

The Southwest Times

Serving Southwest Virginia Since 1906

PO Box 391 34 Fifth Street NE Pulaski, Va. 24301 Phone: (540) 980-5220 Fax: (540) 980-3618 publisher@southwesttimes.com

The Southwest Times and the Town & Country Living

www.southwesttimes.com

advertising@southwesttimes.com

Display Advertising

Open Rates

Daily	\$9.75
Sunday	\$10.50

Agency And National Rates

\$12.00 Per Column Inch (Retail)
\$9.55 per Column Inch (Classified)
(only Agency Rates Are Commissionable)

Pickup Rates

Buy An Ad **Sunday**, Run Same Ad Monday
And/Or Tuesday at
Half Off Sunday Rate Per Run!

Buy An Ad **Wednesday**, Run Same Ad
Thursday And/Or Friday at
Half Off Daily Rate Per Run!

Civic/Non-Profit Rate

\$8.30 Per Column Inch
(Monday, Tuesday, Thursday Only)

Preprint Rates

\$55 Per Thousand (SWT & T&C Leader)
\$65 Per Thousand (SWT Only)

(Preprints Must Be Delivered At Least Three Business Days Prior To Insertion.
Minimum 1,000 copies. Contract Rates Available.)

Classified Advertising

Open Rates

Daily	\$7.45
Sunday	\$8.30

Color Rates

Spot Color	\$50.00 Per Color
4-Color	\$250.00 Per Page

Town & Country Living

Our Free Distribution Magazine, Published
Weekly In Pulaski, Wythe, Giles,
Carroll And Montgomery Counties And
The Cities of Galax And Radford

Open Rates

\$9.75 Per Column Inch

Pickup Rates

Any Ad Run In the Southwest Times
Can be Picked Up in
The Town & Country Leader For
\$4.00 Per Inch.

(No Copy Changes)

Rates Effective January 1, 2007