

Virginia Press Association

2x2

Regional Display Ad Network

The 2x2 Regional Display Advertising Network is an effective and affordable way to reach newspaper readers across Virginia by making just one phone call. Ninety-one newspapers, with a combined circulation of 868,428 are in the network. The network gives the option of placing the ad in one or more regions of Virginia. You choose the option that suits you best.

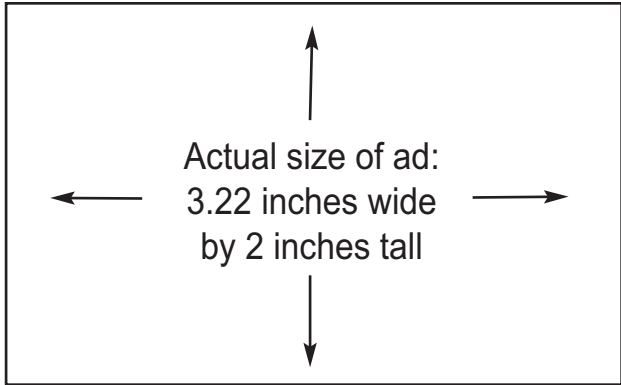


COST:

- Northern Region (32 papers) **\$700**
- Western Region (26 papers) **\$500**
- Central/Eastern Region (33 papers) **\$700**
- All 3 Regions (91 papers) **\$950**

Deadline for space and material is **3 p.m. each Tuesday** for ads that are scheduled to run **ONE TIME** the following week that begins on Sunday.

All display ads are published once during the week of publication (Sunday through Saturday). Specific run days and position of ad are not guaranteed. VPS monitors all participating newspapers. A letter certifying network participation can be sent at your request. VPS does not furnish tearsheets.



FREQUENCY DISCOUNT

Buy four consecutive weeks without a copy change, get the fifth week FREE!

VPS reserves the right to edit any copy submitted and reject that which is not in compliance with state and federal regulations, or if any copy is in poor taste, offensive, false, misleading, deceptive or otherwise unacceptable.

VPS adheres to the Standards of Acceptance for Advertising. These standards may be viewed at www.vpa.net/index.php/advertising/article/standards/

Want more information? Contact **Adriane Long** at 804-521-7585; e-mail adrianel@vpa.net

Fill out the information below and return to VPS

Client Name: _____

Company: _____

Address: _____

City: _____ State ZIP: _____

Telephone: _____ Fax: _____

E-mail: _____

Week requested (week starts on Sunday): _____ Times to run (#): _____

Amount paid:* _____ Classification: _____

Yes, I want the Frequency Discount No, I do not want the Frequency Discount

CREDIT CARDS ACCEPTED (Circle one): **Visa** **MasterCard** **American Express**

Card #: _____ Exp. Date: _____ Security Code (back of card): _____

Name of Cardholder: _____

Approval Signature: _____

* Payment must accompany order or should be mailed to arrive before deadline if you fax or e-mail your order.