



P. O. Box 1768 • Middleburg • Virginia 20118 • Phone: (540) 687-3200 • Fax: (540) 687-8035 • email: sales@middleburgeccentric.com

**DISPLAY ADVERTISING CONTRACT**

ADVERTISER: \_\_\_\_\_ DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

We here authorize MIDDLEBURG ECCENTRIC, LLC. (Publisher) to place our ADVERTISEMENT in MIDDLEBURG ECCENTRIC.

POSITION: Premium Page#(+15%)\_\_\_ Run of Magazine\_\_\_ Other \_\_\_

AD SIZE: \_\_\_\_\_ COLOR \_\_\_ B/W \_\_\_ RATE: \_\_\_\_\_

NUMBER OF RUNS(1X, 6X) \_\_\_\_\_ x RATE \_\_\_\_\_ = subtotal \_\_\_\_\_

5% 6X discount \_\_\_\_\_ = \_\_\_\_\_

5% pre-payment discount \_\_\_\_\_ = \_\_\_\_\_

TOTAL \_\_\_\_\_

Total payment is due with contract on 1X ads.  
Multiple-run ads will be billed with each issue, and invoice is due on receipt

NAME OF AUTHORIZED SIGNATOR: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

PUBLISHER'S REPRESENTATIVE: \_\_\_\_\_

PLEASE RETURN COPY OF CONTRACT WITH CHECK MADE PAYABLE TO:  
MIDDLEBURG ECCENTRIC, LLC  
P.O. BOX 1768  
MIDDLEBURG, VA 20118  
540-687-3200

**Policies:**

- Middleburg Eccentric reserves the right to refuse any advertising copy.
- Any adjustment claim on an invoice must be made within seven days of publication.
- Advertiser assumes full responsibility and liability for the content of their advertising copy.




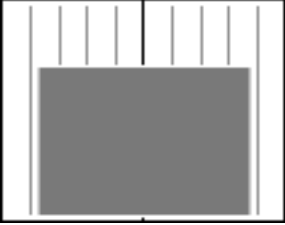

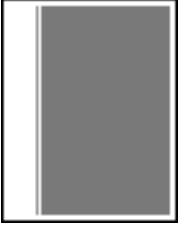
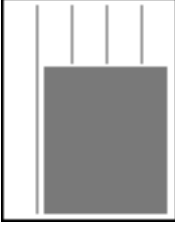

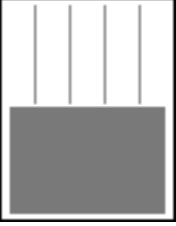
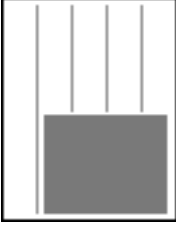
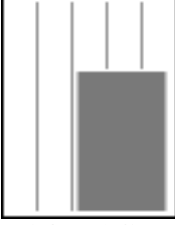

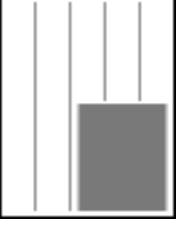
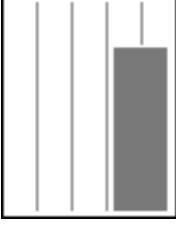
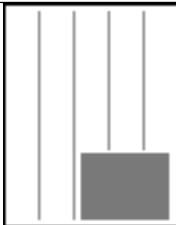
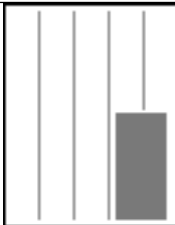

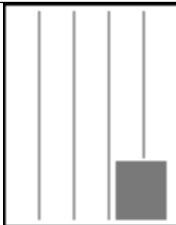
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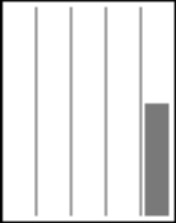
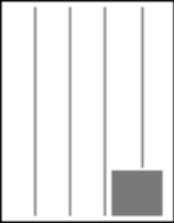
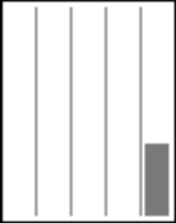
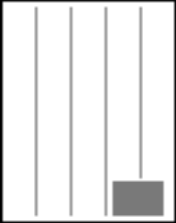
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**Middleburg Eccentric  
2010 Editorial Calendar**

Publication Date	Copy Deadline
Jan. 28	Jan. 14
Feb. 25	Feb. 11
Mar. 25	Mar. 11
Apr. 22	Apr. 8
May 27	May 13
Jun. 24	Jun. 10
Jul. 22	Jul. 8
Aug. 26	Aug. 12
Sept. 23	Sept. 9
Oct. 21	Oct. 7
Nov. 18	Nov. 4
Dec. 16	Dec. 7

## DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 1, 2010

			
<p><b>TABLOID- SPREAD</b> 21 1/2" wide x 13 1/2" deep \$3542 B&amp;W \$3830 - Color</p>	<p><b>JUNIOR-SPREAD</b> 17 1/4" wide x 10" deep \$2510 B&amp;W \$2830 - Color</p>	<p><b>TABLOID PAGE</b> 10 1/8" wide x 13 1/2" deep \$1485 B&amp;W \$1645 - Color</p>	<p><b>4 / 5 PAGE</b> 8 1/8" wide x 13 1/2" deep \$1275 B&amp;W \$1435 - Color</p>
			
<p><b>JUNIOR PAGE</b> 8 1/8" wide x 10" deep \$1010 B&amp;W \$1165 - Color</p>	<p><b>3 / 5 PAGE</b> 6" wide x 13 1/2" deep \$1010 B&amp;W \$1165 - Color</p>	<p><b>1 / 2 PAGE</b> 10 1/8" wide x 6 5/8" deep \$850 B&amp;W \$950 - Color</p>	<p><b>2 / 5 PAGE</b> 8 1/8" wide x 6 5/8" deep \$560 B&amp;W \$665 - Color</p>
			
<p><b>2 / 5 PAGE</b> 6" wide x 9" deep \$560 B&amp;W \$665 - Color</p>	<p><b>2 / 5 PAGE</b> 4" wide x 13 1/2" deep \$560 B&amp;W \$665 - Color</p>	<p>6" wide x 6 5/8" deep \$400 B&amp;W \$475 - Color</p>	<p>8 1/8" wide x 5" deep \$400 B&amp;W \$475 - Color</p>
			
<p><b>1 / 5 PAGE</b> 6" wide x 4 1/2" deep \$355 B&amp;W \$430 - Color</p>	<p><b>1 / 5 PAGE</b> 4" wide x 6 5/8" deep \$355 B&amp;W \$430 - Color</p>	<p><b>1 / 5 PAGE</b> 17/8" wide x 13 1/2" deep \$355 B&amp;W \$430 - Color</p>	<p>4" wide x 5" deep \$300 B&amp;W \$375 - Color</p>
			<p>4" wide x 4" deep \$300 B&amp;W \$375 - Color</p>

 <p><b>1 / 2 COLUMN</b>  17/8" wide  x 65/8" deep  \$212 B&amp;W  \$270- Color</p>	 <p>4" wide  x 3" deep  \$165 B&amp;W  \$225- Color</p>	 <p>17/8" wide  x 5" deep  \$135 B&amp;W  \$190- Color</p>	 <p>4" wide  x 2" deep  \$105 B&amp;W  \$165- Color</p>	<p><b>Special 3 Time Ad</b>  3 1/4" wide  x 3" deep  \$400 prepaid  (includes 3 insertions)  Color is Free</p> <p><b>Business Card</b>  3 1/4" wide  x 1 7/8" deep  \$53 B&amp;W  \$110 - Color</p>
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**Discounts:**

- 5% frequency discount (min. 6 insertions)
- 5% prepayment discount

**Camera Charge:** Flat rate; one-time charge of \$10 per scan

**Placement Charge:** add 15%

**Creative and Photography:** Will be quoted individually

**Published Monthly In Print (tabloid format) and Online @ <http://www.middleburgeccentric.com>**

**Print Edition is distributed to 41,000-targeted postal customers, newspaper stands & businesses**

**Saturation Mailing (38,000) to the following**

Aldie • Arcola • Bluemont • Brambleton • Delaplane • Haymarket • Downtown Leesburg • Middleburg • Marshall • Paris • Philomont • Purcellville • Rectortown • Round Hill • South Riding • Stone Ridge • The Plains • Upperville • Waterford

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