

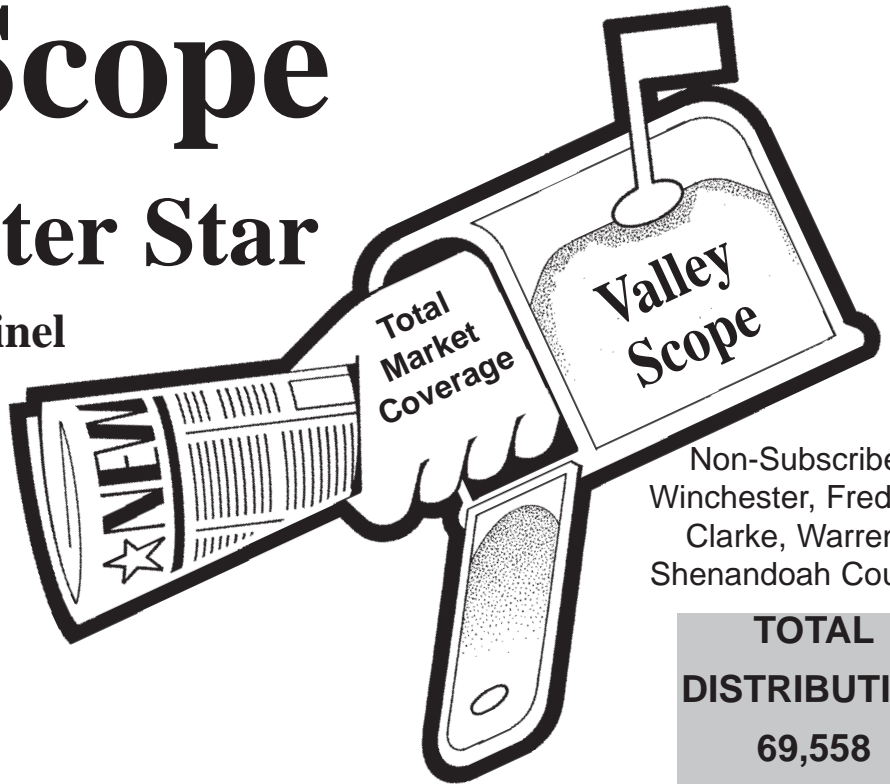
Valley Scope

The Winchester Star

The Warren Sentinel Total Market Tab Coverage

gives you a smart return on your investment. You get the lowest CPM and highest reach possible. Rates include design, proofing, printing and distribution.

Please ensure that all camera-ready ads are emailed to your ad rep in CMYK format at a minimum of 300 DPI. PDF's are preferred with all fonts embedded.



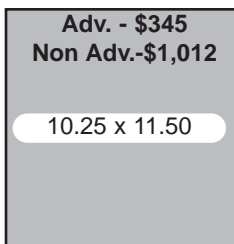
Non-Subscribers
Winchester, Frederick,
Clarke, Warren &
Shenandoah Counties

**TOTAL
DISTRIBUTION**
69,558
Households

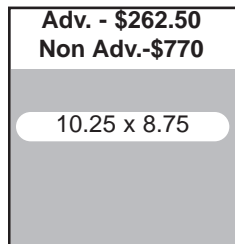
Published: *Every Wednesday*

Reservation & Copy Deadline: Wednesday, 2 Weeks Prior

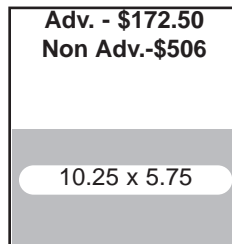
POPULAR TAB SIZES:



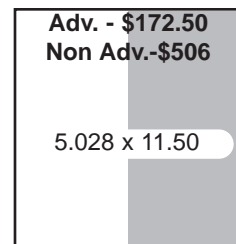
FULL



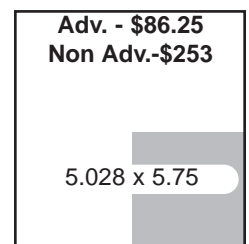
3/4 Horizontal



1/2 Horizontal



1/2 Vertical



1/4 Square

RATES:

Advertisers running in paper (same ad) - Retail/Classified Display **\$7.50** per column inch;

Classified In-column **\$8** Extra Charge Flat Rate

Advertisers not running in paper - **\$22.00** per column inch

Color charges regular according to Rate Sheet

Front Page Banner 4 col x1" (Includes one color) **\$400**

Contact your Advertising Representative at

The Winchester Star

www.winchesterstar.com

2 N. Kent St., Winchester, VA 22601

540-667-3200 • 800-296-8639 • Fax 540-667-0012

The Winchester Star Valley Scope

(TMC-Total Market Coverage)

The Valley Scope is mailed and home delivered each Wednesday to non-subscribers in Winchester, Frederick County and Clarke County. Preprints must arrive by Friday one week prior to publication.

COUNTY: WINCHESTER CITY

ZIP CODE	CITY	NON-SUBS
22601	WINCHESTER	9,165
	(with P.O. Boxes	10,452)
	COUNTY TOTALS:	9,165

COUNTY: FREDERICK

ZIP CODE	CITY	NON-SUBS
22601	WINCHESTER	9,165
22604	WINCHESTER	1,250
22602	WINCHESTER	6,114
22603	WINCHESTER	3,872
22604	POST OFFICE BOX	1,287
22622	BRUCETOWN24
22624	CLEAR BROOK672
22625	CROSS JUNCTION	1,115
22637	GORE560
22645	MIDDLETOWN	1,156
22646	MILLWOOD184
22654	STAR TANNERY149
22655	STEPHENS CITY	4,770
22656	STEPHENSON610
22663	WHITE POST433
	COUNTY TOTALS:	18,893

COUNTY: CLARKE

ZIP CODE	CITY	NON-SUBS
20130	PARIS4
20135	BLUEMONT34
22611	BERRYVILLE	2,684
22620	BOYCE630
22630	FRONT ROYAL46
22646	MILLWOOD156
22663	WHITE POST187
	COUNTY TOTALS:	3,931

COUNTY: WARREN

ZIP CODE	CITY	NON-SUBS
22610	FRONT ROYAL621
22623	FRONT ROYAL35
22630	FRONT ROYAL	10,159
22640	FRONT ROYAL23
22642	FRONT ROYAL	1,119
	COUNTY TOTALS:	11,957

COUNTY: SHENANDOAH

ZIP CODE	CITY	NON-SUBS
22654	STAR TANNERY263
22657	STRASBURG	3,154
22660	TOMS BROOK555
	COUNTY TOTALS:	3,972

Preprint Advertising Rate (Non-Subscriber)

Preprint Size	Non-Subscriber CPM
8 tab, 4 std	\$68.00
12 tab, 6 std	\$71.00
16 tab, 8 std	\$73.00
20 tab, 10 std	\$76.00
24 tab, 12 std	\$79.00
28 tab, 14 std	\$82.00
32 tab, 16 std	\$86.00
36 tab, 18 std	\$94.00
40 tab, 22 std	\$98.00

Contact your advertising representative for additional size cost.

Valley Scope

2008 Reservation/Deadline Schedules

Advertising Deadline	Layouts to Newsroom	Print	Publication (Mail Date)
Tuesday, 2 weeks prior	Monday, 2 weeks prior	Friday, 1 week prior	Every Wednesday