



PREVIOUS MODELS

THE ANNUAL MANUAL

2007-2008 CHARLOTTESVILLE GUIDEBOOK

Yes, Virginia, it's back... to grow your business

Marketing studies indicate that reaching newcomers offers the greatest shot at making a permanent customer. And that's what the Annual Manual is designed to do: create customers.

The *Hook* considers this so important that we publish the Annual Manual instead of one regular week's issue of the *Hook*, our award-winning weekly newspaper. That means that Charlottesville-area readers snap up this glossy-covered edition. It's jam-packed with must-have local info. Through our partnerships with the University of Virginia and many real estate firms, we distribute thousands of additional copies.

There's only one... Annual Manual.

ADVERTISERS AGREE:

- *I love the Annual Manual as an advertiser and as a customer— I keep it all year.*
—Kristin Moses Murray, Public Relations Director,
Fuel Co., Kluge Estate Winery and Vineyard
- *The Annual Manual definitely grabs more attention than any other ad I run all year. It's a great opportunity to stand out when you know everyone is going to be watching.*
—John Sweet, Real Estate Agent, Roy Wheeler Realty
- *With info on everything Charlottesville, The Hook's Annual Manual is an issue in which The Paramount's always sure to participate. It's something I hold on to all year long!*
—Kristen Gleason, Director of Marketing, The Paramount Theater

INSIDER INFO:

- Charlottesville celebrities
- Secret town quirks
- Day trip ideas
- Where to eat, drink, and be merry
... and 2,867 more factoids

we love this place.
give **The Hook** a call ■ 434-295-8700



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ON STANDS: AUGUST 2

DON'T MISS THIS OPPORTUNITY!

- Guaranteed ad placement may be arranged for 25% additional cost
- Please ensure that all camera-ready ads are emailed to your ad rep in PDF format at a minimum of 300 DPI.
- Color ads should be sent in **CMYK** format.

DISPLAY RATES

	back cover	inside front [PAGES 2-6]	inside back [LAST 5 PAGES]	full	3/4	1/2	3/8	1/4	1/8	1/16
open rate	*	2400	2000	1225	1050	750	615	420	275	165
contract advertisers	*	2400	2000	1025	860	615	490	320	205	125
color charges	included	included	included	+200	+175	+150	+125	+100	+75	+75
	PREMIUM GLOSSY PAGES			* Due to the overwhelming demand to reserve the back cover, bidding begins at \$2500 (including full process color on glossy paper). Ask your ad rep for more information or to place your bid.						

UPGRADE YOUR AD

- Add color
- Run your full page on a glossy page (limited availability)
- Guaranteed placement on the page of your choice.

GET ONLINE!

- Supplement your ad with a liner in our Annual Manual directory (this will be in the Annual Manual and will run online for a full year!)
- RATE: \$40 for 1-40 words
- CATEGORIES: Businesses, Services, Wellness, Real Estate, Getaways, Music/ Arts

AD SIZES

Due to our printing process, ads may appear slightly smaller.

