



The Village Mill

Brandermill Community Association Newspaper, 3001 E. Boundary Terrace, Midlothian, VA 23112
804-744-1035 x 116 • Fax: 804-744-5148 • ads@brandermill.com • www.brandermill.com

Dear Advertiser:

More than 200 new families move into Brandermill each year. These folks are looking for quality services. Don't miss out on the opportunity of advertising in The Village Mill and attracting new customers.

Invest your advertising dollars in a communication that is widely read and circulated within a valuable marketing area which serves a population of more than 13,000 residents. The Village Mill is a full-sized monthly community newspaper distributed to every home and business in Brandermill and is available to subscribers in Woodlake and other areas as well. The Village Mill is also available for viewing online at www.brandermill.com, taking your message to an even wider audience.

The Village Mill is not a throw-away shopping publication or advertising flyer. It contains news of vital interest about the community, local schools, sports, local businesses, area development and feature articles on a variety of topics. Many fine businesses continually advertise in our pages.

I am sure you recognize the benefit of keeping your company's name before the public each month. We offer reasonable advertising rates and substantial discounts for three- to 12-month contracts. Advertisers with multiple-month contracts may contract to list their business on the Brandermill Community Association website for the current year. The cost is pro-rated for advertisers signing up after January.

A current rate sheet, deadline schedule and contract form are enclosed. Please call me at 744-1035x116 if you have any questions or would like to set up an appointment to discuss your advertising plan.

Sincerely,

Ann C. Hunt
Advertising Sales/Graphics
The Village Mill & Brandermill Telephone Directory



The Village Mill

Brandermill Community Association Newspaper, 3001 E. Boundary Terrace, Midlothian, VA 23112
 804-744-1035x116 • Fax: 804-744-5148 • ads@brandermill.com • www.brandermill.com

2013

ADVERTISING RATE SHEET	1 TIME	20% DISCOUNT per month for 3 months	25% DISCOUNT per month for 6 months	30% DISCOUNT per month for 12 months
Full Page Wide Tall 10" x 20.5"	\$1,706.00*	\$1,525.20	\$1,429.88	\$1,334.55
1/2 Page 10" x 10.25"	953.25	762.60	714.94	667.28
1/4 Page 4.937" x 10.25"	476.63	381.30	357.47	333.64
1/8 Page 3.25" x 8"	248.00	198.40	186.00	173.60
2 x 6 3.25" x 6"	186.00	148.80	139.50	130.20
2 x 5 3.25" x 5"	155.00	124.00	116.25	108.50
2 x 4 3.25" x 4"	124.00	99.20	93.00	86.80
2 x 3 3.25" x 3"	93.00	74.40	69.75	65.10
2 x 2 3.25" x 2"	62.00	49.60	46.50	43.40
1 x 2 1.562" x 2"	31.00	24.80	23.25	21.70
1 x 1 1.562" x 1"	15.50	12.40	11.63	10.85

ADVERTISING RATE = \$15.50 per column inch.

Count the number of columns wide and multiply by the number of inches tall to determine column inches, then multiply by \$15.50

Example: 2x6 ad (2 columns wide by 6 inches tall) is calculated as 2 x 6 = 12 x \$15.50 = \$186
 See other side for actual sizes of various ads.

Columns	=	Inches Wide
1	=	1.562"
2	=	3.25"
3	=	4.937"
4	=	6.625"
5	=	8.312"
6	=	10"

CONTRACT DISCOUNTS

12 MONTHS or NON-PROFIT	30% discount
6 to 11 MONTHS	25% discount
3 to 5 MONTHS	20% discount

* Based on special discounted rate, normally \$1,906.00

OPTIONS and FEES

Original Ad Design	No charge
Spot Color (changes monthly)	\$25
Full Color (1/4 pg. minimum)	\$100 to \$200
Extensive Ad Design/Changes	\$10 per 1/4 hour
Classified word listings	50¢ per word, \$5 minimum
Website Listing**	\$48 • Jan. - Dec. pro-rated
**per heading • must have a 3-month minimum contract	

1/4 page \$476.63

Actual sizes of ads
Full page \$1,706.00
Half page \$ 953.25

1/8 page \$248

2 x 6 \$186

2 x 5 \$155

2 x 4 \$124

2 x 3 \$93

2 x 2 \$62

1 x 2 \$31

1 x 1 \$15.50

Take 20% off for 3-month contract
Take 25% off for 6-month contract
Take 30% off for 12-month contract

- FREE typesetting
- FREE original ad design



The Village Mill

Brandermill Community Association Newspaper, 3001 E. Boundary Terrace, Midlothian, VA 23112
804-744-1035 x 116 • Fax: 804-744-5148 • ads@brandermill.com • www.brandermill.com

2013 DEADLINE SCHEDULE

ISSUE	DEADLINE
January 21, 2013*	January 7, 2013
February 11	January 28
March 11	February 18
April 8	March 25
May 13	April 29
June 10	May 23
July 8	June 24
August 12	July 29
September 9	August 19
October 14	September 30
November 11	October 28
December 9	November 18
January 20, 2014*	January 6, 2014

*Indicates change in usual press date due to extended holiday.

All copy and ads are due by noon. Distribution is generally completed by the Friday following the issue date. Schedule is subject to change. Classified deadline is seven days before issue date at noon.

Revised December 2012

