

FAIRFAX COUNTY TIMES 2020 MEDIA KIT

Connecting People & Communities

Circulation 330,000

Custom Advertising

Print

InnoNative
(Native Ads PLUS)

Marketing Plans

Direct Mail

Geo-Targeted Email

Special
Publications

Inserts
(WePrints & Preprints)

Website Optimization

Mobile Marketing

Stickies

FaceMail & TweetaMail

The Fairfax County Times
P.O. Box 8791, Reston, VA 20195
P: (703) 904-1004 F: (703) 904-1009
www.fairfaxtimes.com

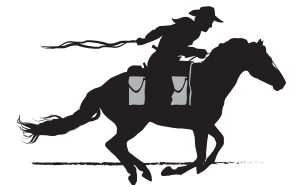
FAIRFAX COUNTY
TIMES

The Fairfax County Times Newspaper

In its 53rd year, the Fairfax County Times still 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, Pets -- the topics Fairfax County readers care most about.

The Fairfax County Times is part of Whip It Media. Whip It Media is a multi media corporation and leader in the advertising and marketing industry. Falling under its umbrella are The Fairfax Times, The Washington Suburban Press Network, and 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.

FAIRFAX COUNTY
TIMES



WHIP IT MEDIA

Other Divisions of Whip It Media

Washington Suburban Press Network

Washington Suburban Press Network is a newspaper owned network vested in the success of their clients. Established in 1992, WSPN has grown to represent over 100 community newspapers in the Washington, DC and Baltimore, MD suburban areas. WSPN prides itself in offering innovative ways of reaching local community audiences with out-of-home opportunities and promotion, such as Online, Front Page Strip, and "Sticky Note" advertising. Headquartered in Reston, VA, Washington Suburban Press Network is proud to represent over 200 years of the best local community news. With over 1.6 million+ audited circulation, our publications are the leading newspapers in hundreds of communities throughout the Washington region.

WSPN

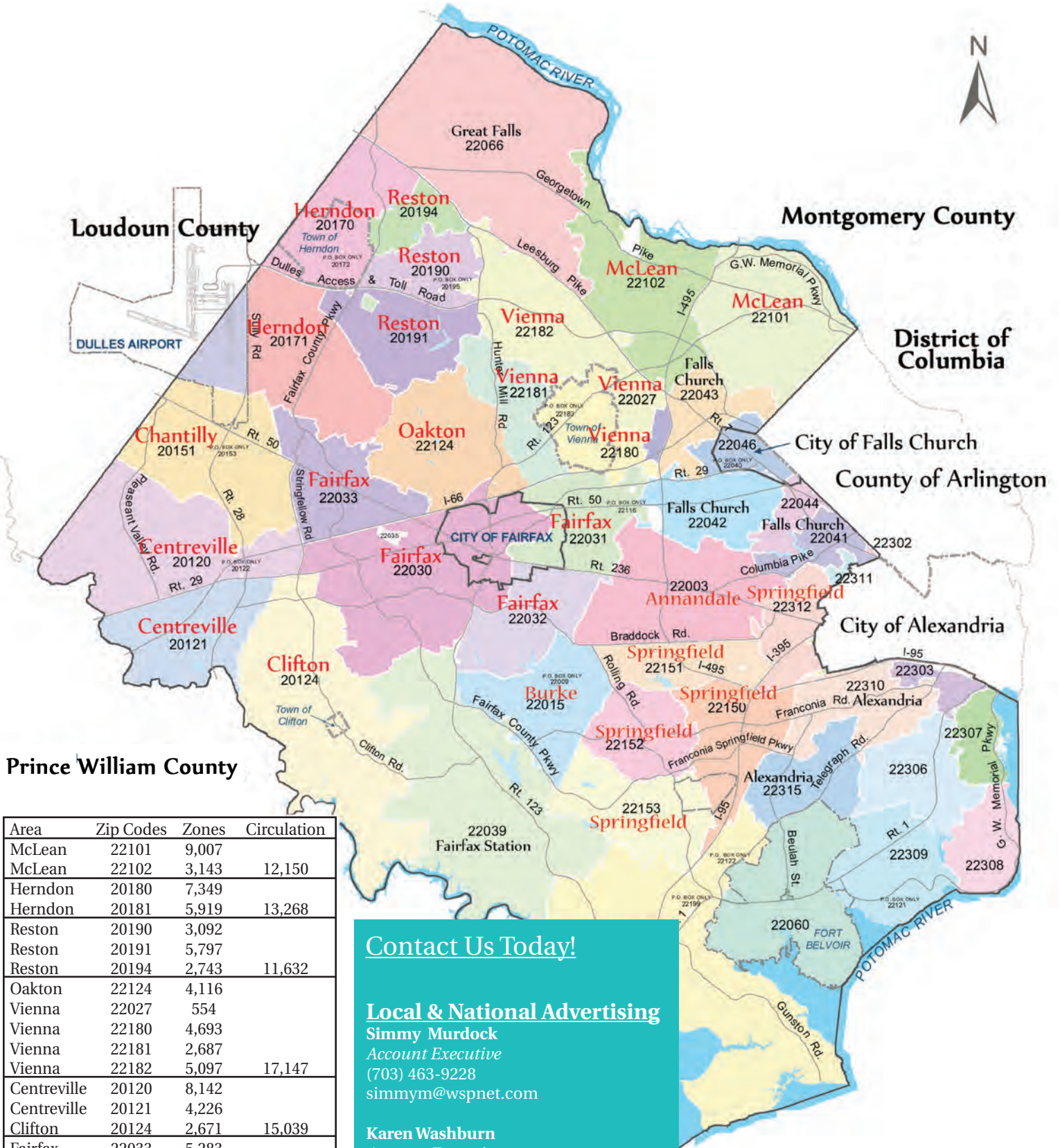
Media Prowler

Media Prowler is a leader in the online marketing industry because of our core values: transparency, integrity, and legitimacy. As an email, data, and digital specialist, Media Prowler produces real results and focuses on using that data to elevate the success of companies. They have very strong partners in the media industry, all of whom have successfully added our product to their sales inventory. Through Media Prowler, their partners have access to the highest quality business and consumer databases. They meticulously safeguard our data quality by cross-referencing our lists with public information, following the Open Record Act, and ensuring that their data comes with full postal addresses along with a date and time-stamp of opt-in.

MediaProwler

For the 4th time, Media Prowler has made the Inc. 5000 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.

AREA DISTRIBUTION & CIRCULATION 2020



Area	Zip Codes	Zones	Circulation
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-Edition			230,000
Total			330,030

Contact Us Today!

Local & National Advertising

Simmy Murdock

Account Executive

(703) 463-9228

simmym@wspnet.com

Karen Washburn

Account Executive

(703) 994-4940

kwashburn@fairfaxtimes.com

Classified Advertising

Karen Washburn

Account Executive

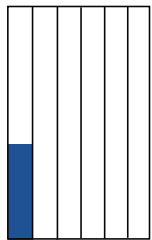
(703) 994-4940 • kwashburn@fairfaxtimes.com

RATES, AD SIZES & REQUIREMENTS 2020

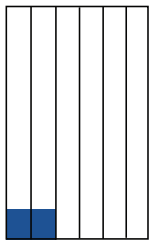
Rates & Frequency

Cost \$52/column"	Frequency	3x	6x	12x	26x	52x
+\$4/column" for color	Discounts	15%	20%	25%	30%	40%

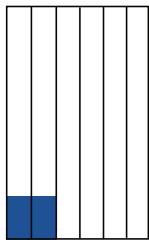
Sample Available Ad Sizes for Six Column (10") Broadsheet Ads



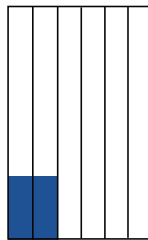
1 column x 7"
1.5625" x 7"



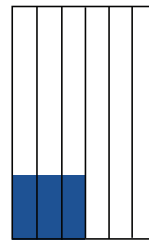
Business Card
3.25" x 2"



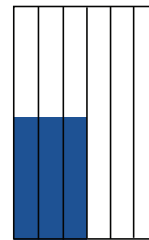
2 col x 3"
3.25" x 3"



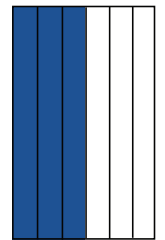
2 col x 5"
3.25" x 5"



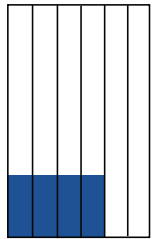
3 col x 5"
4.9375" x 5"



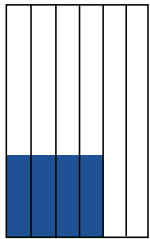
Quarter Page
4.937" x 9.72"



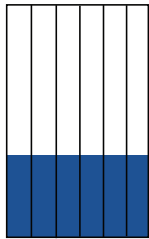
1/2 Page Vertical
4.937" x 19.5379"



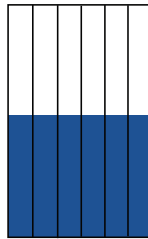
4 col x 5"
6.625" x 5"



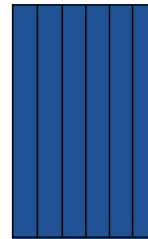
4 col x 7"
6.625" x 7"



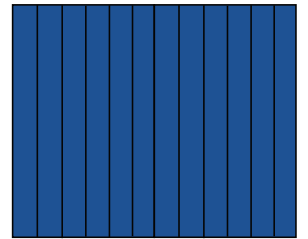
6 col x 7"
10" x 7"



1/2 Page Horizontal
10" x 9.72"



Full Page
10" x 19.5379"



Double Truck
21" x 19.5379"

Front Strip Ad, 11" x 2.5" also available for 75.PCM. *Ask advertising consultant for other sizes available

Six Columns Broadsheet Format

Width - 10" Depth - 19.5379" Total Inches - 195.379"	Column	Widths	Column Inches To determine the total inches of your ad, multiply the number of columns by the height of the ad.
	Column 1	1.5625"	
	Column 2	3.25"	
	Column 3	4.9375	
	Column 4	6.625"	
	Column 5	8.3125"	
	Column 6	10.0"	

Electronic Ad Format

File Formats

- Illustrator CS3 or lower (with fonts as outlines)
- Photoshop CS3 or lower (tif or eps)
- Acrobat PDF - Preferred Format (with fonts embedded)

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

Note - Resolution that is too high creates unnecessarily large files. Resolution that is too low produces lack of detail and / or pixelization (poor print quality). 72 dpi works well for internet but is too low for print reproduction.

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

Contact Us Today!

P: (703) 904-1004

F: (703) 904-1009

www.fairfaxtimes.com

INSERTS, STICKIES, BAG-VERTISING, DIRECT MAIL 2020

Inserts

Circulation Per Year	Based On Tab Pages (cost per thousand in net amounts)									
	Single	4 - 6	8 - 10	12 - 20	24 - 30	32 - 40	42 - 52	54 - 64	66 - 76	78 - 88
10,000 - 99,999	\$37	\$39	\$46	\$49	\$51	\$53	\$56	\$61	\$77	\$94
100,000 - 199,999	\$36	\$37	\$44	\$47	\$49	\$51	\$53	\$60	\$74	\$90
200,000 - 349,999	\$35	\$36	\$43	\$46	\$48	\$50	\$52	\$59	\$73	\$89
350,000 - 499,999	\$34	\$35	\$41	\$45	\$47	\$48	\$51	\$58	\$72	\$88
500,000 - 649,999	\$33	\$34	\$40	\$44	\$46	\$48	\$50	\$57	\$71	\$87
650,000 - 799,000	\$32	\$33	\$39	\$43	\$45	\$46	\$49	\$57	\$70	\$86
800,000 - 999,000	\$31	\$32	\$38	\$42	\$44	\$45	\$48	\$56	\$69	\$85

We Can Zone Your Pre-Prints or We Print Inserts By Zip Code

- Insert space deadline: Friday week prior to publication.
- Inserts should be delivered to Print Innovators no later than 5 P.M. on Friday prior to publication.
- Add two percent overage for spoilage.
- Comprint has a secure warehouse for insert storage.
- The printer shreds and recycles excess inserts unless instructed otherwise.
- Inserts should be delivered bundled, boxed, or banded on skids labeled with: Publication / Zone Name, Insert Name (Company and Headline), Total Quantity, Date To Be Inserted.
- Each box / bundle / skid should be labeled with the above information. Please note on each box / bundle / skid the total number in the shipment and the specific box / bundle / skid, i.e. 1 or 8, 2 or 8, 3 of 8, etc.
- The preferred method for skids is to wrap unstrapped bundles in stacks of 50 - 100 (depending on thickness of the individual pieces), with corner protectors, and a protector for the top.
- The best type of paper to use for a single sheet insert is 60 lb. weight.
- Slick coated stock sheets are difficult to insert (machine tends to insert multiples).
- Inserts that are the same size as the newspaper stick out and bend.
- Minimum size requirement is 5.00" wide x 7.00" deep. Maximum is 9.50" wide x 11.50" deep.
- Inserts can be a single sheet, or multiple pages. If multiple pages, there must be a closed folded edge on at least one side.
- Bi-folds and tri-folds are OK, but an accordion fold will not be acceptable.
- Print Innovators Address: 1381 Belman Rd / Fredericksburg, VA 22401



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 one of the Fairfax County Times.

Key benefits of sticky note advertising -

- **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 publications 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.



- 15 day order time prior to print date
- One sticky per paper per week
- White background color of stickies
- Minimum order of 25,000

Two Color
\$42.75 CPM for one zone
\$38.75 CPM for full run

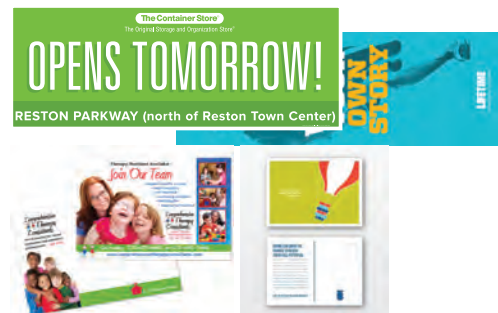
Full Color
\$49.00 CPM for one zone
\$47.00 CPM for full run

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.

Direct Mail & Printing Program

We can print and mail your postcards and flyers. Depending on your needs, we can deliver your message to particular zip codes or even neighborhoods. We can also print your inserts and other print items and insert into 90 community newspapers including our own Fairfax County Times Newspaper.



DIGITAL ADVERTISING SERVICES 2020

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)

(728 x 90)

One exclusive spot / \$600 per month

Additional Digital Advertising Options

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.

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

Digital Targeting & Retargeting - Users visit your website.

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 - We also offer...

Contextual Targeting - 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.

Social Media Retargeting - We integrate social advertising and retargeting into your existing email campaigns, strengthening your reach and increasing tangible e-conversions.

Search Engine Optimization - We can help you increase your rank in search engines with the key words your potential customers search everyday and drive qualified leads to your website.

Mobile App - Get an exclusive leaderboard on fairfaxtimes.com Mobile Marketing and reach thousands.

Contact Us Today!

P: (703) 904-1004

F: (703) 904-1009

www.fairfaxtimes.com

Leaderboard Ad



Big Box Ad



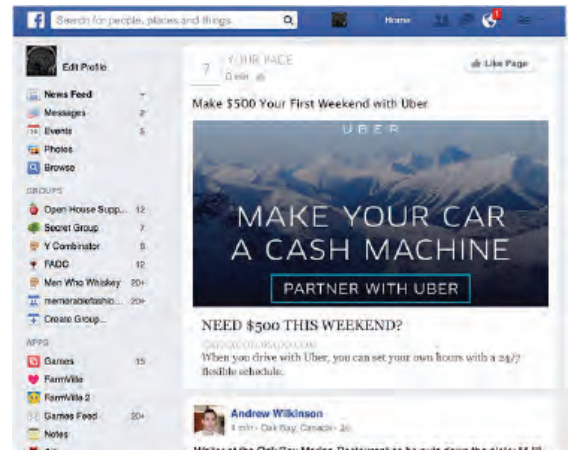
Geo-Targeted Email



FaceMAIL

Place your ads in Facebook newsfeeds of targeted users. Target by interests, 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.

Best for Brand Awareness



ORANGE PACKAGE

\$175

1 week of optimized
Facebook traffic

GREEN PACKAGE

\$300

2 week of optimized
Facebook traffic

PURPLE PACKAGE

\$500

4 week of optimized
Facebook traffic

**ASK YOUR REPRESENTATIVE ABOUT COMBINING THESE
PRODUCTS WITH OUR EMAIL SOLUTIONS FOR A DISCOUNT!**

*Targeting limited to a 25 mile radius per zip code. For larger campaigns contact your account representative.

TweetaMail

Place your ads in Twitter newsfeeds of targeted users. Target by keywords, events, demographics, device used, and much more! Reach new people who are similar to your customer base, and are likely to be interested in your business. Purchase a lead list after your campaign for your own reuse!

Best for Clicks & Attention



ORANGE PACKAGE

\$175

1 week of optimized
Twitter campaign

GREEN PACKAGE

\$300

2 week of optimized
Twitter campaign

PURPLE PACKAGE

\$500

4 week of optimized
Twitter campaign

**ASK YOUR REPRESENTATIVE ABOUT COMBINING THESE
PRODUCTS WITH OUR EMAIL SOLUTIONS FOR A DISCOUNT!**

*Targeting limited to a 25 mile radius per zip code. For larger campaigns contact your account representative.

SPECIAL PUBLICATIONS 2020

Advertising Special Section Planner

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 330,000 homes, in the most affluent county in the country, making your investment extremely cost effective.

You'll not only benefit from the in-paper promotional support we give each of the features, but each special publication will be uploaded to fairfaxtimes.com and seen by 80,000 unique visitors each month.

Contact your marketing representative for more information.

Local & National Advertising

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

Karen Washburn
Account Executive
(703) 994-4940
kwashburn@fairfaxtimes.com

Classified Advertising

Karen Washburn
Account Executive
(703) 994-4940
kwashburn@fairfaxtimes.com

JANUARY 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Private Schools
Baby Boomers

FEBRUARY 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Weddings

MARCH 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Spring Home & Garden Pages

APRIL 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Easter Dining
Mother's Day Pages
Baby Boomers

MAY 2020

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Mother's Day Pages
Dad's and Grad's
Summer Home & Garden Pages

JUNE 2020

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Summer Concerts
Weekend Getaway

JULY 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Baby Boomers
Best of Fairfax

AUGUST 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Community Guide
Private Schools
Football Preview

SEPTEMBER 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Fall Home & Garden Pages
Octoberfest

OCTOBER 2020

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Baby Boomers
Halloween Pages

NOVEMBER 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Thanksgiving Dining
Black Friday Guide
Holiday Pages

DECEMBER 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Holiday Pages

CIRCULATION 330,000
ALSO FEATURED ON FAIRFAXTIMES.COM FOR 1 YEAR!

Overview

Cities	Circulation	Cost Per Inch
Fairfax North & South	330,000	\$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

Directories (minimum two inch ad)

Worship Guide	\$25 Per Column Inch
At Your Service	\$25 Per Column Inch

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	10.0"

Sections

Recruitment / Employment
Services / At Your Service
Real Estate
Obituaries
Church
Legal

Deadlines

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

Contact

Karen Washburn
kwashburn@fairfaxtimes.com
703-994-4940