

# T 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.

# 245,000+

## READERSHIP

(Print + Digital)



Custom Advertising



Print & Direct Mail



Geo-Targeted Email



Social & Display  
Retargeting

# 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			145,000
<b>Total</b>			<b>245,030</b>



# Audience & Readership At-A-Glance

#1 **most populated county in Virginia!**

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



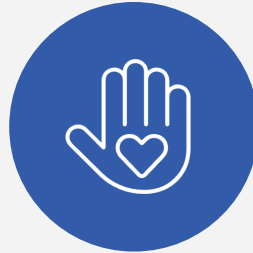
**Population:**  
**1.2 Million**

Projected to rise to  
1.36 million by 2050



**Median Age:**  
**38.3 Years**

60.6% ages 20–64  
13.8% ages 65+



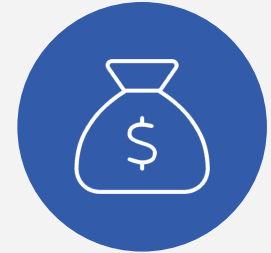
**Diversity:**  
**49.5% Caucasian**

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

# Advertising Opportunities

FAIRFAX COUNTY  
TIMES

# Rates, Ads, Sizes & Requirements

## Rates & Frequency

<b>Cost:</b>	\$52/column"	<b>Frequency</b>	6x	12x	26x	52x
	+ \$250 for color	<b>Discounts</b>	15%	20%	25%	30%

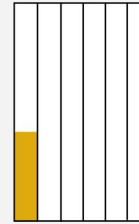
## Electronic Ad Format

- 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

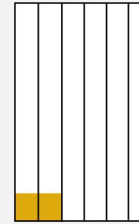
## Deadlines / Cancellations

- **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*

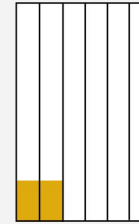
**NOTE:** Resolution that is too high creates excessively large files. Resolution that is too low produces poor print quality. 72 DPI works well for internet but is too low for print reproduction.



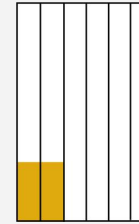
**1 column x 7"**  
1.5625" x 7"



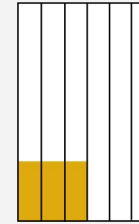
**Business Card**  
3.25" x 1.642"



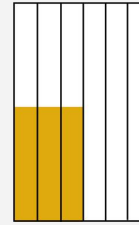
**2 col x 3"**  
3.25" x 3"



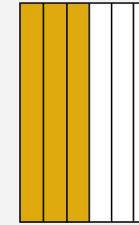
**2 col x 5"**  
3.25" x 5"



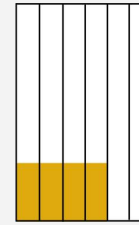
**3 col x 5"**  
4.9375" x 5"



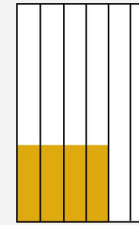
**1/4 Page Ad**  
4.9375" x 9.72"



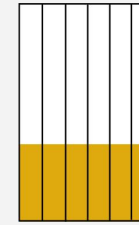
**1/2 Page Vertical**  
4.9375" x 19.5375"



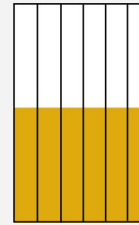
**4 col x 5"**  
6.625" x 5"



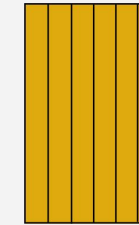
**4 col x 7"**  
6.625" x 7"



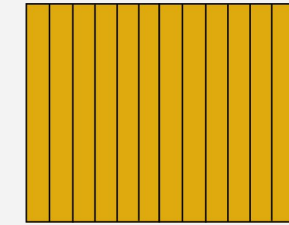
**6 col x 7"**  
10" x 7"



**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.*

# 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.

# 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)

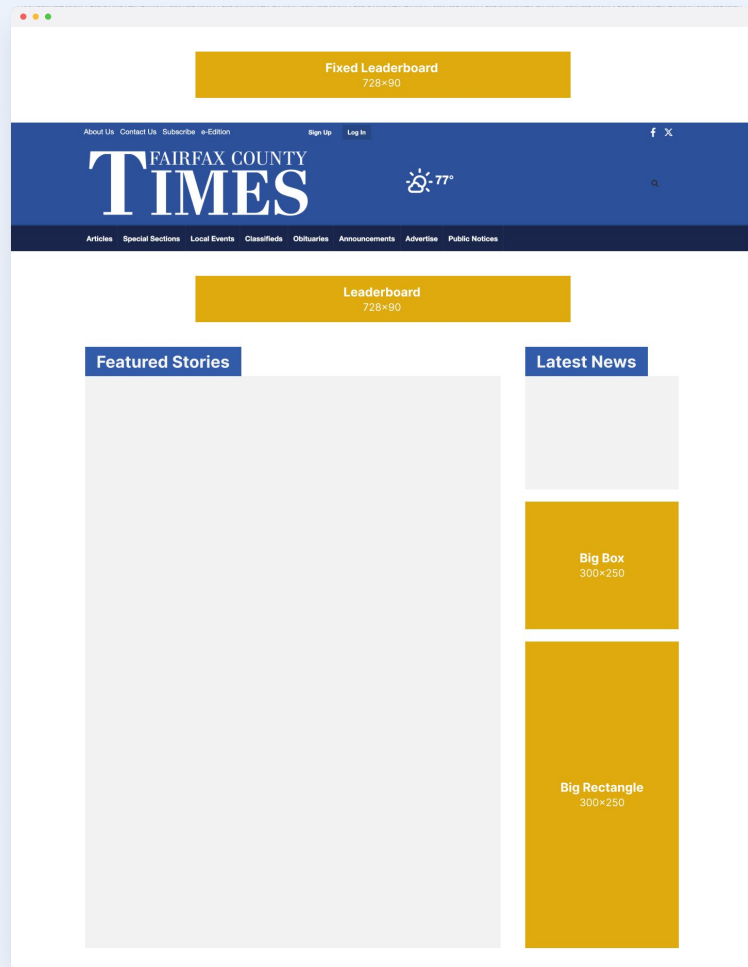
- Two spots with four rotations available for each
- \$500 per month

### Big Rectangle (300x600)

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

### Fixed Leaderboard (728x90)

- One exclusive spot
- \$600 per month



# Newsletter Advertising

Want to reach over 145,000 people every week?

Feature your company in our weekly newsletter with a sponsoring banner ad! Placing a banner ad in our Friday newsletter 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



145,000+

Subscribers

21.9%

Average Open Rate

2.3%

Average Click Rate



# Advertorial Bundle

Pair your sponsoring newsletter banner ad with an online advertorial to increase your reach and maximize your impact!

## Pricing:

- \$550 per week
- \$1,500 per month

## Advertorial Specifications:

- Word count: 500 words maximum
- Company logo (Accepted files: JPG, PNG, GIF)
- Image (Photo or graphic only; Accepted files: JPG, PNG, PDF)
- Company contact information (Phone number, website, business address)
- *“ADVERTORIAL” will be displayed at the top of your article*

## Newsletter Banner Ad Specifications:

- **Size:** 728x90 pixels
- **Accepted files:** JPG, PNG, GIF

[Click here](#) to see an example of the advertorial format on [fairfaxtimes.com/](http://fairfaxtimes.com/)

The screenshot displays the Fairfax County Times website interface. At the top, the navigation bar includes links for 'About Us', 'Contact Us', 'Subscribe', and 'e-Edition', along with the Fairfax County logo and a search bar. The main content area features a placeholder for an advertorial with the headline 'Your Headline Here' and a sub-headline 'Mar 18, 2026 Updated Mar 20, 2026'. Below the headline is a large gray box labeled 'YOUR IMAGE OR GRAPHIC HERE' and a smaller box labeled 'YOUR LOGO HERE'. The article body contains placeholder text, including 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tristique. Cras dapibus.' The right sidebar contains sections for 'Latest News' and 'Most Popular', each with a list of article titles. At the bottom, there is a 'CREATE AN EVENT' button and a search bar for events. The footer includes contact information for the company, such as address, hours, phone number, and website.

# 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.

# Contact us and place your ad today!

LOCAL & NATIONAL SALES

**Simmy Murdock**

703-904-1004 x703  
simmy@wspnet.com

LOCAL SALES

**Marcia Patch**

703-904-1004 x707  
marcia@wspnet.com

# Digital Advertising

FAIRFAX COUNTY  
TIMES

MediaProwler



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

# 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.

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**T**IMES

CONNECTING PEOPLE & COMMUNITIES FOR 59 YEARS!