

Fredericksburg

The Free Lance-Star

2024 Print/Digital Bundle Rate Card

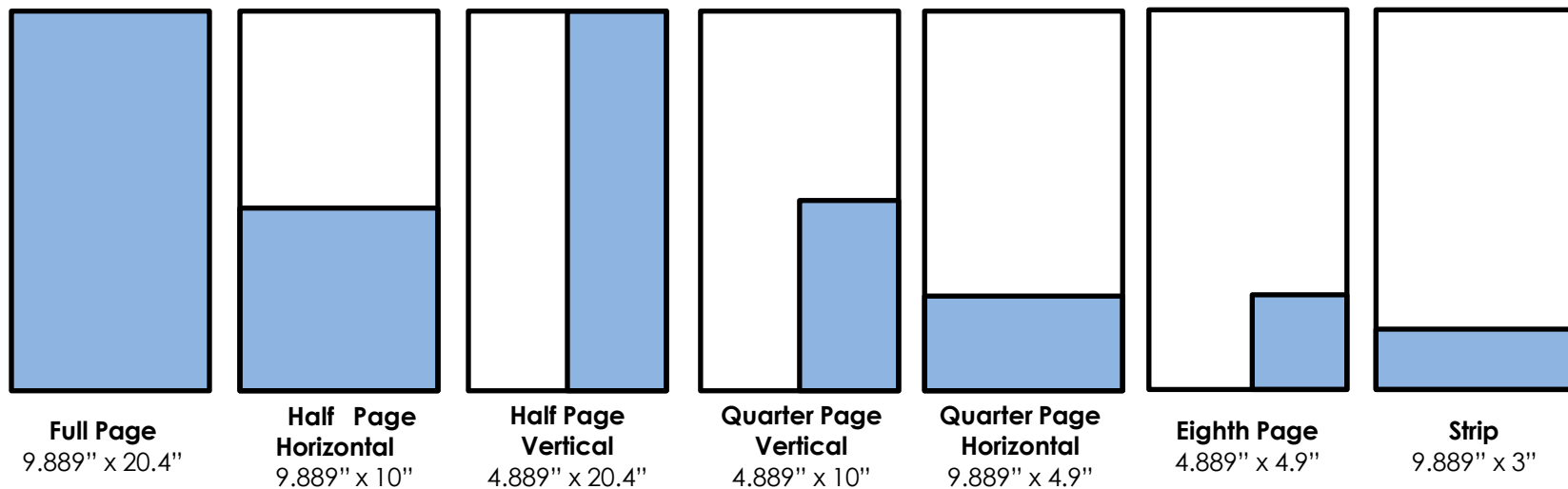
March 2024

The Free Lance-Star

Size	Reveal Ads	ROS Impressions	1st Ad of the Month:	Subsequent Ads in the Month: NO COMBO	3 Day Print Bundle*
			Print + Digital Bundle (Mon, Tues, Wed, Thurs, Fri, Sat, Sun)	Print Only (Mon, Tues, Wed, Thurs, Fri, Sat, Sun)	All Bundles Include DIGITAL COMBO
Full Page	20,000	75,000	\$3,060.00	\$1,400.00	\$6,300.00
Half Page Vertical	15,000	26,000	\$1,530.00	\$762.50	\$3,426.00
Half Page Horizontal	15,000	26,000	\$1,530.00	\$763.00	\$3,426.00
1/4 Page Vertical	N/A	47,500	\$750.00	\$380.00	\$1,710.00
1/4 Page Horizontal	N/A	47,500	\$750.00	\$380.00	\$1,710.00
1/8 Page	N/A	28,500	\$375.00	\$228.00	\$1,026.00
Portrait Regular	N/A	20,000	\$399.00	\$160.00	\$719.00
Front Page Strip	N/A	20,000	\$575.00	\$225.00	\$1,025.00
Any Page Strip	N/A	20,000	\$499.00	\$149.00	\$797.00
Double Truck	55,000	193k	\$8,050.00	\$3,220.00	\$14,490.00
Spadea	62,000	216k	\$9,000.00	N/A	N/A

**Must run same ad all days within a seven day period.*

SPECS



Reveal Display: 1920x350, 800x250
ROS Display: 300x250, 970x250, 728x90, 320x50
Eblast: 650x800

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DEADLINES

Monday

Ads Requiring Ad Design: Wednesday, Prior by 5:00pm

Ad Corrections: Friday Prior by 2:00pm

Final Art Due: Friday Prior by 4:30pm

Tuesday

Ads Requiring Ad Design: Thursday Prior by 5:00pm

Ad Corrections: Monday Prior by 2:00pm

Final Art Due: Monday Prior by 4:30pm

Wednesday

Ads Requiring Ad Design: Friday Prior by 12:00pm

Ad Corrections: Tuesday Prior by 2:00pm

Final Art Due: Tuesday Prior by 4:30pm

Thursday

Ads Requiring Ad Design: Monday Prior by 12:00pm

Ad Corrections: Wednesday Prior by 2:00pm

Final Art Due: Wednesday Prior by 4:30pm

Friday

Ads Requiring Ad Design: Tuesday Prior by 12:00pm

Ad Corrections: Thursday Prior by 2:00pm

Final Art Due: Thursday Prior by 4:30pm

Saturday

Ads Requiring Ad Design: Tuesday Prior by 5:00pm

Ad Corrections: Friday Prior by 2:00pm

Final Art Due: Friday Prior by 4:30pm

Sunday

Ads Requiring Ad Design: Wednesday Prior by 12:00pm

Ad Corrections: Friday Prior by 2:00pm

Final Art Due: Friday Prior by 4:30pm

**All ads are Full Color*

***No discount for B/W Ads*

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