

# LOCAL. TRUSTED. REACH.



## InsideNoVa Delivers 1,000,000+ Affluent Readers



## INSIDENOVA

Connecting Communities from  
the Piedmont to the Potomac



## Local connections + regional reach

**731k** Monthly digital audience

**169k** Print readership

**130k**  
Newsletter subscribers



## DIGITAL & PRINT PRODUCTS

**INSIDENOVA.COM**  
Northern Virginia's  
leading digital news source.  
• **600,000 monthly  
visitors**

**FAUQUIERNOW.COM**  
A hyper-local news  
source for Fauquier  
County since 2010.  
• **80,000 monthly visitors**

**INSIDENOVA /  
PRINCE WILLIAM**  
Prince William  
County's largest weekly  
community newspaper.  
• **13,000 circulation**

**CULPEPER TIMES**  
Culpeper County's  
largest community  
newspaper.  
• **4,000 circulation**

**RAPPAHANNOCK  
NEWS**  
Reaching the majority  
of adults in the "Jewel  
of Virginia" for 75 years.  
• **2,000 paid circulation**

**WARRENTON  
LIFESTYLE**  
Fauquier's community  
magazine since 2005.  
• **12,000 monthly  
circulation**

**HAYMARKET/  
GAINESVILLE  
LIFESTYLE**  
Western Prince  
William's community  
magazine.  
• **14,000 monthly  
circulation**

**ASHBURN  
MAGAZINE**  
Telling Ashburn's  
stories since 2019.  
• **15,500 bi-monthly  
circulation**

**INSIDENOVA** / **FAUQUIER  
NOW**

**LIFESTYLE**  
Serving Fauquier and Western Prince William Counties

**Ashburn**  
MAGAZINE

**CULPEPER  
TIMES**

**Rappahannock News**

## Learn how to maximize your marketing today!

➤ JENNIFER MARGERUM • 703.501.1657 • jennifer@culpepertimes.com

## MAGAZINES

|                    | size         |         |
|--------------------|--------------|---------|
| Full Page          | 8.5x10.875   | \$1,395 |
| 2/3 page           | 7.5x6.5      | \$1,029 |
| 1/2 page           | (H) 7.5x4.8  | \$869   |
|                    | (V) 3.7x9.75 |         |
| 1/3 page           | (H) 7.5x3.2  | \$560   |
|                    | (V) 3.7x6.5  |         |
| 1/4 page           | 3.7x4.8      | \$479   |
| 1/6 page           | 3.7x3.2      | \$369   |
| Inside Front Cover | 8.5x10.875   | \$1,719 |
| Back Cover         | 7.5x6.5      | \$1,749 |
| Page 3             | 8.5x10.875   | \$1,719 |
| Inside Back Cover  | 8.5x10.875   | \$1,575 |
| Center Spread      | 17x10.875    | \$2,295 |

## NEWSPAPERS

|              | size         | InsideNoVa/<br>Prince<br>William | Rappahannock<br>News | Culpeper<br>Times | Combo<br>(Culpeper +<br>Rappahannock) |
|--------------|--------------|----------------------------------|----------------------|-------------------|---------------------------------------|
| Back page    | 9.5x13       | \$1,199                          | \$525                | \$895             | \$995                                 |
| Full page    | 9.5x13       | \$999                            | \$525                | \$795             | \$895                                 |
| 3/4 page     | 7x13         | \$790                            | \$410                | \$549             | \$595                                 |
| Bonus Half   | 7x9.8        | \$690                            | \$325                | \$399             | \$445                                 |
| Half page    | (H) 9.5x6.4  | \$595                            | \$300                | \$349             | \$399                                 |
|              | (V) 4.7x13   |                                  |                      |                   |                                       |
| Bonus 1/4    | (H) 7x6.4    | \$430                            | \$260                | \$299             | \$349                                 |
|              | (V) 4.7x9.8  |                                  |                      |                   |                                       |
| Quarter page | (H) 4.7x6.4  | \$319                            | \$190                | \$225             | \$275                                 |
|              | (V) 2.25x13  |                                  |                      |                   |                                       |
| Eighth page  | (H) 4.7x3.2  | \$219                            | \$135                | \$145             | \$199                                 |
|              | (V) 2.25x6.4 |                                  |                      |                   |                                       |

# Digital

### INSIDENOVA.COM

|                               | CPM   |
|-------------------------------|-------|
| Impact ad                     | \$19  |
| Leaderboard Top (728x90)      | \$9   |
| 300x250 (Right rail/in-story) | \$9   |
| Rail Top (300x 600)           | \$14  |
| Leaderboard Bottom            | \$5   |
| Page Sponsor (monthly)        | \$399 |
| Exclusive Email Blast         | \$499 |

### CULPEPERTIMES.COM & RAPPNEWS.COM

|                               | Monthly | Combo<br>(C/RN) |
|-------------------------------|---------|-----------------|
| Leaderboard Top (728x90)      | \$399   | \$499           |
| 300x250 (Right rail/in-story) | \$299   | \$399           |
| Exclusive Email Blast         | \$150   | \$250           |

### CONTRACT DISCOUNTS

(Based on total value)

|               |     |
|---------------|-----|
| Over \$3,000  | 5%  |
| Over \$5,000  | 10% |
| Over \$10,000 | 15% |
| Over \$20,000 | 20% |

### FAUQUIERNOW.COM

|                       | Per Week | Per Month |
|-----------------------|----------|-----------|
| Pencil                | \$780    | \$2,699   |
| Leaderboard           | \$315    | \$1,099   |
| Rectangle Tile        | \$190    | \$650     |
| Rectangle small       | \$105    | \$375     |
| Cube Rotating         | N/A      | \$1,250   |
| Exclusive Email Blast | \$249    |           |

### ASHBURN DIGITAL

|                       | Stand Alone | With Print |
|-----------------------|-------------|------------|
| Exclusive Email Blast | \$299       | \$229      |

# Digital Media Placements

Ask about  
additional ad  
positions  
and unique  
formats



## INSIDENOVA

|   |                           | Ad Size                   |
|---|---------------------------|---------------------------|
| A | Impact Top                | 1920x350 (800x250 mobile) |
| B | Page Sponsorship Tile-Top | 200x90                    |
| C | Leaderboard-Top           | 728x90 (320x50 mobile)    |
| D | Rail-Top                  | 300x250                   |
| D | Rail-Top                  | 300x600                   |
| E | Index Middle              | 1170x90                   |
| F | Rail-Bottom               | 300x250                   |
| G | Leaderboard-Bottom        | 728x90                    |



## FAUQUIER NOW

|   |                               | Ad Size                     |
|---|-------------------------------|-----------------------------|
| A | Pencil Ad-Exclusive Position  | 960x45 (expands to 960x250) |
| A | Leaderboard (5 Positions Max) | 728x90                      |
| B | Rectangle                     | 280x250                     |
| C | Rectangle                     | 280x120                     |
| D | Rotating Cube (3D Animation)  | 280x280                     |

