

# FAIRFAX COUNTY TIMES 2019 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) 437-5400 F: (703) 904-1009  
[www.fairfaxtimes.com](http://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.



## 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.



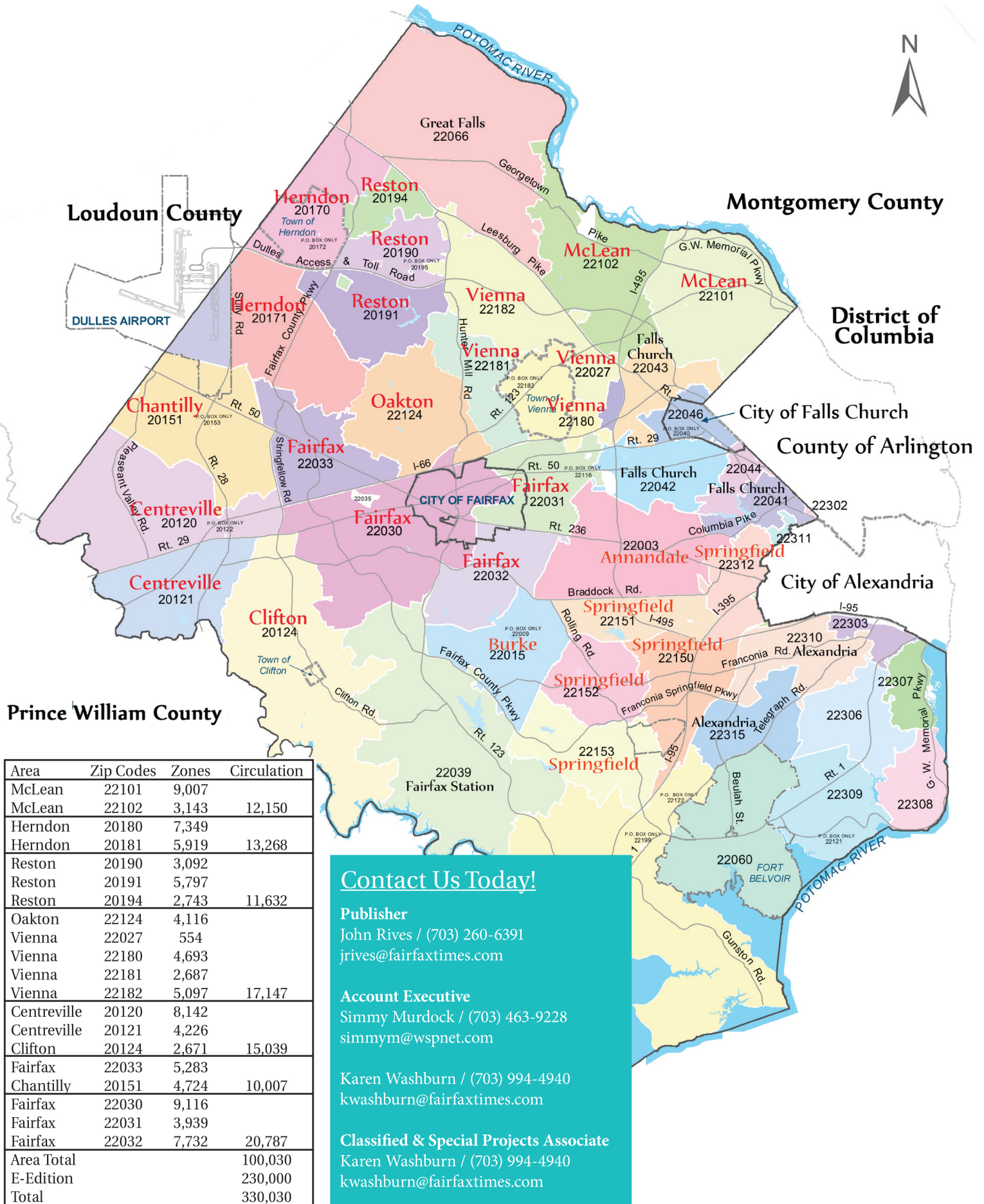
### Media Prowler

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.



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 2019



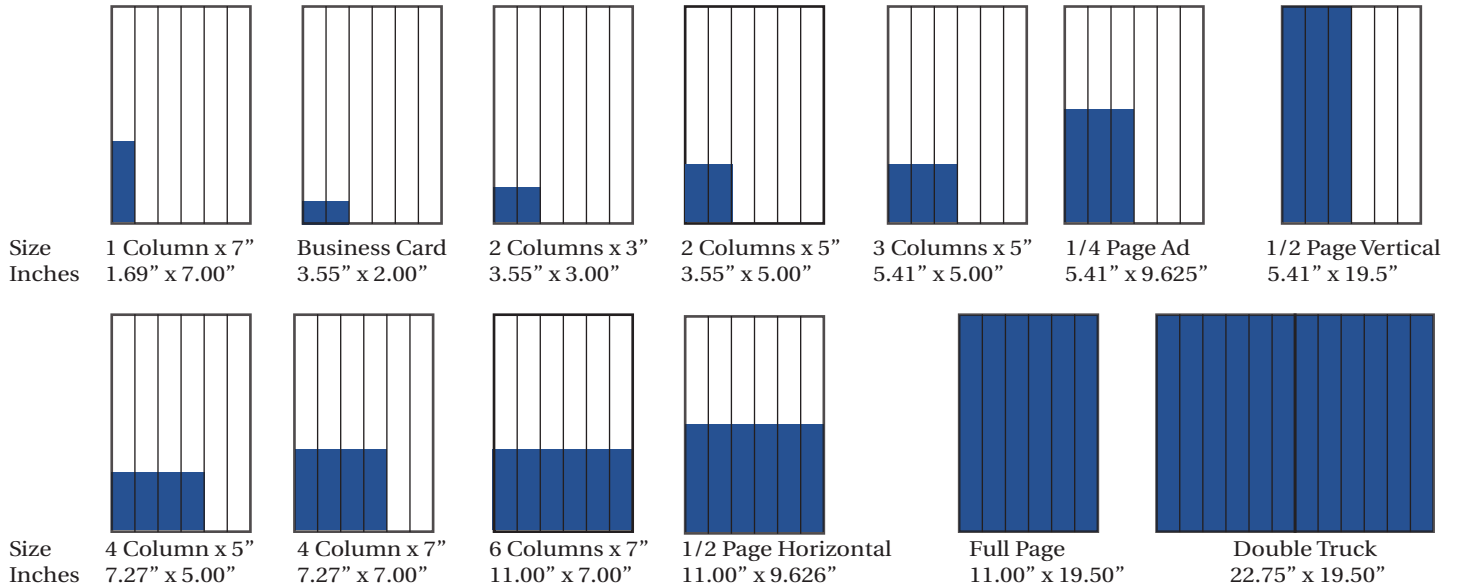
# RATES, AD SIZES & REQUIREMENTS 2019

## Rates & Frequency

Cost \$52.00 Per Column Inch  
Color \$4.00 Per Column Inch  
Full Circulation 330,000

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

## Sample Available Ad Sizes For Six Column (11") Broadsheet Ads



Also available, front strip ad, 11" x 2.5" for 75.PCM.

\* Other sizes available - ask your advertising consultant.

Six Columns Broadsheet Format			
Width - 11.00" Depth - 19.50" Total Inches - 117.00"	Column	Widths	Column Inches
	Column 1	1.69"	To determine the total inches of your ad, multiply the number of columns by the height of the ad.  Forexample-6columnsx14.00"= 84 column inches.
	Column 2	3.55"	
	Column 3	5.41"	
	Column 4	7.27"	
	Column 5	9.13"	
	Column 6	11.00"	

## 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) 260-6391

F: (703) 904-1009

[www.fairfaxtimes.com](http://www.fairfaxtimes.com)



# INSERTS, STICKIES, BAG-VERTISING, DIRECT MAIL 2019

## 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 Prints Inserts By Zip Code

- Insert space deadline: Friday week prior to publication.
- Inserts should be delivered to Comprint 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.
- Comprint Address: 13501 Konterra Drive / Laurel MD 20707



## 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

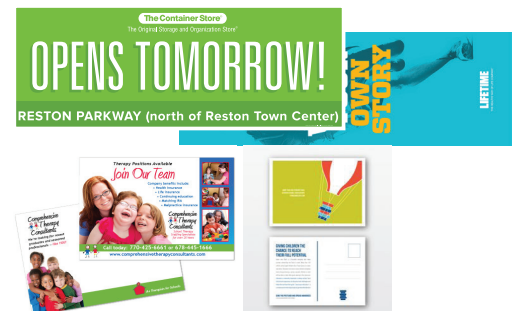
Full Color  
\$49.00 CPM for one zone  
\$47.00 CPM for full run

## 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 2019

## 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.

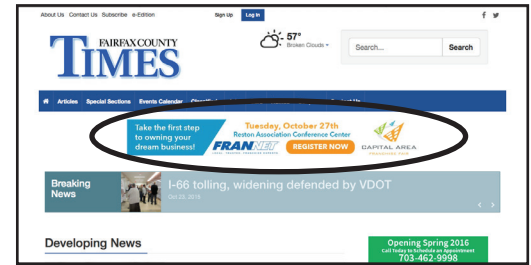
## Contact Us Today!

P: (703) 260-6391

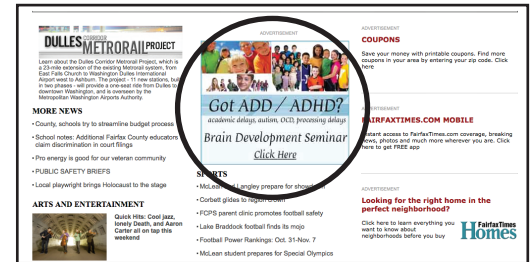
F: (703) 904-1009

www.fairfaxtimes.com

## Leaderboard Ad



## Big Box Ad



## Geo-Targeted Email

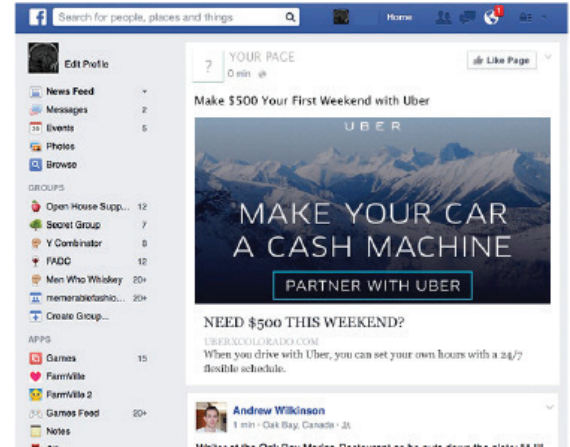


# FACEMAIL & TWEETAMAIL 2019

## 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.



## 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](http://fairfaxtimes.com) and seen by 80,000 unique visitors each month.

Contact your marketing representative for more information.

Karen Washburn  
703-994-4940  
[kwashburn@fairfaxtimes.com](mailto:kwashburn@fairfaxtimes.com)  
[www.fairfaxtimes.com](http://www.fairfaxtimes.com)

### JANUARY

#### Fairfax Seniors

1st of 4 quarterly publications featuring articles on retirement communities, health, lifestyles, travel, hot topics, and more.

### FEBRUARY

#### Private Schools

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

### MARCH

#### Home & Garden Spring

This spring section features new homes, gardening with children, composting, remodelling, and more.

### APRIL

#### Fairfax Seniors

2nd of 4 quarterly publications featuring articles on retirement communities, health, lifestyles, travel, hot topics, and more.

### MAY

#### Home and Garden Summer

This summer guide features local events and activities, outdoor dining, day trips, weekend getaways, kids activities, summer concerts, and more.

### JULY

#### Fairfax Seniors

3rd of 4 quarterly publications featuring articles on retirement communities, health, lifestyles, travel, hot topics, and more.

### AUGUST

#### Private Schools

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

### AUGUST

#### Home and Garden Fall

This fall guide features local events and activities, outdoor dining, day trips, weekend getaways, kids activities, summer concerts, and more.

### OCTOBER

#### Fairfax Seniors

4th of 4 quarterly publications featuring articles on retirement communities, health, lifestyles, travel, hot topics, and more.

### NOVEMBER

#### Holiday Gift Guide

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





## Overview

Cities	Circulation	Cost Per Inch
Fairfax North & South	330,000	\$50 Per Column Inch*

(\*Fairfax Times Careers & Social Networking - \$55 Per Listing)

- Minimum ad size 3 Col. x 1.00"
- 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	1.05"
2 Column	2.15"
3 Column	3.26"
4 Column	4.36"
5 Column	5.47"
6 Column	6.58"
7 Column	7.68"
8 Column	8.79"
9 Column	9.89"
10 Column	11.00"

## 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

The collage displays a variety of classified ads from the Fairfax Times. At the top, there's a 'Times Classified' header with contact info: Call: 1-877-914-7866 | Email: Class@Fairfaxtimes.com. Below this, numerous individual ads are shown, including:

- Herndon:** A notice of public hearing regarding a proposed development.
- Maintenance Helper:** Seeking individuals for property maintenance tasks.
- Developer:** Looking for experienced developers for various projects.
- Analyst:** Seeking analysts for data and business development.
- Senior Software Engineer:** Seeking experienced engineers for software development.
- Senior Manager, Strategy & Operations:** Seeking a senior manager for strategic planning and operations.
- Trinitycraft Inc.:** A company specializing in various services, including landscaping and construction.
- TARA HOME IMPROVEMENT:** A company offering home improvement services.
- MATTIE MADDEN DESIGN:** A design firm offering interior and exterior design services.
- D & B HAULING:** A hauling company offering services for construction and waste removal.
- FALL CLEAN-UP:** A service offering fall cleanup and leaf removal.
- LEAF REMOVAL:** A service offering leaf removal and gutter cleaning.
- R & N Carpentry:** A carpentry company offering custom carpentry and remodeling services.
- GORMAN'S:** A company offering various services, including landscaping and construction.

The ads are presented in a grid-like format, with each ad containing its own title, description, and contact information. The overall layout is professional and easy to navigate.