

# The Free Lance-Star

616 Amelia Street  
 Fredericksburg, Virginia 22401  
 Display: 540/374-5460 Fax: 540/373-8450  
 Toll Free: 1-800/877-0500 Classifieds: 540/374-5001  
 www.freelancestar.com

	Monday- Friday	Saturday	Sunday	Weekender
FIRST INSERTION	PCI \$27.40	PCI \$30.10	PCI \$31.50	PCI \$31.50
SUBSEQUENT INSERTION**	PCI \$26.03	PCI \$28.60	PCI \$29.93	PCI \$29.93

\*Same copy, all dates on original order, no substitutions.

## Add Color to Increase Recognition, Recall and Results

Process Color (Any Size Ad)	\$20 per column inch	maximum charge \$600
Single Color* (Any Size Ad)	\$15 per column inch	maximum charge \$310

\*Single-color available inks are Spartan Red, Cyan, Magenta and Yellow

\*Local rates apply for businesses with billing addresses within the Fredericksburg Designated Market Area. All other customers, see rate card 54-2.

### ROP Volume Discount

ROP VOLUME DISCOUNT applies to monthly billing over \$1000 for display advertising and color charges. Agencies and third party buying services do not earn volume discounts, see note below.\*\*

Up to \$1000.....	None
\$1,000-\$2,000.....	10% on volume over \$1,000
\$2,000-\$3,000.....	\$100 + 12% on volume over \$2,000
\$3,000-\$4,000.....	\$220 + 14% on volume over \$3,000
\$4,000-\$5,000.....	\$360 + 16% on volume over \$4,000
\$5,000-\$6,000.....	\$520 + 18% on volume over \$5,000
Over \$6,000.....	\$700 + 20% on volume over \$6,000

\*\* Agencies/third party buying services and non-local customers see rate card 54-2 for agency/buying service and non-local rates

**COPYRIGHT**—All property rights, including any copyright interest to any advertisements produced for any advertiser by The Free Lance-Star, using art work and/or typography furnished or arranged for by us, shall be the property of this newspaper. No such ad or any part thereof may be reproduced without the prior written consent of The Free Lance-Star.

## RETAIL PREPRINT RATES AND SPECIFICATIONS

Insert Size Tab or Flexi	Cost per Thousand	Insert Size Tab or Flexi	Cost per Thousand
Single Sheet	\$41.80	38 to 48 tab pages	\$73.40
4 tab pages	46.90	50 to 60 tab pages	78.50
6 to 10 tab pages	52.00	62 to 72 tab pages	83.60
12 to 16 tab pages	57.00	74 to 84 tab pages	88.70
18 to 24 tab pages	63.20	86 to 96 tab pages	93.80
26 to 36 tab pages	68.30	96 plus pages—Call for rates	

### DELIVER TO:

Print Innovators  
 1381 Belman Road, Fredericksburg, VA 22401 • 540/655-5555

### SPECIFICATIONS:

- Preprints do not qualify for monthly ROP or other discounts.
- Maximum total tabloid page size 12 inches x 10 inches. Larger size pages are considered standard size pages for rate determination and must be quarter folded to at least 12 inches (folded edge) x 10 inches (cut edge) before delivery to The Free Lance-Star.
- Reservation Deadline: 15 days in advance of publication.
- Delivery deadline to guarantee insertion date is ten days prior to scheduled insertion.
- Add 2% to quantity for spoilage.

### Daily (Tuesday through Saturday) Preprint Specifications:

- Less than full distribution preprints accepted Tuesday through Saturday.
- Add \$7 per thousand for orders less than 30,000 pieces.
- 5,000 daily minimum quantity.

### Sunday Preprint Specifications:

- Orders totaling less than 49,000 accepted.
- No zoning available on Sunday inserts
- Full distribution price applies to orders totaling less than 49,000 pieces.

### Total Household Coverage:

Mail distribution to non-subscriber households in Stafford, Spotsylvania and Fredericksburg available on a weekly basis. Contact your sales representative for details.



## FORMAT, TERMS and CONDITIONS

6—10p8 pica (1.75") columns, 20" deep. Full page is 120 column inches.

WEEKENDER and TV STAR magazines:

5—10p8 pica (1.75") columns, 11" deep. Full tabloid page is 55 column inches.

**CANCELLATION**—Advertisements may be cancelled up until 12 noon 2 working days prior to publication. An ad ordered but not yet published is subject to a cancellation charge of \$50.

**DATED ADVERTISING MATERIALS**—The Free Lance-Star is not responsible for material older than 60 days.

**DEADLINES**—Normal production schedules require advertising copy to be submitted by noon, three days before publication. Additional time will be needed for advance proofs, color or multiple pages.

**DEPTH OF ADS**—Standard-sized ads measuring over 17 inches deep will be charged full column. Tabloid ads over 8 inches deep charged at full 11-inch depth.

**ERRORS**—In the event of an error in an advertisement, The Free Lance-Star will be liable for the first incorrect insertion only to the extent of (1) furnishing to the advertiser a letter stating the correct price or description, and (2) republishing in the next available issue a correction in a space not to exceed that in which the error occurred.

**ACCEPTANCE**—Publication constitutes final acceptance of advertising submitted to The Free Lance-Star. The newspaper reserves the right to discontinue publication of any advertisement at any time, for any reason.

**STAFFORD**  
**STAR WEEKLY**

**SPOTSY & CITY**  
**STAR WEEKLY**

**Published every Thursday**

Delivered by U.S. Mail to selected homes in  
Fredericksburg, Spotsylvania and Stafford



**Audited  
Circulation** (As of 9/2011)

Stafford.....	32,057
Fredericksburg/Spotsylvania.....	35,754
<b>Total Circulation .....</b>	<b>67,811</b>

	Weekly Only Rate Per Column Inch
<b>Full Run Weeklies</b>	<b>\$19</b>
<b>Stafford Weekly only</b>	<b>\$14</b>
<b>Fredericksburg/ Spotsylvania Weekly Only</b>	<b>\$14</b>

**Add Color to Increase Recognition, Recall and Results**

<b>FULL-RUN WEEKLIES</b>		
Process Color (Any Size Ad)	\$20 per column inch	\$420 maximum charge
Single Color* (Any Size Ad)	\$15 per column inch	\$255 maximum charge
<b>SINGLE ZONE</b> (Stafford or Spotsylvania/City)		
Process Color (Any Size Ad)	\$15 per column inch	\$215 maximum charge
Single Color* (Any Size Ad)	\$10 per column inch	\$130 maximum charge

\*Single color available inks are Spartan Red, Cyan, Magenta and Yellow

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**SPECIAL SECTIONS FOR 2012\***

Section	Deadline	Publication
<b>Bride &amp; Groom</b>	Monday, January 9	Sunday, January 29
<b>Parenting</b>	Monday, January 30	Sunday, February 19
<b>Horse Scene</b>	Monday, February 20	Sunday, March 11
<b>Garden Week</b>	Monday, March 26	Sunday, April 15
<b>Pets</b>	Monday, April 9	Sunday, April 29
<b>Spring Home Guide</b>	Monday, April 23	Sunday, May 13
<b>Wedding Guide</b>	Tuesday, May 29	Sunday, June 17
<b>Guide to Living</b>	Monday, June 4	Saturday, July 14
<b>Back to School</b>	Monday, July 16	Thursday, August 2
<b>High School Football</b>	Monday, August 6	Thursday, August 23
<b>Fall Home Guide</b>	Tuesday, September 4	Sunday, September 23
<b>Holiday Gift</b>	Monday, October 22	Thursday, November 8
<b>Holiday Trimmings</b>	Monday, November 12	Sunday, December 2

*Advertising in the tabloid format Special Sections of The Free Lance-Star is a great way to share your goods and services with a target audience. Plan ahead! Contact your Advertising Representative.*

*\* Dates subject to change*

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