

If you have any questions, contact the classifieds director by email: classifieds@readthehook.com or by phone: (434) 295-8700 x222

liner rates

employment/real estate/yard sales

1-40 words	1X	4X	26X-50X
	\$23	\$18	\$15
41-60 words	\$25	\$21	\$18
61+ words	\$.35 per word over 60 + base price		

wheels/merchandise for sale \$100+

1-30 words	\$18.00 until it sells (one time charge)		
30+ words	\$.35 per word plus base price		

getaways/music & art/services

1-30 words	1X	4X	26X-50X
	\$20	\$10	\$7
30+ words	\$.35 per word over 30 + base price		

lost & found/bulletin board/merch under \$200

1-30 words	\$5		
30+ words	\$.35 per word over 30 + base price		

legal notices

\$.35 per word plus a \$25 processing fee - increased base price for 250+ words

classified advertising faq

Deadline? It's at noon each Tuesday for Thursday's weekly paper.

Miss the deadline? No problem- all ads placed during business hours go online the same day for no extra charge.

What's a word? Any group of numbers or letters separated by a space, hyphen, frontslash, backslash, or other punctuation is a word. Abbreviations and symbols are words. We count phone numbers as one word.

Refunds? Sorry, we don't provide refunds. However, we do offer credit for future ads. If you're taking advantage of our volume pricing (4x, 51x) and sell your car or rent your house before all your ads have run, please contact our office, and we will credit your next order.

Raunchy ads? Sorry, unlike some papers, the Hook does not accept sex ads. We also reserve the right to edit, recategorize, or refuse ads due to inappropriate content, space considerations, grammar, etc.

ad specs

All prices are per week and include an online listing

View a complete list of classified rates, categories, and upgrades @ readthehook.com/classifieds.

add-ons

Want your liner ad to stand out for the rest? Add a background color or logo for an additional \$10 per ad.

display ads

See display rates on the other side of this card or contact our classifieds director for more details.

Ad online? We put all ads online each business day for no extra charge. (You can choose to opt out, however). No extra charge to include hotlinks.

Bulletin board announcements? These are reserved for public service announcements and posting upcoming events, and they're priced cheap!

Want to avoid scams? Don't we all? Read our "scary true classified stories!!" page online to help stay safe.

The Hook classifieds - Central Virginia's best choice for paid classified listings.



Premium positions sell out FAST...reserve yours today!

Give *The Hook* a call:
434-295-8700 x 2

Please note that our first issue in August, our famous "Annual Manual," has its own rate card.

display rates
color

	open	4-12x	13-26x	27-52x
center	2225	2015	1820	1665
back cover	1860	1690	1520	1380
IFC/page 3	1450	1330	1215	1100
full page	1390	1260	1140	1045
3/4 page	1085	985	895	805
1/2 page	750	690	615	560
3/8 page	590	540	490	445
1/4 page	420	385	345	315
1/8 page	250	235	215	190

*Frequency discounts can be earned by publishing in any HOOK product.

PRICES INCLUDE FREE GRAPHIC DESIGN SERVICES

ad deadlines

Space reservations

Noon Friday

Copy/artwork

5pm Friday

Insert Rates

Open \$75/1,000

Contract \$50/1,000

Camera-ready ads

Noon Monday

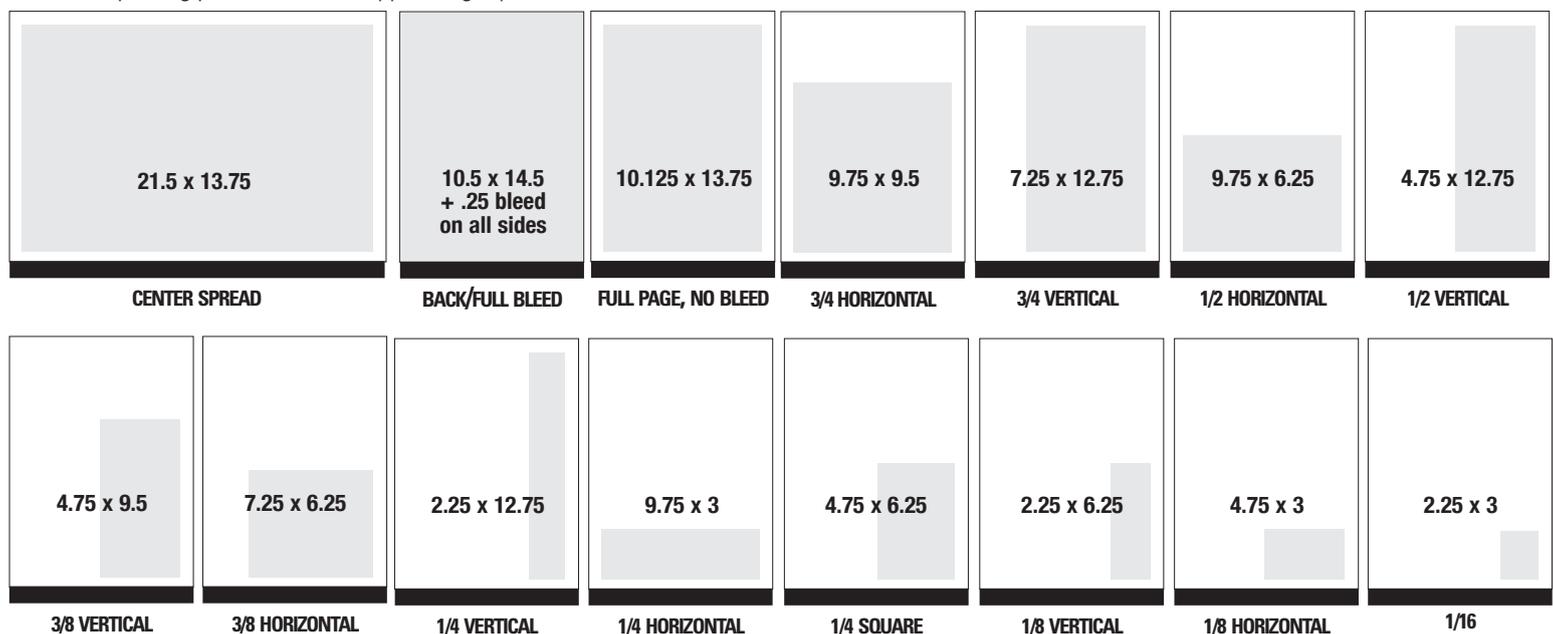
Guaranteed ad placement may be arranged for 25% additional cost.

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.

ad sizes

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



THE HOOK

readthehook.com