FAIRFAX COUNTY TIMES

Connecting People & Communities for 53 years!

2020 MEDIA KIT

Circulation 330,000

- Custom Advertising
- Print + Direct Mail
- Web Optimization + Mobile Marketing
- InnoNative, FaceMail, + TweetaMail
- Geo-Targeted Email

. . . and so much more!

What we do

In its 55th year,

the Fairfax County Times delivers content, credibility, and county-wide circulation. With a weekly circulation of 330,000 newspapers, the Times gets into more homes than any other weekly newspaper in Northern Virginia, covering the most relevant topics – 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.

WHIP IT MEDIA IS VESTED IN OFFERING
INNOVATIVE
WAYS OF REACHING LOCAL & NATIONAL AUDIENCES

Distribution & Circulation
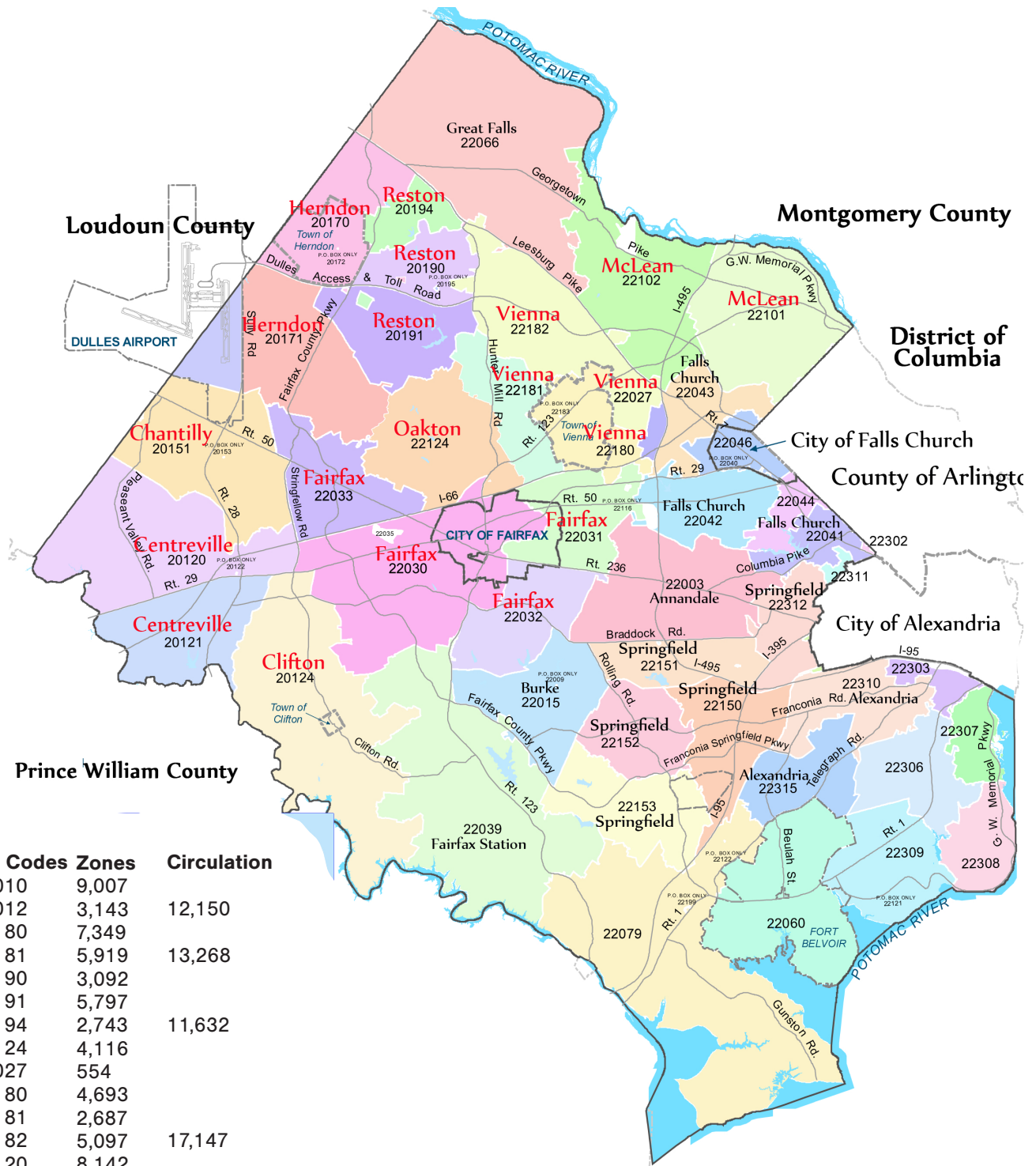
Area	Zip Codes	Zones	Circulation
McLean	22010	9,007	
McLean	22012	3,143	12,150
Herndon	20180	7,349	
Herndon	20181	5,919	13,268
Reston	20190	3,092	
Reston	20191	5,797	
Reston	20194	2,743	11,632
Oakton	22124	4,116	
Vienna	22027	554	
Vienna	22180	4,693	
Vienna	22181	2,687	
Vienna	22182	5,097	17,147
Centreville	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-Edition			230,000
Total			330,030

Contact Us Today!

Account Executive
Simmy Murdock / (703) 463-9228
simmym@wspnet.com

Account Executive
Karen Washburn / (703) 994-4940
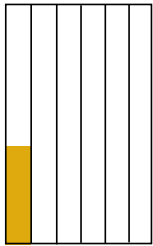kwashburn@fairfaxtimes.com
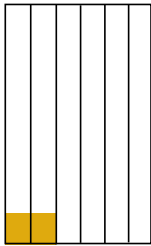
Rates, Ads, Sizes & Requirements

Rates & Frequency
Cost $52/column"
+$4/column" for color

Frequency	3x	6x	12x	26x	52x
Discounts	15%	20%	25%	30%	40%

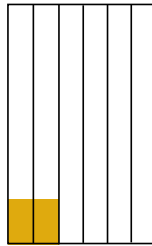## Sample Available Ad Sizes for Six Column (10") Broadsheet Ads

1 column x 7"
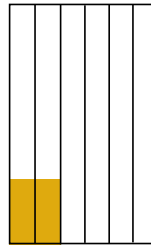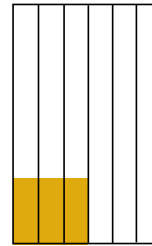1.5625" x 7"

Business Card
3.25" x 1.642"

2 col x 3"
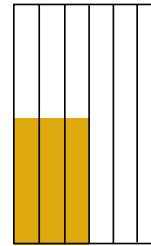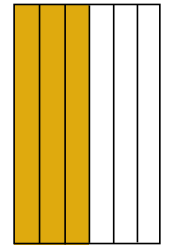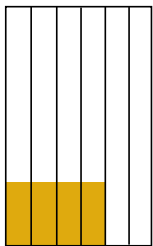3.25" x 3"

2 col x 5"
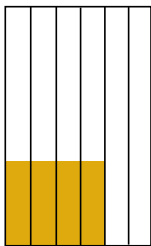3.25" x 5"

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"
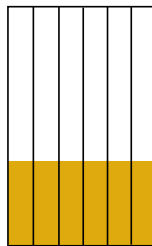
6 col x 7"
10" x 7"
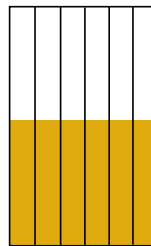
1/2 Page Horizontal
10" x 9.72"
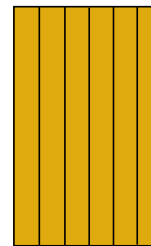
Full Page
10" x 19.5379"
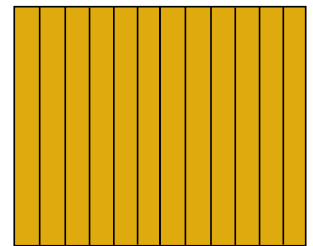
Double Truck
21'" x 19.5379"

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

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

*Ask advertising consultant for other sizes available

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. Reolution that is too low produces poor print quality. 72 dpi works well for internet but is too low for print reproduction.

Contact Us Today!
P: (703) 437-5400
F: (703) 904-1009
www.fairfaxtimes.com

Inserts, Stickies, Bag-Versting, Direct Mail

Direct Mail & WePrint

We can print and mail your postcards and flyers. Depending on your needs, we can deliver your message to particular zip codes or saturate neighborhoods. We can also print your inserts and insert into multiple community newspapers including our own Fairfax County Times Newspaper.

Stickies

This premium advertising opportunity grabs readers' attention before they even open the newspaper, increasing customer awareness and response. Custom sticky notes are easy to remove and save. They are portable and ideal for carrying your message beyond one page of the Fairfax County Times.

PROMINENT LOCATION:
Notes appear on the front page of the publication, above the fold, providing your business' message very high visibility.

EXCLUSIVITY:
Only one advertiser is featured at a time.

TARGETED:
Sticky notes can be placed onto individual publictions or distributed county-wide.

REPOSITIONABLE:
Readers can remove the sticky notes and place them where they need the information; on the refrigerator, computer, shopping list, wallet, etc. Readers keep the note for future reference, which will influence sales.

BRANDING:
Research shows that readers have a high recall of sticky note ads. Studies also show that the redemption rate is higher than bulk mail or traditional print advertising.

Bag-Vertising

Your advertisement can appear on the outside of the plastic newspaper delivery bag against a contrasting white background. It guarantees that your message will be noticed by the 100,000 homes that receive Fairfax County Times each week. Or if you prefer a more targeted approach, use the bags only in the zones of your choice.

Online Advertising

FairfaxTimes.com Opportunities
Expand your reach beyond your weekly print ad and increase your results by targeting additional potential customers online.

Leaderboard (728 x 90)
One spot with four rotations available
$400 per month

Big Box (300 x 250)
Two spots with four rotations available for each
$400 per month

Big Rectangle (300 x 600)
One spot with four rotations each available
$600 per month

Advertorial - Local Business
$275 per month

Fixed Leaderboard (728 x 90)
One exclusive spot
$600 per month

Contact Us Today!
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F: (703) 904-1009
www.fairfaxtimes.com

Average STATISTICS

Weekly newsletter deployed to over 85,000 recipients

Over 13,000 e-edition impressions per month

Over 56,000 website impressions per month

Classifieds

Overview

Cities- Fairfax North & South

Circulation- 330,000

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

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

Deadlines

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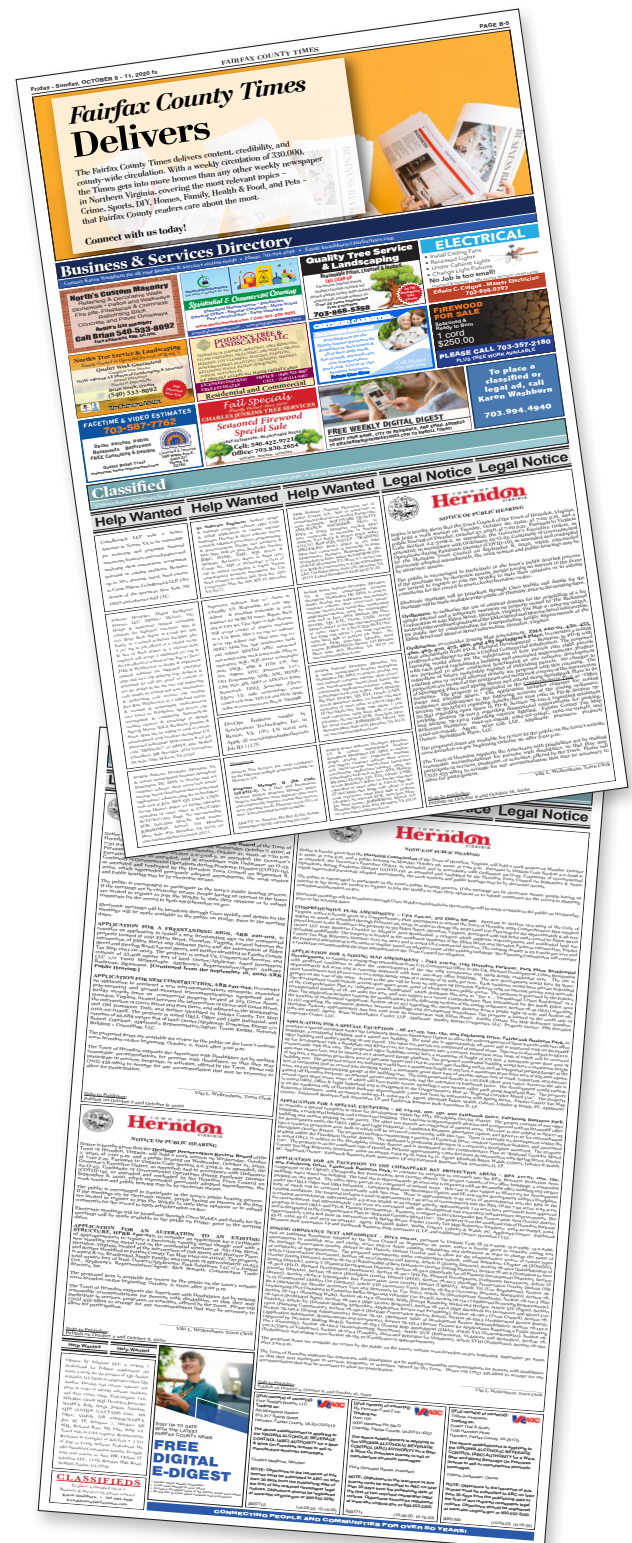
Contact

Karen Washburn

kwashburn@fairfaxtimes.com

703-994-4940

Special Publications

BABY BOOMERS

Quarterly publication featuring articles on retirement communities, health, lifestyles, travel, hot topics, and more

Published during the months of: January, April, July, October

PRIVATE SCHOOLS

Our **bi-annual guide** to Fairfax County private schools, after school programs, open houses, special programs, and more

Published during the months of: February, August

HOME & GARDEN

Spring Edition (Published every March)
This spring section features new homes, gardening with children, composting, remodelling, and more

Summer Edition (Published every May)
This summer guide features local events and activities, outdoor dining, day trips, weekend getaways, kids activities, summer concerts, and more

Fall Edition (Published every August)
This fall guide features local events and activities, outdoor dining, day trips, weekend getaways, kids activities, summer concerts and more

HOLIDAY GIFT GUIDE

Features sales, gift ideas for all, best places to shop, and more. **Published 2 days before Black Friday!**

Published in November only

Media Prowler: The Digital Agency

TRANSPARENCY
INTEGRITY
LEGITIMACY

Media Prowler

- Leading the online market industry with our core values: **transparency, integrity,** and **legitimacy**.

- Email, data, and digital specialist with strong partners in the media industry who consistently add our product to their sales inventory.

- Through Media Prowler, their clients have access to the highest quality business and consumer databases.

- We meticulously safeguard our data quality by cross-referencing our lists with public information, following the Open Record Act, and ensuring that our data comes with full postal addresses along with a date and timestamp of opt-in.

- For the fourth time, Media Prowler has made the Inc. 500 list of the fastest-growing private companies in America.

- Only a tiny fraction of the nation's companies have demonstrated such remarkably consistent high growth, particularly in the difficult economic environment of the past few years. This achievement truly puts Media Prowler in rarefied company.

Average STATISTICS

160 partners nationwide

95 million B2B and B2C national database

130+ demographic, sociographic, and geographic **database targeting parameters**

12 years of experience

Digital Advertising

Geo-Targeted Email

In addition to demographic and geographic selections, our database contains a wealth of information from which we can target your specific audience. Target your audience based on over 130 demographic, sociographic, and geographic database targeting parameters.

FaceMAIL TweetaMail

Place your ads in Facebook and Twitter newsfeeds of targeted users. Target by interests, keyword, events, behaviors, demographics, relationship status, and much more! Reach new people who are similar to your customer base, and are likely to be interested in your business.

TELETWIST

Mobile geofencing is the process of using GPS, WiFi and RFID technologies to create virtual geographic boundaries that organizations can use in their marketing and analytics efforts. When users enter or exit these pre-defined boundaries, we can send them device notifications with promotions, ads, coupons or similar announcements.

INNONATIVE

Our native advertising program that allows brands to reach a hyper relevant audience and generate hot leads... customized for any advertiser.

XENON + Retargeting

Unfortunately 97% of site visitors will leave without taking action. We show them your ad as they browse the internet and remind them of your brand and to come back when they are ready to buy. As users browse the web, consuming content, we collect data associated with that content. Based on the keywords and/or the categories of the content, we show your ad to those who are reading about topics relevant to your products and services.

MOTORSEND

MotorSend is the leading digital and data provider for the automotive industry. We hand you the keys to the industry's most progressive collection of automotive data, and invite you to explore the limits! MotorSend's micro-targeting capabilities and turnkey email and digital solutions throw your sales into overdrive!

REALTYSEND

RealitySend is the leading digital and data provider for the RealEstate industry. We hand you the Keys to open the door to the industry's most progressive collection of Real Estate data, and invite you to explore the limits.

UNIVERSITYSEND

UniversitySend is the leading digital and data provider for the higher education industry. We open up the door to the industry's most progressive collection of education data. and invite you to explore the limits!

RECRUITSEND

RecruitSend is the leading digital and data provider for the recruitment industry. We open up the door to the industry's most progressive collection of recruitment data, and invite you to explore the limits!