside Sentinel in Urbanna. In addition, advertising space is available on our website, RRecord.com, in special interest supplements throughout the year, and in the The Rivah Visitor's Guide, published monthly May through October. Details and discounted combination rates can be found on the following pages.

ADVERTISING CONTACTS:

Susan Graves, Manager, extension 15, SusanGraves@RappRecord.com

Marilyn Bryant, extension 11, Marilyn@RappRecord.com

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RAPPAHANNOCK RECORD

27 N. Main Street
P. O. Box 400, Kilmarnock, Virginia 22482
(804) 435-1701, FAX (804) 435-2632
Email address: mail@rapprecord.com
Website: www.RRecord.com

1. PERSONNEL

Frederick A. & Elizabeth Lee C. Gaskins, Publishers
Susan Simmons, General Manager (susan@rapprecord.com)
Kate Oliver, CPA, General Manager (kate@rapprecord.com)
Robert D. Mason Jr., Editor (editor@rapprecord.com)
Susan Graves, Advertising Manager (susangraves@rapprecord.com)
Lisa Donant, Accounts Manager (ldonant@rapprecord.com)
Michelle Smith, Circulation Manager (michelle@rapprecord.com)

2. REPRESENTATIVES

• Virginia Press Services
4860 Cox Road, Suite 150
Glen Allen, VA 23060
(804) 521-7570
• American Newspaper Representatives Inc.
2075 W. Big Beaver Rd.
Troy, MI 48084
1-800-550-7557

3. COMMISSIONS AND TERMS OF PAYMENT

Local retail rate is non-commissionable. National rates only are commissionable (see 4c). Terms: Net 30. Local retail rates apply to local retail and service establishments dealing directly with consumers in our circulation area.
A service charge of 3% per month is added to unpaid accounts.

4. ADVERTISING RATES

a. Retail Advertising Rate (Non-Commissionable)

Open Rate (1-59 inches in one calendar month):
\$10.25 per col. inch.

b. Monthly

Quantity rates per calendar month

(accounts must be paid within 30 days of billing to receive these quantity discounts):

Col. inches per month	Col. inch rate
60-119.....	\$10.00
120-249.....	\$9.75
250-500.....	\$9.50
Over 500.....	\$9.25

c. National Advertising Rate (Commissionable)

\$12.00 per column inch (commissionable). 15% allowed to recognized advertising agencies. Ads must be submitted electronically, preferably in the PDF format with all fonts embedded and photos downsampled to 200 dpi.

d. Special Tabloid

Special sections* are printed in several issues throughout the year in tabloid form (see page 6). These appear in combination with the Southside Sentinel with additional free circulation. Quantity discounts do not apply for these sections. No commissions.

Special section advertising rate.....\$19.00 per col. inch

**Bay Heritage is printed on premium coated paper. Contact an advertising representative for sizes and 2024 rates for this special section.*

Retail Advertising Rates Effective January 1, 2024

e. The Rivah Visitor's Guide

A seasonal tabloid jointly published by the Rappahannock Record and the Southside Sentinel. An average of 17,000 free copies are circulated in the Northern Neck and Middle Peninsula each month through restaurants, motels, gift shops, marinas and other retail outlets.

The Rivah Visitor's Guide advertising rate.....\$20.00 per col. inch

f. Preprint Rates

Up to 8 page tabloid or 4 page broadsheet, \$70m (net)

12 page tabloid or 6 page broadsheet, \$73m (net)

16 page tabloid or 8 page broadsheet, \$76m (net)

For each additional 4 tabloid pages or 2 broadsheet pages, add \$3 (net) to the cpm.

The following frequency discounts are available on an annual contract basis:

13 weeks per year..... 5 percent discount

26 weeks per year..... 10 percent discount

51 weeks per year..... 18 percent discount

Please call for maximum/minimum sizes and shipping instructions.

g. Sticky Notes and Section Front Ads

Strip ads at the bottom of section fronts and Sticky Notes applied on the front page are available. Call for prices.

h. Combination Rates

In combination with the weekly Southside Sentinel, Urban-na.....\$8.75 col. inch, each paper

i. Color Rates

Full color, ROP (net): Up to 30 col. inches, \$70; 31-60 inches, \$100; 61-90 inches, \$135; 91-120 inches, \$170; 121 inches or more, \$200.

Full color, ROP (net) in combination with the Southside Sentinel (fee applies to each paper): Up to 30 col. inches, \$35; 31-60 inches, \$50; 61-90 inches, \$67; 91-120 inches, \$85; 121 inches or more, \$100.

5. SPECIAL SERVICES

a. Proofs will be delivered or emailed if requested, providing all copy has been submitted by deadline. Second proofs and all other ads will be available for proofing at the Record office or via email.

b. Tearsheets, if requested, will be provided to all advertisers via email at no charge. For paper tearsheets and/or certificates of publication the fee is \$6.00 per advertisement.

c. www.RRecord.com is our website. It contains highlights from the weekly paper and all classified advertisements. It is also the portal for subscribing to the replica e-Edition and archived copies of the Record in pdf form. The e-Edition is available for \$30.00 per year and may be viewed on computers, tablets or smart phones. Online display advertising opportunities are available. Call us for details or check out our rates on page 13.

6. SPECIAL SECTIONS

January 25.....	Front Line (Honoring First Responders)
February 29	Bay HealthStyles
March 28	Windows on the Bay (Home & Garden)
May 16.....	Graduation
September 19.....	Bay Heritage
November 21.....	The Perfect Gift (Holiday Shopping)
December 19.....	Holiday Greetings

Inquire about special interest pages during the year on subjects such as festivals, holidays, etc. Most of these pages carry advertising at the regular retail advertising rate.

The Rivah Visitor's Guide

Publication dates for 2024 are:

April 25, May 23, June 27, August 1, August 29, October 10

7. ROP DEPTH REQUIREMENTS

a. Standard page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 19 inches deep will be billed full column depth.

b. Tabloid page: Minimum display advertisement: 1 column x 1 inch. Advertisements over 10 inches deep will be billed at full column depth.

8. COPY REGULATIONS

a. We reserve the right to insert the word "paid advertisement" in all ads, especially all-copy ads which may be mistaken for news articles.

b. Liability for errors in advertisements shall not exceed the cost of the space occupied by the error. We will provide a correction letter if we have failed to correct errors clearly marked by the advertiser on return proofs. The newspaper must be advised of errors within 2 days after the ad is published.

c. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part any advertisement.

d. \$60 per hour will be charged for any ad canceled after half or more has been produced and for substantial changes in proofs.

e. Every effort will be made to meet reasonable position requests. Priority is based on the quantity of space purchased. Failure to meet these requests will not constitute cause for adjustments, refund or rerun.

f. Advertisements, articles or other materials copyrighted by the Rappahannock Record may not be reproduced in exact or substantially similar form without the written permission of the publisher of the Rappahannock Record.

9. CLOSING TIMES (Deadlines)

Closing time for all ads is 5 p.m. every Monday. For ads requiring proofs, large ads or ads with difficult composition, the deadline is noon Friday. For issues in weeks with a holiday, the deadline is one working day earlier.

10. MECHANICAL MEASUREMENTS

a. Printing method: Offset. PDF, TIFF or JPEG files are preferred.

b. Electronic submissions: The preferred method of receiving advertisements is the Portable Document Format (PDF) with all fonts embedded and photos downsampled to 200 dpi. Please call for more details. *To receive a copy of the detailed pre-press guidelines, contact an advertising representative.*

c. Standard ROP page size (6 columns): Size of printed area: 10.955 inches (wide) x 19.6 inches (deep).

Cols.	Inches Wide	Cols.	Inches Wide
1.....	1.7217"	4.....	7.2617"
2.....	3.5683"	5.....	9.1083"
3.....	5.415"	6.....	10.955"

d. Double Truck (two facing pages across gutter): 22.91 inches wide x 19.6 inches deep. Billed as 13 columns wide.

e. Tabloid Size (special sections and The Rivah Visitor's Guide). Column sizes remain the same and there are 5 columns per page. Size of printed area: 9.1083 inches (wide) x 10.95 inches (deep).

11. SPECIAL CLASSIFICATIONS

a. Political Rate: Card rate as earned, payable in advance. Political ads must conform to all state and federal requirements, including disclaimer statements.

b. Position Charges: Position cannot be purchased nor committed, but ads will be placed in best position to accommodate requests. *Priority is based on quantity of space purchased.*

c. Charity Rate: Civic clubs, churches, fire departments, public libraries and charitable groups consisting primarily of volunteers: \$9.00 per column inch.

d. Business Directory: \$9.00 per col. inch (8-week run); \$8.00 per col. inch (12-week run and over). The deadline for submission is 5 p.m. Friday.

e. Church Directory: Listing of services and contact information. Up to 10 lines, \$5 per week; up to 15 lines, \$7 per week.

12. CLASSIFIED RATES (net)

No refunds are issued for classified ads.

a. Up to 25 words: First week \$8.50, each additional week \$7.50. 13 week special \$65. \$.34 per word for ads over 25 words.

b. Joint rate with Southside Sentinel, Urbanna (fees apply at each paper): Up to 25 words: First week \$7.50, each additional week \$6.50. 13 week special \$50. \$.30 per word for ads over 25 words.

c. Custom classifieds (those with centered or blank lines, special type styles), Legals, Notices, Resolutions, Memorials . . . \$1.50 per line (9 line minimum).

d. Classifieds placed under the following classifications are payable in advance: Personal, Card of Thanks, Moving/Yard Sales, In Memoriam, Work Wanted.

e. Classified deadline: Noon Tuesdays. Order online 24/7 at www.rrecord.com or email orders to classifieds@rapprecord.com.

f. All classified advertisements are also included on our website.

g. These add ons are available: Photo \$20/week; Banner \$10/week; Bold \$1/word; Border \$10/week; Proof of Publication \$6/week; Highlight \$15/week; Underline \$1/word; Uppercase \$1/word.

13. CIRCULATION

No refunds are issued for subscriptions.

The Record, established in 1916, covers Lancaster, Northumberland and lower Richmond counties in the Northern Neck. Circulation: 5,577 every Thursday except the last week of December, when no paper is published. Cost: \$1 single copy.

Subscription prices: \$38 per year in the counties of Lancaster, Northumberland, Richmond, Westmoreland and Middlesex. \$49 per year elsewhere. \$44 per year for part-time residents changing to a nonlocal address for more than three months. \$36 for students (mailed September through May). Add e-Edition access for \$1 per month. e-Edition only: \$30 per year.



Sample Ad Sizes Rappahannock Record

per column inch rate: \$10.25

Custom ad design included • Quantity discounts are available

Kilmarnock • Virginia

RAPPAHANNOCK RECORD

6 col. x 20"
Full Page

10.955" x 19.6"

\$1,230

Kilmarnock • Virginia

RAPPAHANNOCK RECORD

4 col. x 8"

7.2617" x 8"

\$328

2 col. x 8"
3.5683" x 8"

\$164

6 col. x 10"
Half Page

10.955" x 10"

\$615



Sample Ad Sizes Rappahannock Record

Kilmarnock • Virginia RAPPAHANNOCK RECORD

2 col. x 4"
3.5683" x 4"
\$82

3 col. x 8"
5.415" x 8"
\$246

5 col. x 6"
1/4 Page
9.1083" x 6"
\$307.50

Kilmarnock • Virginia RAPPAHANNOCK RECORD

2 col. x 10"
3.5683" x 10"
\$205

1 col. x 3"
1.7217" x 3"
\$30.75

3 col. x 3"
5.415" x 3"
\$92.25

3 col. x 5"
5.415" x 5"
\$153.75

2 col. x 2"
3.5683" x 2"
\$41

Expand your coverage

by advertising in both the Record and the Southside Sentinel in Urbanna.



from Kilmarnock to Urbanna, from Deltaville to Reedville, Lancaster, Middlesex, Northumberland counties & beyond!

Our special
Combination Ad Rate
gives you an audience of over **12,800**
readers* in the Rappahannock Record,
Kilmarnock, and over **7,400** readers*
in the Southside Sentinel, Urbanna.

PLUS: You **save 14%** when
compared to open rates in each paper!

Record: 804-435-1701

Sentinel: 804-758-2328

*National Newspaper Association survey



The Rivah Visitor's Guide

A *free* guide to the Northern Neck and Middle Peninsula—from the Potomac to the York Rivers.

The perfect marketing tool for any business serving tourists, weekenders, and locals.

2024 Publication Schedule

May:	on stands April 25	ad deadline April 12
June:	on stands May 23	ad deadline May 10
July:	on stands June 27	ad deadline June 14
August:	on stands August 1	ad deadline July 19
September:	on stands August 29	ad deadline August 16
Fall/Holiday:	on stands October 10	ad deadline September 27

The Rivah Visitor's Guide serves Virginia's Chesapeake Bay region including Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond, and Westmoreland counties and beyond.

Each issue includes:

- Dining guide
- Restaurant reviews
- Community events calendar
- Attractions
- Museums and historic sites
- Arts and music
- Boating
- Fishing
- Golf
- Camping
- Lodging
- Family diversions
- Feature articles written by our team of award winning journalists

Your advertising message will be effectively targeted to a large number of readers.

- **up to 20,000** copies each month will be delivered to hundreds of newsstand locations and blue Rivah boxes! Including: Convenience stores, restaurants, gift shops, motels, supermarkets, marinas, etc.
- Readers can subscribe for free to view the **e-Edition** of our visitor's guide on computers, tablets and phones from our website: **RivahGuide.com**.

Locals, weekenders and visitors of all ages pick up The Rivah Visitor's Guide each month to enjoy our creative and informative feature articles and **keep it** as a comprehensive resource for dining, events, attractions and services in the region. Don't miss this opportunity to reach them!



Special discounts

The more you advertise, the more you save!
(10 column inch minimum)

- any two issues: \$19 per col. in.
- any three issues: \$18 per col. in.
- any four issues: \$17 per col. in.
- any five issues: \$16 per col. in.
- all six issues: \$15 per col. in.

** Discounts and rates will be adjusted for ads that do not run in scheduled multiple issues.*

* Pick-up rate: For your same ad to run within 30 days in the South-side Sentinel or Rappahannock Record: \$8.75 per col. in.



The Rivah Visitor's Guide 2024 Ad Sizes

per column inch rate: \$20

Custom ad design included

Full page
5 col. x 10.955

\$1095.50

3 col. x 5.2 \$312.00	2 col. x 5.2 \$208.00
1/2 page 5 col. x 5.2 \$520.00	

1 col. x 5.2 \$104.00	4 x full 4 col. x 10.64 \$851.20
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3 x full 3 col. x 10.64 \$638.40	2 x full 2 col. x 10.64 \$425.60
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2 col. x 2.5 \$100.00	3 col. x 2.5 \$150.00
Jr. page 4 col. x 7.875 \$630.00	

3 col. x 7.875 \$472.50	2 col. x 1.2 \$48.00
	2 col. x 2 \$80.00
	2 col. x 3.75 \$150.00
5 col. x 2.5 \$250.00	

Column Widths

One column: 1.7217
Two columns: 3.5683
Three columns: 5.415
Four columns: 7.2617
Five columns: 9.1083

Column Heights

10.64	3.75
7.875	2.5
5.2	1.2

Color Rates

up to 30" \$70
more than 30" \$100

Premium placement glossy advertising

Back page: Full page color/
glossy: \$1,630.50

Inside front page: Full page
color/glossy: \$1,425.50

Inside back page: Full page
color/glossy: \$1,310.50

Other glossy sizes may be available

2024 Supplements and Special Sections Deadlines

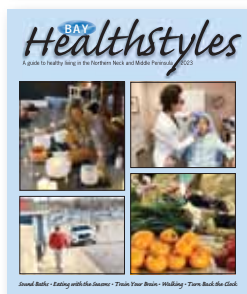


FRONT LINE

A salute to community first responders

Jan. 12 Advertising deadline

Jan. 25 Publication date



BAY HEALTHSTYLES

Health and wellness

Feb. 16 Advertising deadline

Feb. 29 Publication date



WINDOWS ON THE BAY

Home and garden

Mar. 15 Advertising deadline

Mar. 28 Publication date

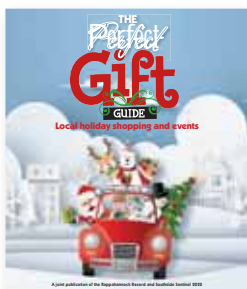


BAY HERITAGE (premium glossy publication)

People, places and traditions

Sept. 6 Advertising deadline

Sept. 19 Publication date



THE PERFECT GIFT

Holiday shopping and events

Nov. 8 Advertising deadline

Nov. 21 Publication date

CHRISTMAS GREETINGS

*Holiday greetings and letters to Santa
(Special Section)*

Dec. 11 Advertising deadline

Dec. 19 Publication date

Most supplements can accommodate any size ad from 1 col. x 1 inch to 5 col. x 10.955 inches. Refer to The Rivah Visitor's Guide ad sizes on page 11 for samples.



Digital Advertising

EXTEND YOUR REACH!

Advertise on the
Rappahannock Record's Website

RRecord.com

AVERAGING 62,000
page views per month!

Top of home page banner

1150 pixels X 140 pixels \$400/month

Splash banner (prominent placement under top photo)

728 pixels X 100 pixels..... \$100/weekly

Middle home page banner

728 pixels X 100 pixels..... \$300/month

Pop-up on home page (one time per session)

50k or less..... \$150/week

Home page rotating button ad

300 pixels X 250 pixels..... \$200/month

Targeted page button ad

300 pixels X 250 pixels..... \$100/month

Pop-up for category page (one time per session)

50k or less..... \$150/month

Classified section \$100/month



* **Special Discounts** * *within same month*

Classified Section

Bold words

Make bold words in your classified ad..... \$1 per word/week

Highlight

With a yellow box..... \$15/week

Online photo

Add a photo to your classified ad..... \$20/week

Also available for classifieds printed in the paper

	With Any Print Ad	With SSentinel.com or RivahGuide.com
Button (monthly)	\$150	\$150
Middle Banner (monthly)	\$150	\$180
Splash Banner (weekly)	\$90	\$90

Other digital advertising opportunities are available for

RivahGuide.com and SSentinel.com

View The Rivah Visitor's Guide and Southside Sentinel media kits or contact an advertising representative for options and prices.



Remember, Commonwealth Senior Living
is always here.
804-581-8761
ASSISTED LIVING + MEMORY CARE
www.CommonwealthSL.com
SEE OUR AD INSIDE! 

Contact your ad rep for
pricing and other details
about banners and
sticky notes.
804-435-1701

Front Page or Section Front Banners:

LET'S HELP THEM THROUGH THIS. chesbank.com/together



If you can dream it up and it's not something we can do in-house, we can find it for you through our printing vendors.

The collage features several items related to dogs and pet care:

- DOG GONE DOG Show:** A poster for the 18th Annual Dog Gone Dog Show, Saturday, October 13, 2018, presented by The Animal Welfare League of The Northern Neck. It includes photos of dogs and a list of participating breeders.
- Animal Welfare League of The Northern Neck:** A flyer for the 18th Annual Dog Gone Dog Show, featuring a list of participating breeders and a photo of a dog.
- Henry's Story:** A small article or photo of a dog named Henry.
- BARBIDE PET EMPORIUM:** A form for a pet emporium, including fields for name, address, phone, and email, and a section for pet information.
- TRON SMITH ROOFING:** A business card for Tron Smith Roofing and Home Improvement, featuring a photo of a house and contact information.
- DOG RESCUE:** A flyer for a dog rescue organization, featuring a photo of a dog and text about adoption.

For all of your printing and copying needs, contact Stephanie Feria at the Rappahannock Record at 804-435-1701 ext 26 or stephanie@rapparecord.com.

Contact Our Advertising Department Today!



Susan Graves
Advertising Manager
SusanGraves@RappRecord.com
804-435-1701 ext. 15



Marilyn Bryant
Advertising Representative
Marilyn@RappRecord.com
804-435-1701 ext. 11



We Cover The Rivah Front!