FAIRFAX COUNTY TIMES

CONNECTING PEOPLE & COMMUNITIES FOR 59 YEARS!

Who We Are

FAIRFAX COUNTY TIMES

What We Do

In its 59th year, the *Fairfax County Times* delivers content, credibility, and county-wide readership. With a weekly readership of 305,000+ newspapers, the *Times* gets into more homes than any other weekly newspaper in Northern Virginia, covering the most relevant topics—local, topical news, Crime, Sports, DIY, Homes, Family, Health & Food, and Pets—that Fairfax County readers care about the most.

Sister Agencies

The *Fairfax County Times* is part of **Whip It Media**, a multimedia corporation and leader in the advertising and marketing industry. Falling under its umbrella are the ***Fairfax County Times***, **The Washington Suburban Press Network**, and its digital agency, **Media Prowler**. With its well-established family of publications and digital component, Whip It Media is vested in offering innovative ways of reaching local and national audiences.

305,000+

READERSHIP

(Print + Digital)

Custom Advertising

Print & Direct Mail

Geo-Targeted Email

Social & Display Retargeting

FAIRFAX COUNTY TIMES

Who We Reach

FAIRFAX COUNTY TIMES

Distribution & Readership

Area	Zip Codes	Zones	Readership
McLean	22101	9,007	
McLean	22102	3,143	12,150
Herndon	20180	7,349	
Herndon	20181	5,919	13,268
Reston	20190	3,092	
Reston	20191	5,797	
Reston	20194	2,743	11,632
Oakton	22124	4,116	
Vienna	22027	554	
Vienna	22180	4,693	
Vienna	22181	2,687	
Vienna	22182	5,097	17,147
Centreville	20120	8,142	
Centreville	20121	4,226	
Clifton	20124	2,671	15,039
Fairfax	22033	5,283	
Chantilly	20151	4,724	10,007
Fairfax	22030	9,116	
Fairfax	22031	3,939	
Fairfax	22032	7,732	20,787
Area Total			100,030
e-Digest			205,000
Total			**305,030**

FAIRFAX COUNTY TIMES

Audience & Readership At-A-Glance

#1 most populated county in Virginia!

Reston • Herndon • McLean • Vienna • Centreville • Chantilly • Fairfax • Fairfax Station
Clifton • Great Falls • Oakton • Falls Church • Alexandria • Springfield • Lorton

Population: 1.2 Million

Projected to rise to 1.36 million by 2050

Median Age: 38.3 Years

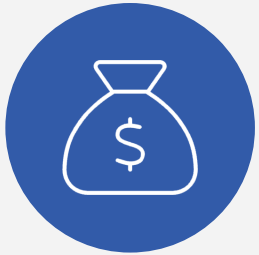
60.6% ages 20-64
13.8% ages 65+

Diversity: 49.5% Caucasian

20.5% AAPI
17.3% Hispanic
9.6% Black

649,723 Employed Residents

15.6% in Management and Legislative industries
11.85% in Computer and Mathematics industries



Median Household Income: $141,553

Over 75% higher than the national median of $80,610

Source: fairfaxcounty.gov/demographics

FAIRFAX COUNTY TIMES

Advertising Opportunities

FAIRFAX COUNTY TIMES

Rates, Ads, Sizes & Requirements

Rates & Frequency

Cost: $52/column"
+ $250 for color

Frequency	6x	12x	26x	52x
Discounts	15%	20%	25%	30%

Electronic Ad Format

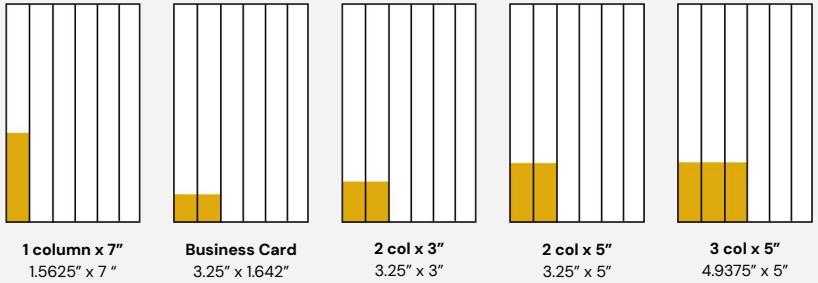
- Acrobat PDF - Preferred Format
  (with fonts embedded)
- Illustrator CS3 or lower
  (with fonts as outlines)
- Photoshop CS3 or lower
  (.tif or .eps)
- *We cannot accept any other formats*

- 4-Color Ads must be CMYK
  (No RGB, lab, or index color accepted in any ad)
- Black & white images should be in grayscale form
- Minimum DPI is 200

Deadlines / Cancellations

- **Space**: EOD Tuesday prior
- **Proof Copy**: Noon Wednesday prior
- **Camera Ready**: Noon Wednesday prior
- **Published**: Friday
- *Ads cancelled after deadline will be charged the full amount of the ad*

NOTE: Resolution that is too high creates excessively large files. Resolution that is too low produces poor print quality. 72 DPI works well for internet but is too low for print reproduction.



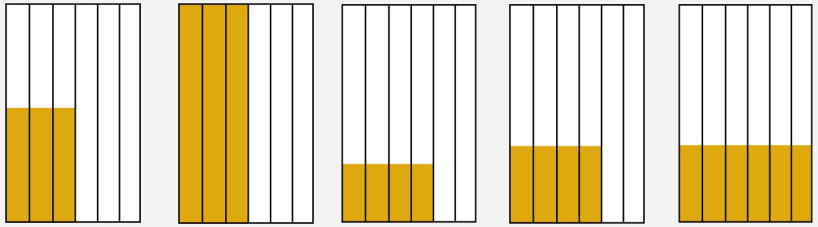
1 column x 7"
1.5625" x 7 "

Business Card
3.25" x 1.642"

2 col x 3"
3.25" x 3"

2 col x 5"
3.25" x 5"

3 col x 5"
4.9375" x 5"



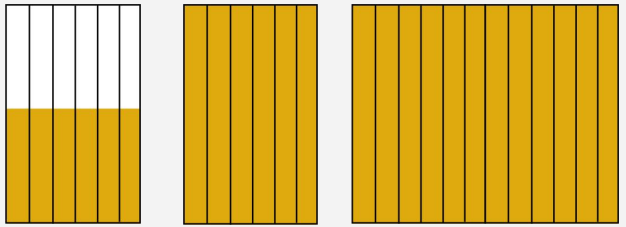
1/4 Page Ad
4.9375" x 9.72"

1/2 Page Vertical
4.9375" x 19.5379"

4 col x 5"
6.625" x 5"

4 col x 7"
6.625" x 7"

6 col x 7"
10" x 7"



1/2 Page Horizontal
10" x 9.72"

Full Page
10" x 19.5375"

Double Truck
21" x 19.5375"

Front Strip Ad, 10" x 2", also available for 75.PCM.

Ask advertising consultant for other available sizes.

FAIRFAX COUNTY TIMES

Inserts, Stickies, Bag-Vertising, Direct Mail

Inserts

Insert your flyer or tab in our award-winning newspaper!

- **Minimum**: 5,000
- **Single sheet**: $38
- **Up to 4 pages**: $42
- **6-8 pages**: $43
- **10-12 pages**: $44
- **Above 12 pages**: Ask your representative

- **Space**: Wednesday prior
- **Delivery**: Friday prior
- **Delivery address**:
  WSPN c/o Times Community Newspapers
  News & Advance
  101 Wyndale Drive
  Lynchburg, VA 24501
  Include Date of Insertion

Direct Mail & WePrint

We can print and mail your postcards and flyers, targeting specific zip codes or entire neighborhoods. We also offer insert printing and distribution through various community newspapers, including the *Fairfax County Times*.

Stickies

Custom sticky notes offer a premium ad spot that captures attention before the paper is opened, boosting awareness and response. Easily removable and portable, stickies extend your message beyond a single page.

Bag-Vertising

Place your ad on the outside of the newspaper's delivery bag for high visibility to 100,000 *Fairfax County Times* homes weekly, or target specific zones for a more focused reach.

FAIRFAX COUNTY TIMES

Online Advertising

FairfaxTimes.com Opportunities

Expand your reach beyond your weekly print ad and increase your results by targeting additional potential customers online!

Leaderboard (728x90)

- One spot with four rotations available
- $500 per month

Big Box (300x250)

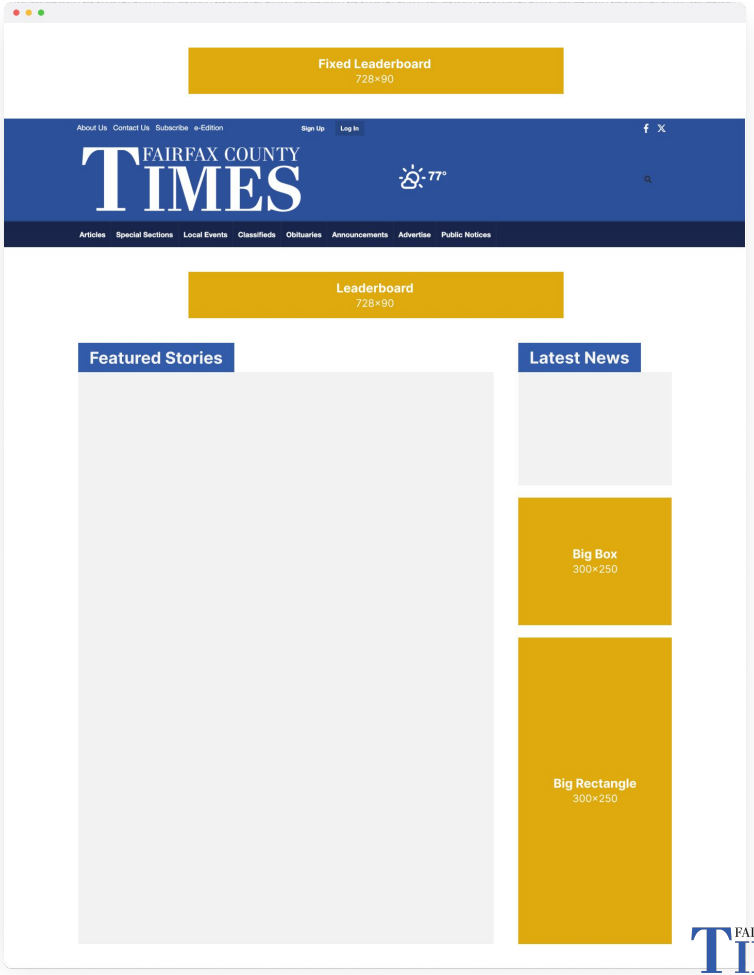
- Two spots with four rotations available for each
- $500 per month

Big Rectangle (300x600)

- One spot with four rotations available
- $600 per month

Fixed Leaderboard (728x90)

- One exclusive spot
- $600 per month



e-Digest Advertising

Want to reach over 205,000 people every week?

Feature your company in our weekly newsletter with a sponsoring banner ad! Placing a banner ad in our Friday e-Digest is an easy and effective way to get your business, event, or promotion in front of 205,000+ residents as they make plans for the weekend!

Size: 728x90 pixels
Accepted files : JPG, PNG, GIF
Pricing : $300 per week / $1,000 per month

205,000+
Subscribers

21.9%
Average Open Rate

2.3%
Average Click Rate

FAIRFAX COUNTY TIMES

Classifieds

Coverage: Fairfax County
Readership: 305,000+
Cost Per Inch: $50 per column inch*
**Fairfax Times Careers & Social Networking: $55 per listing*

- Ad send code: MDGGN
- Line Screen: 65 lpi
- Rates are commissionable for agencies with digital-ready ads only

Online Advertising

Banner Advertising on Classifieds: $400 per month
Digital Classified posting: $25 per week

Directories

Worship Guide*: $25 per column inch
Business & Services*: $25 per column inch
**minimum two inch ad*

Mechanical Requirements

1 column = 0.955″
2 column = 1.96″
3 column = 2.965″
4 column = 3.97″
5 column = 4.975″
6 column = 5.98″
7 column = 6.985″
8 column = 7.99″
9 column = 8.995″
10 column = 10″

Deadlines

All ads are due Monday at 4:00pm prior to publication.

Sections

- Recruitment/Employment
- Business & Services
- Legal
- Real Estate
- Obituaries
- Church

FAIRFAX COUNTY TIMES

Special Publications

Baby Boomers Quarterly Publication

Targeted advertising that yields results! As you plan your advertising throughout the year, plan on the *Fairfax County Times*' special sections to maximize your sales. These pull-out tabloids will help you reach your target audience, in 305,000+ homes, in the most affluent county in the country, making your investment extremely cost-effective. Our guide features articles on retirement communities, health, lifestyles, travel, hot topics, and more. Published during the months of January, April, July, and October.

Featuring Editorially-Driven Special Sections

- **Back to School**: Our guide to Fairfax County schools, after school programs, open houses, special programs, and more.
- **Home & Garden**: This special section features new homes, gardening with children, composting, and remodeling.
- **Community Guide**: Features contacts for local artisans, professionals, services, and more.
- **Moms, Dads & Grads**: Features local events, getaways, gift guides, future planning, and more.

FAIRFAX COUNTY TIMES

Digital Advertising

FAIRFAX COUNTY TIMES

SUCCESS FROM START TO SEND

MEDIA PROWLER: THE DIGITAL AGENCY

At Media Prowler, we have over 30 years of experience helping businesses connect with their audiences through data-driven digital strategies. As a leader in the data, media, and advertising industry, we create targeted campaigns that deliver measurable results using our data pool of over 95 million B2B and B2C contacts.

Media Prowler provides direct marketing campaigns for businesses and turnkey white-label solutions for media companies to enhance your existing suite of products. Whether you're a small business or a large enterprise, we're here to maximize your marketing impact from *start* to *send*.

Let’s find your audience together.

160
Partners Nationwide

95 million
B2B & B2C Emails

130+
Demographic, Sociographic, and Geographic Database Targeting Parameters

25
Years of Experience

MediaProwler

OUR PRODUCTS

EMAIL MARKETING

- **REACH**: Find new customers with our B2C and B2B hyper-targeted tools.
- **GROW**: Grow your database by capturing information from people who engage with your campaigns.
- **ENHANCE**: Retarget your email audience with display and social ads.

THE SEND LINE

- **IN-MARKET BUYERS**: We identify customers who searched for your products in the last seven days.
- **TARGET**: Execute a multi-channel program to reach interested buyers and boost sales.
- **DATA ACQUISITION**: Get real-time and post-campaign leads from those who engaged with your campaign.

DISPLAY & NATIVE

- **American Express**: Target online users based on their transaction behaviors with American Express cards across a network of premium sites through our private Marketplace.
- **TeleTwist**: Utilize mobile geofencing to reach consumers searching for your product on their devices, generating real-time leads!
- **InnoNative**: Use native advertising to promote your brand on relevant industry sites and drive traffic to your website!

VIDEO & CTV

- Leverage our Media Prowler database to position your brand effectively in video ads.
- Optimize your standard video campaigns for performance in a connected television environment.

MediaProwler

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