



No one reaches more people in Frederick than The Frederick News-Post.

Print

Audience

53,000+

Daily Readers

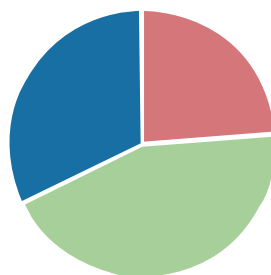
58,000+

Sunday Readers

80,000+

Households Reached

Our readers

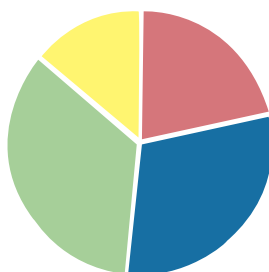


18 to 34

35 to 54

55+

Household incomes



Less than \$50K

\$50-99K income

\$100 and higher

No answer

Digital

Audience

28,531

Daily Unique Users

42,000

Daily User Sessions

80,732

Daily Page views

Audience Profile

The Frederick News-Post's Circulation by Zone program (zip code clusters) allows preprint customers maximum flexibility in targeting households.* Combined with our total market coverage publication, the **Frederick County Connector**, we deliver to nearly every address in Frederick. Contact your account representative for individualized plans to accommodate your distribution needs.

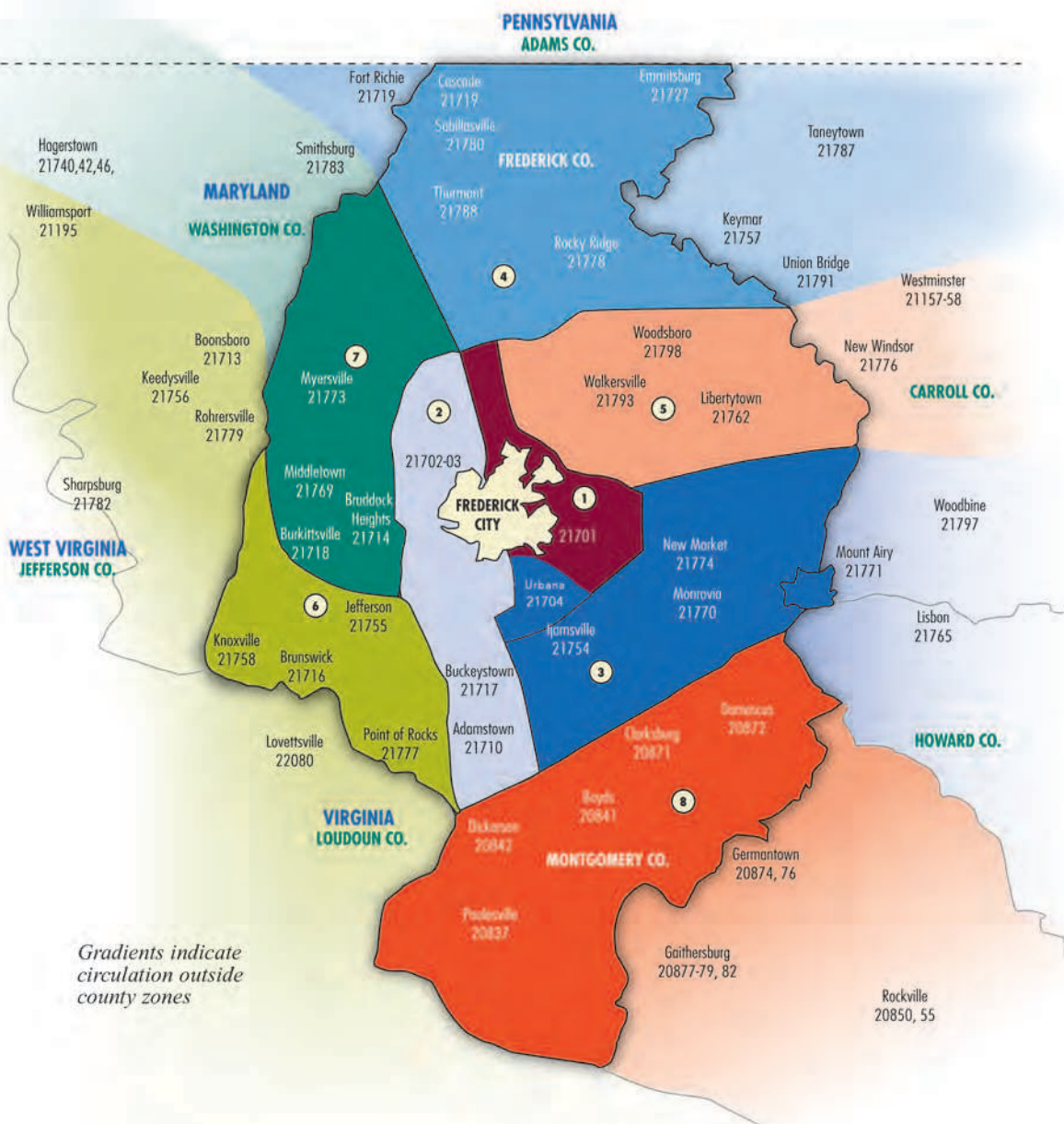
ZONE | ZIP CODE | TOWN

- | | | |
|---|-------|----------------------|
| 1 | 21701 | Frederick |
| 2 | 21702 | Frederick |
| | 21703 | Frederick |
| | 21710 | Adamstown |
| | 21717 | Buckeystown |
| 3 | 21704 | Frederick |
| | 21704 | Urbana |
| | 21754 | Ijamsville |
| | 21765 | Lisbon |
| | 21770 | Monrovia |
| | 21771 | Mount Airy |
| | 21774 | New Market |
| | 21797 | Woodbine |
| 4 | 17214 | Blue Ridge Summit |
| | 17268 | Waynesboro |
| | 17320 | Fairfield |
| | 17325 | Gettysburg |
| | 21719 | Cascade/Fort Ritchie |
| | 21727 | Emmitsburg |
| | 21757 | Keymar |
| | 21778 | Rocky Ridge |
| | 21780 | Sabillasville |
| | 21787 | Taneytown |
| | 21788 | Thurmont |
| | 21791 | Union Bridge |
| 5 | 21157 | Westminster |
| | 21158 | Westminster |
| | 21762 | Libertytown |
| | 21776 | New Windsor |
| | 21793 | Walkersville |
| | 21798 | Woodsboro |
| 6 | 20176 | Leesburg |
| | 20180 | Lovettsville |
| | 21713 | Boonsboro |
| | 21716 | Brunswick |
| | 21755 | Jefferson |
| | 21756 | Keedysville |
| | 21758 | Knoxville |
| | 21777 | Point of Rocks |
| | 21779 | Rohrersville |
| | 21782 | Sharpsburg |
| | 21790 | Tuscarora |
| | 25401 | Martinsburg |
| | 25414 | Charles Town |
| | 25425 | Harpers Ferry |
| | 25443 | Shepherdstown |
| 7 | 21195 | Williamsport |
| | 21714 | Braddock Heights |
| | 21718 | Burkittsville |
| | 21740 | Hagerstown |
| | 21741 | Hagerstown |
| | 21742 | Hagerstown |
| | 21746 | Hagerstown |
| | 21769 | Middletown |
| | 21773 | Myersville |
| | 21782 | Sharpsburg |
| | 21783 | Smithsburg |
| 8 | 20837 | Poolesville |
| | 20841 | Boyd's |
| | 20838 | Barnesville |
| | 20842 | Dickerson |
| | 20850 | Rockville |
| | 20855 | Derwood |
| | 20871 | Clarksburg |
| | 20872 | Damascus |
| | 20874 | Germantown |
| | 20876 | Germantown |
| | 20877 | Gaithersburg |
| | 20878 | Gaithersburg |
| | 20879 | Gaithersburg |
| | 20882 | Gaithersburg |
| 9 | | Single Copy |



Average
\$301,300

Home Value



*Zoning Tuesday-Friday. Sunday requires a full run.

Print Advertising

FNPP Broadsheet Ad Sizes & Base Rates



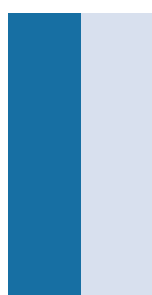
Double Truck
13 col x 20 in
Tu - Sa **\$7,020**
Sunday **\$7,488**



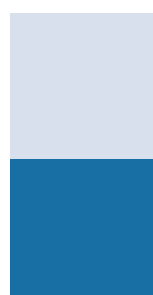
Full Page
6 col x 20 in
Tu - Sa **\$3,240**
Sunday **\$3,672**



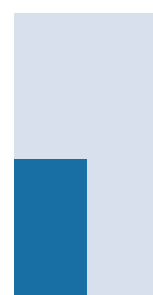
3/4 Page
6 col x 15 in
Tu - Sa **\$2,592**
Sunday **\$2,916**



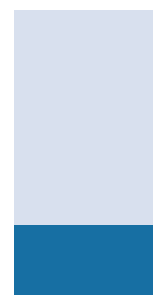
1/2 Page V
3 col x 20 in
Tu - Sa **\$1,836**
Sunday **\$2,052**



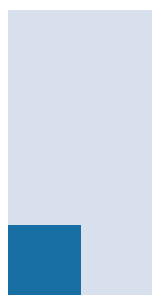
1/2 Page H
6 col x 10 in
Tu - Sa **\$1,836**
Sunday **\$2,052**



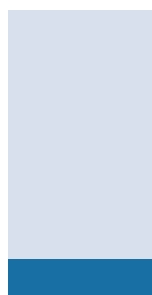
1/4 Page V
3 col x 10 in
Tu - Sa **\$972**
Sunday **\$1,026**



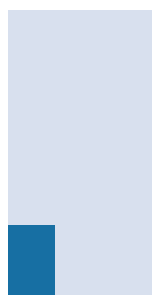
1/4 Page H
6 col x 5 in
Tu - Sa **\$972**
Sunday **\$1,026**



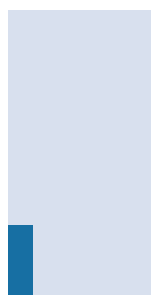
1/8 Page V
3 col x 5 in
Tu - Sa **\$499.50**
Sunday **\$540**



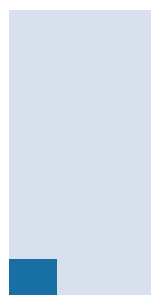
1/8 Page H
6 col x 2.5 in
Tu - Sa **\$499.50**
Sunday **\$540**



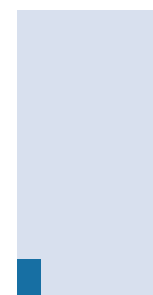
1/12 Page
2 col x 5 in
Tu - Sa **\$333**
Sunday **\$360**



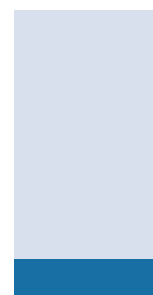
1/24 Page V
1 col x 5 in
Tu - Sa **\$171**
Sunday **\$180**



1/24 Page H
2 col x 2.5 in
Tu - Sa **\$171**
Sunday **\$180**



1/48 Page
1 col x 2.5 in
Tu - Sa **\$85.51**
Sunday **\$90**



Front Page Banner
6 col x 2 in
Tu - Sa **\$1,333**
Sunday **\$1,500**

Mechanicals:

1 Col = 1.57 inches • 2 Col = 3.25 inches • 3 Col = 4.93 inches • 4 Col = 6.61 inches • 5 Col = 8.29 inches • 6 Col = 9.97 inches

Rates apply only to broadsheet ad sizes shown. Prices include color. Non-modular advertising is available on a per column inch basis at the open rate of \$36 pci for Sunday and \$34 pci Monday-Saturday.



Print Advertising

FNP Monday, Frederick County Connector,
72 Hours & Hometown Observer



Reservation Deadlines

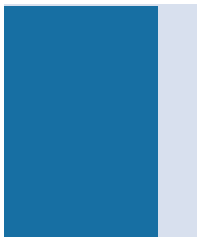
- 72 Hours, Monday at noon
- HTO & FCC, Friday at noon
- FNP Monday, Thursday at 4pm

Ad Sizes & Base Rates

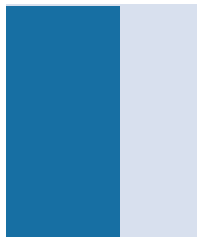
- Premium full pages available for FCC & HTO for \$898 each
- 72 Hours: The Nightlife listing: \$10 per week



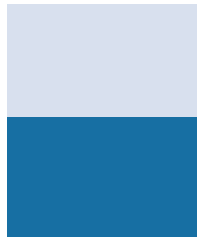
Full Page
5 col x 11 in
Monday **\$1,533**
FCC or HTO **\$719**
FCC & HTO **\$1,078**
72H **\$1,600**



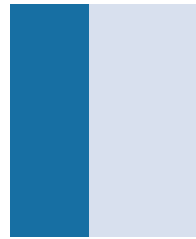
4/5 Page
4 col x 11 in
Monday **\$1,227**
FCC or HTO **\$601**
FCC & HTO **\$901**
72H **\$1,350**



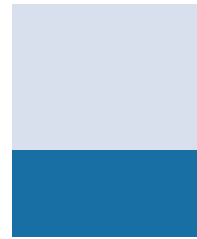
3/5 Page
3 col x 11 in
Monday **\$999**
FCC or HTO **\$470**
FCC & HTO **\$705**
72H **\$1,050**



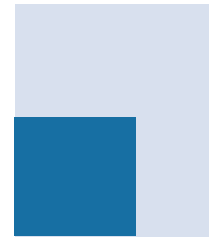
1/2 Page
5 col x 5.44 in
Monday **\$850**
FCC or HTO **\$396**
FCC & HTO **\$593**
72H **\$960**



2/5 Page V
2 col x 11 in
Monday **\$696**
FCC or HTO **\$326**
FCC & HTO **\$489**
72H **\$700**



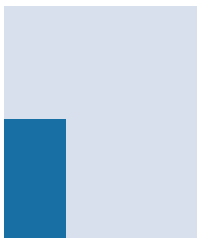
2/5 Page H
5 col x 4 in
Monday **\$696**
FCC or HTO **\$323**
FCC & HTO **\$484**
72H **\$700**



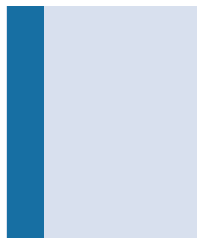
1/3 Page
3 col x 5.44 in
Monday **\$533**
FCC or HTO **\$247**
FCC & HTO **\$370**
72H **\$550**



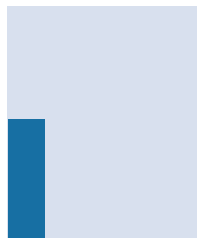
1/4 Page H
5 col x 2.66 in
Monday **\$449**
FCC or HTO **\$203**
FCC & HTO **\$305**
72H **\$450**



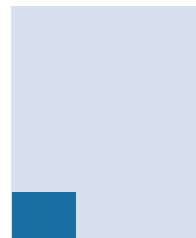
1/5 Page H
2 col x 5.44 in
Monday **\$359**
FCC or HTO **\$170**
FCC & HTO **\$254**
72H **\$375**



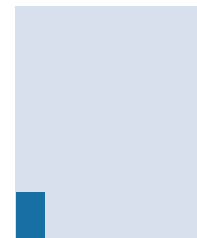
1/5 Page V
1 col x 11 in
Monday **\$359**
FCC or HTO **\$170**
FCC & HTO **\$254**
72H **\$375**



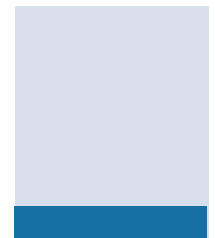
1/10 Page V
1 col x 5.44 in
Monday **\$183**
FCC or HTO **\$85**
FCC & HTO **\$128**
72H **\$185**



1/10 Page H
2 col x 2.66 in
Monday **\$183**
FCC or HTO **\$85**
FCC & HTO **\$128**
72H **\$185**



1/20 Page
1 col x 2.66 in
Monday **\$93**
FCC or HTO **\$42**
FCC & HTO **\$63**
72H **\$99**



Page Banner
5 col x 1.5,
1.75 or 2 in
Monday **\$588**
FCC or HTO **\$155**
FCC & HTO **\$232**
72H **\$300**

Mechanicals:

1 Col = 1.74 inches • 2 Col = 3.59 inches • 3 Col = 5.45 inches • 4 Col = 7.30 inches • 5 Col = 9.15 inches

Rates apply only to tab ad sizes shown. Prices include color. Non-modular advertising is available on a per column inch basis at the open rate of \$34 pci for Mondays, \$36 pci for 72 Hours and \$16 pci for FCC and HTO.

Ways to save...



Consecutive Week Packages

Commitment	Discount
6 Weeks	10%
13 Weeks	20%
26 Weeks	33%
52 Weeks	50%

Signed contract required. Consecutive week packages require that at least one ad be published every week in consecutive weeks for the number of weeks contracted. No other discounts apply.



Display Frequency Discounts

Frequency	Discount
2nd Ad	25%
3rd Ad	50%
All additional placements 50% OFF.	

Frequency discounts only apply to duplicate ads published within six days of the original ad's publication. No other discounts apply.



Annual Spending Levels

Dollar Volume	Discount
\$5,000	5%
\$7,500	10%
\$10,000	15%
\$15,000	20%
\$25,000	25%
\$50,000	30%
\$75,000	35%
\$100,000	40%
\$150,000	45%
\$200,000	50%

Signed contract required. Annual spending levels must be attained within a 12-month period. No other discounts apply.



Market Extension Discounts FCC, HTO & 72 Hours

Frequency	Discount
6x	10%
13x	20%
26x	33%
52x	50%

Signed contract required. No other discounts apply. Must run within 12 months.



Monday Edition Discounts

Frequency	Discount
6x	10%
13x	20%
26x	33%
52x	50%

Signed contract required. No other discounts apply. Must run within 12 months.



Rate Calculator

Base Rate \$ _____

Consecutive Week Discount _____ % \$ -

Adjusted Ad Price \$ _____

Base Rate \$ _____

Frequency Discount _____ % \$ -

Adjusted Ad Price \$ _____

Base Rate \$ _____

Dollar Volume Discount _____ % \$ -

Adjusted Ad Price \$ _____

Print Advertising

Real Estate
& Auto

Open Inch Rate
\$30.00



Self-serve classified
ads available.
Visit fredericknewspost.com

FCM **solutions**
CONNECTING MEDIA
PARTNERS WITH ADVERTISERS

Contact us for
pay-for-performance options.

240-215-8559

info@fcm solutions.net



Auctions
Open Inch Rate
\$25.00

Employment packages available.
Print and/or web.
Contact us for details.
240-215-8565
recruitment@newspost.com

Preprints

NUMBER OF PAGES

Tab (up to 12" x 10.5")	4	8	12	16	20	24	28	32	36	40	44	48
Standard (over 12" x 10.5")	2	4	6	8	10	12	14	16	18	20	22	24
Full run (cost per 1,000)	\$46	\$54	\$55	\$57	\$59	\$61	\$63	\$66	\$69	\$73	\$77	\$80

Single sheet \$38 per thousand

For larger sizes, add \$0.20 for each additional tab page or the equivalent. Specs: min. width 5", min. height 10", max. width 15", max. height 11.75". 10,000 minimum quantity. All holiday papers require a full run. Print & deliver pricing by quote.

Total Market Coverage (TMC) inserts (the Frederick County Connector and Hometown Observer), delivered to an additional 55,000-plus homes, are \$38 per thousand for single sheets, \$44 per thousand any other size. Contact us for additional quantities needed.

Delivery address:

351 Ballenger Center Drive, Frederick, MD 21703

Receiving hours:

8 a.m. - 5 p.m. Monday through Friday



Sticky Notes

Full-Run | Full Color

Sticky Notes on the front page of the newspaper grab readers' attention, delivering the highest visibility and immediate impact. The shelf life of your message extends beyond the paper, as customers save them on computers, refrigerators, dashboards, in office space and more.

Pricing:

Daily: \$45 cpm

Sunday: \$55 cpm

Shape and/or back printing: +\$5 cpm each

Deadline:

Space reservation: 14 days prior

Camera-ready materials: 10 days prior

Quantities:

Daily: 23,200

Sunday: 23,800

Print Size:

2.875" x 2.875"

Paper Size:

3" x 3"





Events



Our partners benefit from our extensive experience producing more than 100 events over the past four years, ranging from career fairs, festivals, concerts and expos.

Event creation and execution is in the details. We have a dedicated team of experienced planners well versed in building successful events.

More at www.fnp.events.

Contact: 240-215-8569 or events@newspost.com



Custom Publications

From membership directories to annual reports and more, The Frederick News-Post's creative team and multimedia marketing consultants will work with you to create compelling publications targeted to your audience.

Whether that audience is 1,000 or 100,000, whether you prefer glossy paper or newsprint, and whether you want to distribute through our products, direct mail, or to multiple locations, we deliver.



Partner with us to produce and distribute professional publications for your organization.

Digital Advertising



Reach. Engage. Convert.

The Frederick News-Post operates websites dedicated to news, sports, healthcare, entertainment, employment & more, with a combined reach of over 28.5K readers every single day.



Unique Users
Every Day



User Sessions
Every Day



Pageviews
Every Day

Digital Display Ads

Run-of-Site (ROS) Rates

includes desktop, tablet and mobile

Standard Sizes Required Sizes listed are in pixel	Rate up to 99K impressions	Rate 100K+ impressions	Add-on Section targeting	Add-on Homepage only	Add-on Day parting
728x90, 468x60, 300x250, 320x50	\$12 cpm \$10 cpm w/12-month contract	\$10 cpm \$8 cpm w/12-month contract	+\$1 cpm	+\$2 cpm	+\$2 cpm
Expandable 959x300/959x31	\$1750/week				

Includes NewsMail advertising. Monthly performance reporting is provided.

Audience Extension and Native Advertising Available

Enables avertisers to reach specific audiences based on interest and behaviors anywhere on the web.

Email Advertising

Advertise with a 300x250 banner ad in one of our daily or weekly emails, which have an open rate of approx. 35%.

Campaign	Quantity	Open	26x	52x
NewsMail*	40,980	\$250	\$200	\$175
Breaking News	6,312	\$100	\$75	\$50

* Sent to Frederick News-Post members only.

Digital Display Ad Specs

Leaderboard

728x90

468x60

320x50

Expandable Collapsed 959x31

Expandable Open

959x300

Mechanicals:

- All ad sizes are in pixels
- Preferred file formats: JPEG or GIF
- Maximum file size: 100kb

300x250

23%

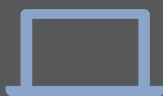
Age
55+

44%

Age
35-54

21%

Age
18-34



40%
Desktop



60%
Mobile



65% College Educated



30% Income of 100K+
33% Income of 50K-99K

Bundle with Print and Save

Dollar Volume	Discount
\$5,000	5%
\$7,500	10%
\$10,000	15%
\$15,000	20%
\$25,000	25%
\$50,000	30%
\$75,000	35%
\$100,000	40%
\$150,000	45%
\$200,000	50%



Rate Calculator

Base CPM \$ _____

Discount _____ % \$ - _____

Adjusted CPM \$ _____

Cost per 100K impressions \$ _____

Discounts apply to FrederickNewsPost.com.
Signed contract required. Annual spending levels
must be attained within a 12-month period.
No other discounts apply.

