



Springtime in Virginia

Special Section

Publishes: Sunday, April 15, 2007

Deadline: Friday, March 23, 2007

Celebrate spring with an ad for your business or services in Springtime in Virginia, an annual special section published in the Richmond Times-Dispatch.

Springtime in Virginia spotlights the homes and gardens on view during Historic Garden Week, sponsored by The Garden Club of Virginia. Local gardening and landscaping articles will be included.

As a special offer for members, the Retail Merchants Association will sponsor a **\$5,000 shopping spree**. Winners will redeem gift certificates at businesses within **Springtime in Virginia** that include a Retail Merchant's logo in their ads. The Times-Dispatch will promote the contest to readers through print, broadcast and point-of-sales materials.

In addition to the Sunday Times-Dispatch readership of more than 517,600* adults, The Richmond Times-Dispatch will also provide additional copies to the homes open on tour, which will bring added exposure to your business.

Price includes 30 days on TimesDispatch.com. Springtime in Virginia will publish on TimesDispatch.com, Central Virginia's most trafficked local Web site, which receives 10.6 million monthly page views from 1.1 million unique visitors.** Advertising in this section includes a 30-day listing with link to print ad in the Springtime in Virginia index on TimesDispatch.com.

* Source: Scarborough Research, 2006, rel 2

**3 month average October 30, 2006 - January 30, 2007. Site Catalyst Report.

Let Springtime in Virginia help your sales bloom!

Suggested Ad Sizes

Full Tabloid (9 5/8" x 11 1/2")

Half Tabloid (9 5/8" x 5 3/4")

15" Ad (5 3/4" x 5")

6" Ad (3 3/4" x 3")

3" Ad (1 13/16" x 3")

**To reserve your ad space,
contact your account representative or
Lydia Sartori • 804-649-6167
lsartori@timesdispatch.com**

Richmond Times-Dispatch

TimesDispatch.com

300 East Franklin Street, Richmond, Virginia 23219

