



# 2X2 AD ORDER FORM FOR NEWSPAPERS

06/04/13

Start Date: \_\_\_\_\_ Number of Insertions: \_\_\_\_\_ Classification: \_\_\_\_\_

Client Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State ZIP: \_\_\_\_\_

Originating Newspaper: \_\_\_\_\_

Phone: \_\_\_\_\_

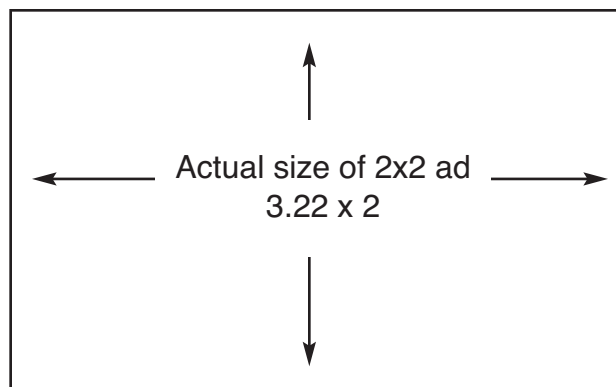
Contact Person at Newspaper: \_\_\_\_\_ Email: \_\_\_\_\_

RATE: Northern Region - \$700; Central/Eastern Region - \$700; Western Region - \$500

**FREQUENCY DISCOUNT: Buy four weeks with no copy change and get the fifth week free.**

**Do you want to get this discount?     Yes     No**

**Attach ad in the space below. If ad is in PDF, email to [adrianel@vpa.net](mailto:adrianel@vpa.net).**



**Mail form to:** 2x2 Display Advertising Network • c/o Adriane Long • Virginia Press Services • 11529 Nuckols Road • Glen Allen, VA 23059

**FAX form to:** (804) 726-1566

**Questions?** Adriane Long, (804) 521-7585; [adrianel@vpa.net](mailto:adrianel@vpa.net)

## Acceptance of advertising for 2x2 ad is as follows:

- VPS has adopted a set of standards for the acceptance or rejection of advertisements and may demand documentation for any questionable statements in advertisements prior to publication. These standards are available at [www.vpa.net/classified](http://www.vpa.net/classified).
- Ads for the 2x2 Network should consist of a clear statement of a bona fide offer, proposition or announcement made in good faith.
- VPS retains the exclusive right, at its sole discretion, to refuse to publish any advertisements that do not conform to VPS's policies and standards.
- Neither VPS nor the newspaper(s) shall be liable for slight changes or typographical errors that do not lessen the value of the advertisement.
- Neither VPS nor the newspaper(s) shall be liable or responsible for any error in any advertisement except to give the advertiser credit for so much of the space occupied by the advertisement as is materially affected by the error, credit shall be by refund or republication of the advertisement at the election of VPS or the newspaper(s). Such credit shall not be given for more than one incorrect insertion unless the Publisher is notified in writing of the error before the repetition of the insertion.
- All display ads are published once during the week of publication (Sunday through Saturday). Advertisers may request a specific day (for example, Sunday). However, specific run days are not guaranteed. VPS monitors all participating newspapers. A letter certifying network participation can be sent at your request. VPS does not furnish tearsheets.

The \$950 statewide rate is based on 91 participating newspapers with approximately 868,428 average total circulation. The regional rates vary according to size and average circulation. Ask your sales rep about regional rates.

All rates are net (advertisers and agencies pay the full amount) and are subject to change with 30 days' notice. **All sales are final.**

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 Virginia  
**PRESS**  


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 Services