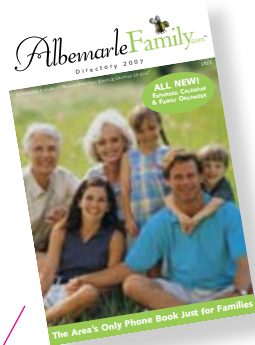


# Connect your Business to a Powerful Consumer...

- Contractor call about the kitchen remodel

- Salon visit for anniversary dinner



- How she found it all!

- New suit for important client meeting on Monday

- Next on the list:
  - Take Sam to doctor
  - Call about classes
  - Drop off donations
  - Stop at the nursery
  - Grocery shop

- Birthday presents for Saturday's parties
- New soccer shoes for Jack's practice
- Fresh shirts for John

- Great shoes just couldn't resist – can't wait to show the girls at lunch

- Cute book for Katie
- Serving bowl Mom has been looking for

*Albemarle* Family

• rate card •

2010

# Albemarle Family

*Providing choices to suit any budget or campaign...*



The source of many purchases to come.

## *Our readers are your clients...*

*... 92% women, well-educated, affluent, manage the lives of entire households and boy do they buy a lot! 87% are ages 25-44 and our average reader income is over \$86,000.*

## *Our products are built to last...*

*...with comprehensive guides, outstanding local editorial and high quality construction, more than 74% of our readers keep them for one month or longer.*

## *Our designs are award-winning...*

*...and that makes us popular with advertisers as well as readers. 9 out of 10 of our readers purchase goods or services from ads seen in AlbemarleFamily. Let us make YOUR business look good and help you succeed.*

Call Today! (434) 984-4713



## *AlbemarleFamily.com* ONLINE

- OUR FANTASTICALLY POPULAR WEBSITE GENERATES OVER 50,000 VISITORS AND NEARLY ONE MILLION HITS PER MONTH IN A REGION WITH ROUGHLY 17,000 FAMILIES AND 32,000 CHILDREN.
- THE SITE FEATURES AWARD-WINNING WEB DESIGN, EXTENSIVE COMMUNITY CALENDARING FOR FAMILIES, MANY SOUGHT AFTER GUIDES, CLASSIFIEDS, HIGH QUALITY CONTENT AND MORE.
- IN ADDITION TO THE BANNER ADS AVAILABLE ON THE WEBSITE, AF OFFERS THE OPPORTUNITY TO ADVERTISE IN THE ALBEMARLEFAMILY INSIDER EMAIL NEWSLETTER EACH WEEK AS WELL.

## *AlbemarleFamily Living* MAGAZINE

- OUR AWARD-WINNING AF MAGAZINE IS PRINTED MONTHLY IN QUANTITIES OF 14,000 REACHING OVER 32,200 READERS. THE HIGH QUALITY GLOSSY PAPER, FULL COLOR THROUGHOUT, AND THE GRAPHIC DESIGN HAS A LOOK THAT IS ELEGANT YET FUN, AND HAS A HIGH APPEAL WITHIN OUR AFFLUENT REGION.
- AS PART OF OUR COMPANY'S 2010 GREEN INITIATIVE, WE NOW ALSO PUBLISH EACH MAGAZINE ISSUE ONLINE. USING THE LATEST IN CLEAN, CARBON-NEUTRAL TECHNOLOGY, OUR DIGITAL VERSION PROVIDES READERS WITH AN INTERACTIVE, PAGE-TURNING CAPABILITY WHEREBY EACH PRINT AD IS SEEN AND INCLUDES AN ACTIVE LINK TO ANY WEBSITE OR EMAIL PRINTED IN THE AD, ALL FREE OF CHARGE. BEST OF ALL, THE NUMBER OF READERS ARE LIMITLESS!
- THE PRINT MAGAZINE IS AVAILABLE FOR FREE AT OVER 200 SELECT HIGH TRAFFIC BOUTIQUES, LIBRARIES, SCHOOLS, AND MEDICAL OFFICES THROUGHOUT CHARLOTTESVILLE, ALBEMARLE AND SURROUNDING COUNTIES.
- EACH ISSUE IS DESIGNED TO LAST A YEAR OR MORE USING OUR EXTENSIVE RESOURCE GUIDES THEMED WITH TOPICS IMPORTANT TO LOCAL PARENTS LIKE EDUCATION, FAMILY HEALTH AND ENTERTAINMENT.

## *AlbemarleFamily* DIRECTORY

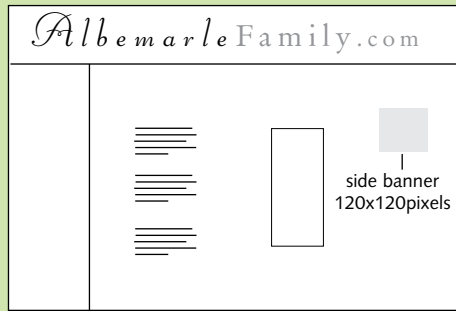
- AF PUBLISHES ONE DIRECTORY EACH YEAR – THE AWARD-WINNING AF FAMILY LIVING DIRECTORY – REACHING OVER 32,200 READERS THROUGH OUR OVER 200 HIGH TRAFFIC LOCATIONS.
- EACH DIRECTORY IS A FULL COLOR, GLOSSY, POCKET-SIZED 5.5 x 8.5 FOR CONVENIENCE TO PARENTS THAT INCLUDES AN EXTENSIVE CALENDAR AND PARENTING ORGANIZER TO ENCOURAGE FREQUENT USE. THE BEAUTIFUL COLOR COVER IS PRINTED ON HEAVY PAPER STOCK AND COATED FOR EXTRA DURABILITY.

## *AlbemarleFamily* EVENTS

- AF PRESENTS THE POPULAR AF FUN FAIR & CAMP EXPO IN LATE FEBRUARY OR EARLY MARCH EACH YEAR. IT DRAWS IN OVER 70 EXHIBITORS, OVER 2000 ATTENDEES, OFFERS GIVEAWAYS, ACTIVITIES AND MORE.
- EXPO OPPORTUNITIES INCLUDE BLACK & WHITE ADVERTISING IN THE AF FUN FAIR & CAMP EXPO PROGRAM FOR 1/2 THE PRICE OF OUR AF MAGAZINE RATES. ASK US ABOUT OUR EXPO BOOTH RATES AS WELL AS SPONSORSHIP OPPORTUNITIES THAT OFFER EVEN MORE AMAZING VALUE!

# Albemarle Family ONLINE • 2010

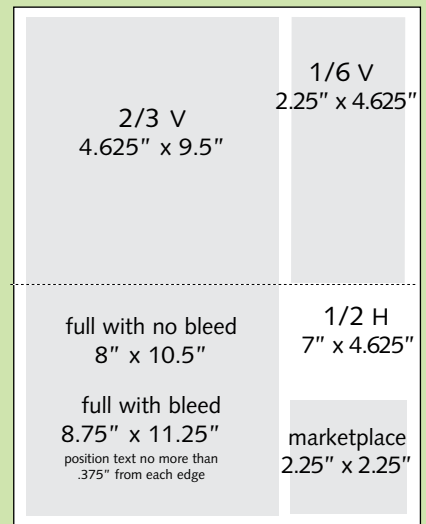
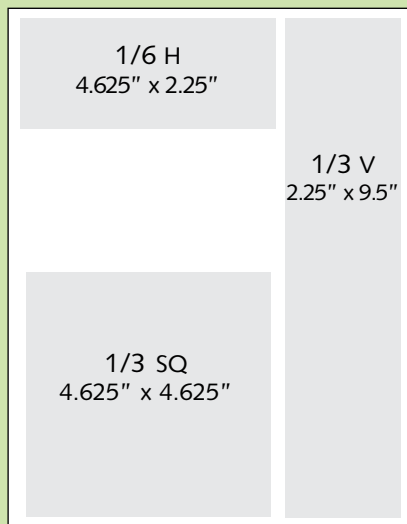
| Side Banner Ads:<br>(per month charge**)                             | 12x   | 6x    | 1x    |
|--|-------|-------|-------|
| site-wide*<br>(excluding home page)                                  | \$158 | \$177 | \$197 |
| premium site-wide*<br>(includes home page)                           | \$261 | \$293 | \$326 |
| Email Newsletter<br>(rates listed per week)                          | \$85  | \$95  | \$106 |
| Online Camp Fair (one time only charge)<br>(runs for up to 8 months) |       | \$198 |       |



\*ALL BANNER ADS HAVE AN INITIAL SET-UP FEE OF \$75. \*\*THERE IS 3 MONTH MINIMUM FOR BANNER ADS.

# Albemarle Family Living MAGAZINE • 2010

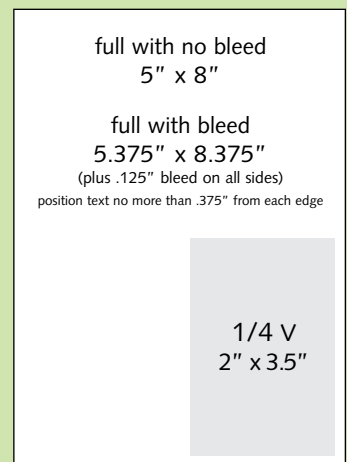
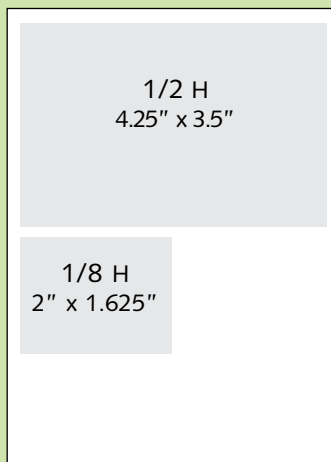
| Quantity Rates:<br>(per ad prices listed) | 9-12x                 | 5-8x                  | 1-4x                  |
|---|-----------------------|-----------------------|-----------------------|
|   | BW/Color              | BW/Color              | BW/Color              |
| back cover                                | \$1073/ <b>\$1234</b> | \$1207/ <b>\$1388</b> | \$1342/ <b>\$1543</b> |
| inside cover                              | \$954/ <b>\$1100</b>  | \$1074/ <b>\$1238</b> | \$1193/ <b>\$1376</b> |
| full page                                 | \$827/ <b>\$949</b>   | \$931/ <b>\$1068</b>  | \$1034/ <b>\$1187</b> |
| 2/3 page                                  | \$617/ <b>\$709</b>   | \$695/ <b>\$798</b>   | \$772/ <b>\$887</b>   |
| 1/2 page                                  | \$449/ <b>\$519</b>   | \$507/ <b>\$582</b>   | \$563/ <b>\$647</b>   |
| 1/3 page                                  | \$346/ <b>\$433</b>   | \$390/ <b>\$486</b>   | \$433/ <b>\$540</b>   |
| 1/6 page                                  | \$199/ <b>\$250</b>   | \$225/ <b>\$281</b>   | \$249/ <b>\$313</b>   |
| marketplace**                             | \$85/ <b>\$105</b>    | \$96/ <b>\$118</b>    | \$107/ <b>\$131</b>   |
| classifieds***                            | \$40                  | \$45                  | \$50                  |



\*ALL ADS HAVE AN INITIAL SET-UP FEE OF \$35. GUARANTEED PLACEMENT AVAILABLE FOR AD SIZES 1/3 OR LARGER FOR AN ADDITIONAL \$30. \*\* PREPAID 3 ISSUE COMMITMENT.  
\*\*\*ALL CLASSIFIEDS INCLUDE 4 LINES OF TEXT. FOR BOLDING OR ADDITIONAL LINES ADD \$7 PER, FOR COLOR ADD \$12.

# Albemarle Family DIRECTORIES • 2010

|                      | BW/Color              |
|----------------------|-----------------------|
| back cover*          | \$2047/ <b>\$2355</b> |
| inside cover*        | \$1978/ <b>\$2275</b> |
| full page*           | \$1707/ <b>\$1962</b> |
| 1/2 page*            | \$1024/ <b>\$1179</b> |
| 1/4 page*            | \$614/ <b>\$769</b>   |
| 1/8 page*            | \$367/ <b>\$459</b>   |
| enhanced listing**   | \$153/ <b>N/A</b>     |
| online listing ad*** | \$80                  |



\*ALL ADS HAVE AN INITIAL SET-UP FEE OF \$35 AND GET ONE FREE ENHANCED LISTING\*\* ALONG WITH A DESCRIPTION WRITTEN BY AF (UP TO 14 WORDS).

\*\*ENHANCED LISTINGS INCLUDE A BUSINESS LOCATION, WEB OR EMAIL ADDRESS AND BUSINESS' NAME IN BOLD.

\*\*\*ONLY AVAILABLE WITH PRINT DIRECTORY AD PURCHASE

All advertisers providing ads or any kind of artwork should provide us with the highest quality format available to them. Digital ad submissions should be in PDF format with fonts embedded and saved at 300dpi in CMYK format. Include a printed copy for verification. See following Terms and Conditions for information on ad design.

# Deadlines, Terms and Conditions

Any person, firm or corporation hereinafter referred to as the Advertiser, and the Publisher, Ivy Publications, L.L.C. agrees to and understands the following:

## Advertising Deadlines

### **January 15: MARCH MAGAZINE ISSUE**

SUMMER CAMP • WOMEN'S HEALTH • PROM

### **January: FUN FAIR & CAMP EXPO**

BOOTH REGISTRATION CLOSES & ADS DUE FOR EXPO PROGRAM

### **February 15: APRIL MAGAZINE ISSUE**

PARTY PLANNER • CAMPS • GREEN HOME • TEENS

### **March 15: MAY MAGAZINE ISSUE**

MOTHER'S DAY SPECIAL SECTION • DAY CAMPS • PREGNANCY

### **April 15: JUNE MAGAZINE ISSUE**

SWIM & SUMMER FUN • DENTAL HEALTH • CAMPS

### **May 15: JULY MAGAZINE ISSUE**

DAYTRIPS • HOLISTIC FAMILY • SUMMER HOME • SPECIAL NEEDS

### **June 15: AUGUST MAGAZINE ISSUE**

BACK-TO-SCHOOL • AFTER-SCHOOL ACTIVITIES • HEALTH

### **June 20: FAMILY LIVING DIRECTORY**

THE AREA'S ONLY FAMILY PHONE BOOK! (RELEASED IN AUGUST)

### **July 15: SEPTEMBER MAGAZINE ISSUE**

BACK-TO-SCHOOL • EDUCATION • BABY & TOT

### **August 15: OCTOBER MAGAZINE ISSUE**

FALL EVENTS • AUTO • PRIVATE SCHOOL • FALL HOME

### **September 15: NOVEMBER MAGAZINE ISSUE**

HOLIDAY SHOPPING • PRESCHOOL • SPECIAL NEEDS

### **October 1: FUN FAIR & CAMP EXPO**

BOOTH REGISTRATION OPENS

### **October 15: DECEMBER MAGAZINE ISSUE**

BUY LOCAL SHOPPING • AFTER-SCHOOL PROGRAMS • COLLEGE PREP

### **November 15: JANUARY MAGAZINE ISSUE**

EVERYTHING BABY • WINTER HOME • CAMP PREVIEW

### **December 15: FEBRUARY MAGAZINE ISSUE**

PETS • RESIDENTIAL CAMPS • PRIVATE SCHOOLS

### **15th of Preceding Month: AF WEBSITE ADS**

AF WEBSITE UPDATED ON OR ABOUT TUESDAY OF EACH WEEK

### **Wednesdays: AF EMAIL NEWSLETTER ADS**

AF NEWSLETTER PUBLISHED ON OR ABOUT THURSDAY OF EACH WEEK

## Advertising Content

The Publisher reserves the right to refuse any ad or refuse service to any individual, company or organization. Advertisers and advertising agencies are liable for all content of advertisements and are responsible for any and all claims thereof against the Publisher, their officers, independent contractors, or employees. The Advertiser is responsible for obtaining photo releases for any submitted images and agrees to indemnify and hold the Publisher harmless in their use.

## Advertising Design

A camera-ready ad provided by the Advertiser is welcome. Artwork and copy for reproduction are accepted at Advertiser's risk, should be marked clearly and have a SASE to facilitate return. Publisher will use all reasonable caution to protect submitted material but will not be liable for any loss or damage. Any camera-ready advertising submitted that does not conform exactly to mechanical conditions will be altered to meet specs at the discretion of the Publisher.

If desired the Publisher will provide for the Advertiser at no cost one designed ad with one proof and one set of changes with one final proof using copy and artwork that the Advertiser will supply. At the Advertiser's request the Publisher will provide an Artwork Search for limited use royalty-free images for \$20 per every 3 images found. **Ads prepared by Ivy Publications L.L.C. are copyrighted and may not be used in any other publication or capacity without a release.** A Copyright Design Release may be requested BY A CONTRACT ADVERTISER ONLY and granted from the Publisher for use in another capacity or another publication for a fee of \$55. Copyright Releases DO NOT apply to any images found on behalf of an Advertiser.

## Ad Proofs

The Publisher will design one ad upon request and furnish one proof. Minor changes to the ad requested by deadline are at no cost and a final proof will be provided. Additional ad design services will be billed at \$50 per one ad design with two proofs and one change subject to availability.

## Billing

Pre-payment of first ad is required in full from first time advertisers. When advertiser places a contract, a non-refundable 20% deposit of full contract is required for space reservation, and will be applied towards the final bill due upon receipt. Unpaid invoices over 30 days are subject to a \$20 service charge. Returned checks are subject to a \$20 service charge. Credit payments are subject to a \$10 service charge. Cancellations made no less than 7 days before an ad deadline may apply the non-refundable 20% deposit toward a future ad. Cancellations or no-shows after the ad deadline will be responsible for 100% of ad price and billed accordingly. Rates are not commissionable. Agency commission must be added to these rates.

Advertisers are responsible for paying the original bill(s) plus the cost of collections at 30%, court costs and reasonable attorney fees if their account is turned over to a collection agency and/or attorney for collections. Advertisers agree to waive their homestead exemption.

## Contracts

Advertising to be billed by the Publisher for the space requested for in accordance with the rates set in the current Rate Card and the terms and conditions set forth therein. The Publisher may amend these conditions from time to time.

## Errors

Credit for errors shall be limited to first insertion and shall not exceed the cost of space in which error occurs. No allowance is granted for errors that do not materially effect the value of an advertisement and the publisher shall not be liable for any consequential damages. Adjustment claims must be made within 10 days of publication.

## Frequency Rates

Should the Advertiser use less than the entire amount of advertising as contracted, he shall pay for the amount used at the rate he has earned and a 10% penalty on the total placed contract. Ads must be run within one year of contract date to earn frequency discount.

## Deadlines

Ad materials are due no later than 5pm on the day of a deadline. Materials may be submitted late within 24 hours of deadline, but will incur a \$25 late fee. Express Ad service is also available for an additional \$10, call for details.

*Should you have any questions, please contact us at*

[www.AlbemarleFamily.com](http://www.AlbemarleFamily.com)

4282 Ivy Road Charlottesville, VA 22903 fax (434) 984-4813 voice (434) 984-4713