

the CROZET gazette

2016 ratecard

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www.crozetgazette.com

The Crozet Gazette is a community newspaper serving western Albemarle County. To place an ad, call 434-249-4211 or email ads@crozetgazette.com



DISTRIBUTION

Print Run: 5500

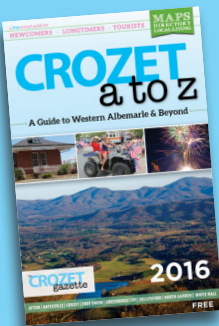
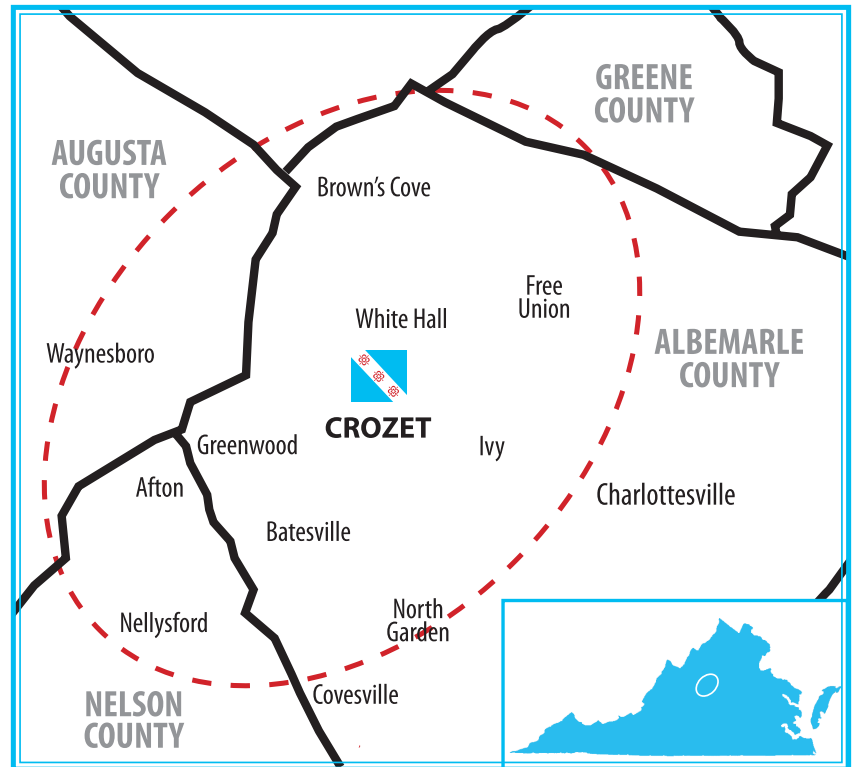
Average Monthly Issuu.com (PDF) Reads: 560

Postal & Digital Subscribers: 150

Home delivery routes also exist in Crozet's larger neighborhoods.

Issuu.com displays our complete issue in an e-reader format for desktop and mobile devices on the crozetgazette.com homepage.

COVERAGE AREA



Ask about our annual **Crozet A to Z!** Published each fall and distributed year-round, this guidebook to western Albemarle is designed for newcomers, longtimers, & tourists alike.

Get the Gazette! Find your free copy at your favorite local business, including, but not limited to...

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|-------------------------------|---------------------------------|------------------------------------|---|----------------------------------|----------------------------------|
| ACAC (Crozet) | Creative Framing & The Art Box | Flying Fox Vineyard | Maupin's Music & Video | Over the Moon Bookstore | Stoney Creek Pharmacy |
| Afton Family Medicine | Crossroads Store (North Garden) | Foods of All Nations | Miller School | Parkway Pharmacy | Sunoco Gas Station (Greenwood) |
| Afton Service Center | Crozet Blue Ridge Dental | Gateway Market | Modern Barber Shop | Patrick Brothers | Tailgate Restaurant |
| Albemarle Co. Office Building | Crozet Dairy Queen | Giuseppe's Restaurant (Nellysford) | Mountain Area Realty (Nellysford) | Piedmont Store | The Lodge at Old Trail |
| Animal Wellness Center | Crozet Family Dental | Greenwood Antiques | Mountainside Grill | Pollak Vineyards | Toddsbury of Ivy |
| Augusta Health (Crozet) | Crozet Family Medicine | Greenwood Gourmet | Mountainside Senior Living | PT Plus | Treasure Chest (RVCC) |
| BB&T Bank (Crozet) | Crozet Great Valu | Green House Coffee | Mudhouse (Crozet)* | Real Property (Old Trail office) | U.Va. Family Medicine - Crozet |
| B&B Cleaners | Crozet Hardware | Grit Café (Old Trail) | Mulberry Station | Rockfish Gap Country Store | U.Va. Credit Union (Crozet) |
| Blue Mountain Brewery | Crozet Laundromat | The Green Olive Tree | New Dominion Book Shop | Rockfish Gap Outfitters | Waynesboro Library |
| Blue Ridge Builders Supply | Crozet Library* | Harris Teeter (Crozet) | Oceanside Seafood Restaurant | Rockfish Valley Community Center | Waynesboro Tourist Center, Afton |
| Blue Ridge Shopping Center* | Crozet Pizza | Hunt Country Corner | Old Dominion National Bank (North Garden) | Rocking R Ace Hardware | Waynesboro YMCA |
| Bright Beginnings (Crozet) | Crozet Running | Ivy Corner | Old Trail Golf | Sal's Pizza | Woodworth Animal Hospital |
| Brownsville Market | Duner's Restaurant* | Ivy Exxon | Old Trail Village Welcome Center | Silverback Distillery | Wyant's Store |
| Chiles Peach Orchard | Crozet Veterinary Care Center | J-MRL Main Branch | Otto's | Starr Hill Brewery | Zeus Theater (Waynesboro) |
| Countryside Organics | Face Value Studio & Salon | Maupin Brothers Store | | Stoney Creek Family Medicine | Area Schools (while in session) |

*Restocked throughout the month

Color Display Rates

Size	One Time	3x	6x	12x
Center Spread	1,275	1,200	1,150	995
Full Back Page	975	925	800	750
Full Page	795	750	725	695
1/2 Page	590	560	530	485
3/8 Page	475	435	400	360
1/4 Page	320	290	275	250
1/8 Page	175	160	145	135
1/16 Page	95	90	85	80

Display rates include color. Prices listed are cost per month (one issue).

Business Card-Sized Ads

	One Time	Repeating	Business card sized-ads are 2" high x 3.5" wide and run in a special section towards the back of the paper.
B&W	\$60	\$45	
Color	\$75	\$60	

Classified Ads

1-30 WORDS

One Time	Repeating	Premium (Logo, Bold)
\$18	\$16	\$40

Includes online placement. Lost & Found ads are free.

MORE THAN 30 WORDS

Base price plus 25 cents per additional word. Any combination of characters or letters followed by a space or any form of punctuation is a word. A phone number is one word.

Celebration Announcements

Small (one column wide) including picture	\$25
Large (two column wide) including picture	\$45

Photograph and/or text announcing an engagement, wedding, birth, or a couple's special anniversary. Email ads@crozetgazette.com for complete guidelines.

Obituaries

Up to 500 words + picture	\$25
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Deadlines

Published: First Thursday of each month

Space Reservations: Suggested by the 20th of the month

Copy/Artwork Due: 25th of the month

Camera-ready Ads Due: Last Friday of the month

Ad Sizes

Width precedes height. Illustrations below not to exact scale.

center spread

full page

1/2 horizontal

1/2 vertical

3/8 horizontal

3/8 vertical

1/4 regular

1/4 horizontal

1/4 vertical

1/8 vertical and 1/8 horizontal

1/16 vertical and 1/16 horizontal

business card (horizontal only)

celebration announcements

Ad design is included. Please ensure that all camera-ready ads are emailed to ads@crozetgazette.com as PDFs in CMYK format at a minimum of 300dpi. To ensure the best quality print, blacks should be 100% K and 0% other inks. Small text should be limited to one or two inks for print clarity.

Gazette print advertisers get up to 40% OFF web ads! Ask us for details.