



MEDIA KIT

616 Amelia Street, Fredericksburg, VA 22401 • Phone: 540/374-5460 • Fax: 540/373-8450

About Us

fredericksburg.com's mission is to **connect with the community**.

Since our 1996 launch, we do that by serving up information and resources our users can't find anywhere else.

We deliver not only news and information, but also tools area residents use to connect with one another.

Our hyperlocal discussion forums, community guides and user-submitted photos, for instance, are increasingly popular and serve thousands of users each month. We continue to take advantage of mobile applications to reach residents when it's most convenient for them.

We're dedicated to anticipating and meeting your customers' needs. Here's your chance to partner with the Fredericksburg region's most innovative community resource.



QUICK FACTS:

25,000

Unique Visitors Per Day

5 MILLION

Avg. Page Views Per Month

80% of traffic comes from local residents



Audience Profile

Unique Visitors Per Day*	25,000
Unique Visitors Per Month*	435,000
Average Page Views Per Month*	5 Million
Cable Users*	45%
Broadband Users*	93%
Local Audience***	80%

HOUSEHOLD INCOME**

Below-\$30K.....	13%
\$30-\$60K.....	34%
\$60K-\$100K.....	27%
\$100K+.....	27%

EDUCATION**

No College.....	34%
College.....	54%
Graduate School.....	15%

AGE**

Below 18.....	9%
18-34.....	27%
35-49.....	31%
50+.....	32%

MALE****53%**

FEMALE****47%**



*Source: Omniture Software, Site Catalyst

**Source: Quantcast, Web Site Audience Measurement Software

***Source: Belden Associates, Interactive Division

INTERACTIVE AD SUBMISSION GUIDELINES



INTERACTIVE ADS CAN BE STATIC OR ANIMATED:

- **Video** formats: FLV, Flash Video preferred. Also accepted: MOV, WMV, AVI, MPG, MP4.
- Recommended video settings for optimal quality are 300x224 and a bitrate above 512 kbps
- **Static** ads should be saved as JPG or GIF files
- **Animated** ads should be limited to :15.
- **Animated** ads saved as GIF files may have a maximum of 3 frames
- Excluding video ads, file size should be no larger than 40k
- Please include the linking URL in the accompanying e-mail when submitting ad file

CREATED IN FLASH: ADDITIONAL REQUIREMENTS

Animated ads created in **Flash** *must include* the following click tag information formatted exactly as shown:

```
on (release) {
    getURL(clickTAG,"_blank");
}
```

NOTE: Flash ads may contain up to 6 click tag URLs. Each successive click tag should be named as follows through number 6:

```
on (release) {
    getURL(clickTAG2,"_blank");
}
```

- DO NOT include URL link or alter the above click tag information in any way, and DO NOT use ActionScript 3.0; or the ad will not link properly and/or may not display properly.
- Tip: Flash templates may be downloaded at www.placeholder.com
- Please send the SWF file and an alternate GIF or JPG image for Flash ads

AD UNITS:

	In Pixels
Big Box/Medium Rectangle.....	300x250
Half Page.....	300x600
Leaderboard.....	728x90
Mini Banner & Rollover.....	88x31, 300x200
Page Peel.....	100x100 & 500x500
Mobile Ad.....	320x50
Landing Page.....	320x400

*Units, dimensions, file size and animation length consistent with IAB standards (iab.net)

COLOR FORMAT: RGB

RESOLUTION: 72 DPI

INTERNET MARKETING & ONLINE ADVERTISING DEFINED

UNIQUE VISITORS

When a person visits a web site, they are considered to be a "unique" visitor. If that same person logs off and logs back on several times within that 24-hour period, their computer is not counted again.

PAGE VIEW

When a single page on an internet site is loaded.

IMPRESSIONS

When a person logs on to a computer and the page fully loads, displaying an ad. The loaded page is counted as one page view or one impression. 250 ad displays equals 250 impressions.

ABOVE THE FOLD

If a customer says they want placement above the fold, they are telling you that they want their ad to be seen without visitors having to scroll down.

BRANDING

A marketing technique that enables consumers to remember a business name, logo, slogan, etc. If a business has done a good job with branding, consumers will remember them when they are ready to buy their products/services.

ROS/ROA—RUN OF SITE/RUN OF AUDIENCE

This is the term used when an ad runs throughout your web site without targeting a specific content section.

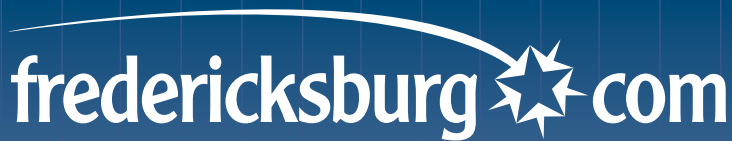


COST PER THOUSAND (CPM)

This is how some advertisers calculate the cost for online advertising. If the CPM rate is \$20 and an advertiser wants his ad to appear 10,000 times, the advertiser would pay \$200.

CLICK THROUGH RATIO (CTR)

Click through ratios are based on impressions. If an advertiser buys 5,000 impressions (or ad views) and 50 people click on the ad, the click through ratio would be 1%.



your local online source



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Display Banner Rates

Unit Name	Unit Size	Monthly Impressions (in thousands)	Open Rate Cost per thousand Impressions (CPM)	3 months 10% discount	12 months 20% discount
Leaderboard	728x90	Up to 50	\$15.00	\$13.50	\$12.00
Medium Rectangle	300x250	51-100	\$12.00	\$10.80	\$9.60
Big Box	300x250	101-200	\$9.00	\$8.10	\$7.20
		over 201	\$6.00	\$5.40	\$4.80
Half Page	300x600	up to 50	\$18.00	\$16.20	\$14.40
		51-100	\$15.00	\$13.50	\$12.00
		101-200	\$12.00	\$10.80	\$9.60
		over 201	\$9.00	\$8.10	\$7.20

Video

Unit Name	Unit Size	Monthly Impressions (in thousands)	Open Rate Cost per thousand Impressions (CPM)	3 months 10% discount	12 months 20% discount
Med. Rect./Big Box	300x250	up to 50	\$18.00	\$16.20	\$14.40
		51-100	\$15.00	\$13.50	\$12.00
		101-200	\$12.00	\$10.80	\$9.60
		over 201	\$9.00	\$8.10	\$7.20

Dominant Display

Unit Name	Unit Size	Impressions	Flat Rate
Page Peel	100x100 corner	All home page impressions 25k/day, estimated	\$2,500/week
	500x500 banner		\$500/day 3-day minimum
Homepage Leaderboard	728x90	Home page rotation	\$750/month *Max. 20 ads at once
Home Page Feature Box*	335x235	Home page rotation	\$1,000/week *Max. 2 ads at any given time

Mobile

Unit Name	Unit Size	Impressions	Open Rate Cost per thousand Impressions (CPM)
Mobile Ad	300x50 banner	25k/month, minimum	\$25
	320x400 landing page		

The Free Lance-Star/Fredericksburg.com reserves the right to adjust rates at any time.

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» Page Peel appears in top left hand corner of screen. When rolled over, it “peels” down to show a larger ad sized at 500x500. Actual size of ad revealed is 461x461x648.

Home page leaderboard—runs in rotation, maximum 10 spots available. On all other pages, leaderboard is positioned above the masthead, with availability based on inventory, not number of spots.



YOUR TOWN: Caroline | Culpeper | Dahlgren | King George | Fredericksburg | Orange | Spotsylvania | Stafford | Westmoreland



News Entertainment Pics Blogs Features Obituaries FoodTalk Real Estate Classifieds Jobs Search Local Shop

Business Marquee This is the marquee

Show All



Targeting available <<< on all pages. In-house video production is available.



⋮
Runs in rotation with news stories on homepage. Maximum 2 ads at any time. Impression and CTR reporting not available.

Unlimited text, run on <<< every page and listings rotate through every time the page is refreshed.



PAGE “FOLD”

Targeting available on <<< all pages. Top half of half page ad is above the fold.

300x600

All sizes in pixels.