

Total **REACH**  
*Advertising*



The Free Lance-Star  
*media* **KIT**

# DIGITAL PRINT AD SPECIFICATIONS

We recommend all digital files received by The Free Lance–Star be press-ready. The Free Lance–Star is not responsible for errors that may occur after prepress if the supplied file is not press-ready.

## PREFERRED PRESS-READY FORMATS

- Print-ready, high-resolution PDF files made according to The Free Lance–Star or press job option settings.
- Vector-based EPS files (i.e., Adobe Illustrator, Macromedia FreeHand) or EPS files exported from page layout applications. All fonts should be converted to outlines or fonts must be included with ad file transmission.
- Raster files (image files or Photoshop files) saved as .tiff or .eps formats.
- Please contact us for acceptable native file applications.

## UNACCEPTABLE FORMATS

- The Free Lance–Star reserves the right to reject ads submitted in an unacceptable format.
- We can not accept the following: Microsoft Word, Microsoft Excel, Microsoft Publisher, Corel Draw, Corel Word Perfect, Corel Ventura, JPEG files (.jpg), Windows Metafiles (.wmf), BMP files (.bmp), Gif files (.gif).
- Please contact us with any questions concerning formats or technical specifications.

## COLOR FORMATS

- All color must be CMYK. Spot color is not accepted.
- Use 100% black. Please avoid black made with CMYK.
- RGB, LAB Color or Index Color cannot be used for print production.

## RESOLUTION

- Use a minimum input resolution of 200 pixels per inch (ppi) for continuous tone images scanned at their final image size
- Line art requires a minimum resolution of 500 dots per inch (dpi) when outputting final size

## ELECTRONIC SUBMISSION

E–mail your ad to [flsads@freelancestar.com](mailto:flsads@freelancestar.com)

- Include:
- Advertiser name and phone
  - Ad rep name and phone
  - Ad creator name and phone
  - Digital file name and run date
  - Additional technical info if required
  - File size is limited to 8 MB. Zipped or stuffed files are accepted.
  - Transmission through FTP sites using AdSend, Ad Transit and AdCaster Agent.

## COLUMN MEASUREMENTS

We publish a 6-column broadsheet and a 5-column tabloid. Please use this guide for our column width.

ROP & Tab:	1 column—10p8	Classified:	1 column—7p2
	2 column—22p1		2 column—14p9
	3 column—33p6		3 column—22p4
	4 column—44p11		4 column—29p11
	5 column—56p4		5 column—37p6
	6 column—67p9		6 column—45p1
	11 column—119p6		7 column—52p8
	13 column—140p2		8 column—60p3
			9 column—67p10

## CONTACT US

For further assistance or information, please contact our Production Team.

- Sandy Statton 540/368-5003
- Anna Lowry 540/368-5056
- IT Help Desk 540/368-5025

# The Free Lance-Star

## MEASUREMENTS FOR ADVERTISING

(Effective March 2010)

SIZES IN INCHES (SIZES IN PICA)					
<u>Columns</u>	<u>Broadsheet &amp; 5-column Tabloid</u>	<u>Real Estate Showcase (4-column Tabloid)</u>	<u>Classified &amp; Classified Display</u>	<u>Columns</u>	
1	1 <sup>3</sup> / <sub>4</sub> " (10p8)	2 <sup>5</sup> / <sub>16</sub> " (14)	1 <sup>3</sup> / <sub>16</sub> " (7p2)	1	
2	3 <sup>5</sup> / <sub>8</sub> " (22p1)	4 <sup>13</sup> / <sub>16</sub> " (28p10)	2 <sup>7</sup> / <sub>16</sub> " (14p9)	2	
3	5 <sup>9</sup> / <sub>16</sub> " (33p6)	7 <sup>1</sup> / <sub>4</sub> " (43p8)	3 <sup>11</sup> / <sub>16</sub> " (22p4)	3	
4	7 <sup>7</sup> / <sub>16</sub> " (44p11)	9 <sup>3</sup> / <sub>4</sub> " (58p6)	4 <sup>15</sup> / <sub>16</sub> " (29p11)	4	
5	9 <sup>5</sup> / <sub>16</sub> " (56p4)		6 <sup>3</sup> / <sub>16</sub> " (37p6)	5	
6	11 <sup>1</sup> / <sub>4</sub> " (67p9)		7 <sup>1</sup> / <sub>2</sub> " (45p1)	6	
7			8 <sup>3</sup> / <sub>4</sub> " (52p8)	7	
8			10" (60p3)	8	
9		20 <sup>1</sup> / <sub>4</sub> " (121p6)	11 <sup>1</sup> / <sub>4</sub> " (67p10)	9	
11	19 <sup>7</sup> / <sub>8</sub> " (119p5)			11	
13	23 <sup>5</sup> / <sub>16</sub> " (140p2)			13	

### Depth of Pages and Size Standards:

**Standard Broadsheet Page** is 20 inches deep. Ads measuring over 17 inches deep will be charged full column. Minimum size is 1" deep for each column in width up to 3 columns; for 4 to 6 columns, minimum is 1½ inches deep per column.

**5-column Tabloid Page** is 11 inches deep. Ads measuring over 8 inches deep will be charged full column. Minimum size is 1 inch deep for each column in width.

**Classified & Classified Display Page** is 20 inches deep. Ads measuring over 17 inches will be charged full column. Minimum classified display ad with border is 4": 1x4", 2x2", then additional 1" per column (3x3", 4x4", etc.).

616 AMELIA STREET, FREDERICKSBURG, VA 22401  
 Display Direct: 540/374-5460 Fax: 540/373-8450 Toll Free: 800/877-0500

# The Free Lance-Star

## AD DEADLINES

On single ads requiring normal amount of layout and composition.

Publication	Scheduling/Copy Deadline
<b>Sunday</b>	12 noon Wednesday
<i>Health/Travel</i>	12 noon Tuesday
<i>TV Star</i>	12 noon Monday
<b>Monday</b>	5 p.m. Wednesday
<b>Tuesday</b>	5 p.m. Thursday
<b>Wednesday</b>	12 noon Friday
<b>Thursday</b>	12 noon Monday
<i>Weekender</i>	12 noon Monday
<b>Friday</b>	12 noon Tuesday
<b>Saturday</b>	5 p.m. Tuesday
<b>Star Weekly</b>	5 p.m. Thursday
<b>ZOOMs</b>	5 p.m. Wednesday
<b>Star-Saver Coupon</b>	12 noon Monday

- Ad deadlines are subject to change due to press schedule or holiday.
- **Cancellation:** Advertisements may be cancelled until 12 noon 2 working days prior to publication. An ad ordered but not yet published is subject to a cancellation charge (minimum \$15).

616 Amelia Street, Fredericksburg, VA 22401  
 Display Direct: 540/374-5460 Fax: 540/373-8450 Toll Free: 800/877-0500

**Display Advertising**

Phone: 540/374-5460  
 Fax: 540/373-8450  
 Digital Ads: flsads@freelancestar.com

# The Free Lance-Star

616 Amelia Street, Fredericksburg, VA 22401  
 www.FreeLanceStar.com

**Classified Advertising**

Phone: 540/374-5001  
 Fax: 540/374-5537  
 E-mail: classifieds@freelancestar.com

The rates listed do not apply to agencies and third party buying services.

## The Free Lance-Star Retail Advertising Rates

All rates are Per Column Inch. FIRST INSERTION SUBSEQUENT INSERTION\*\*

Monday-Friday PCI.....\$27.40.....\$24.66

Saturday PCI.....\$30.10.....\$27.09

Sunday PCI.....\$31.50.....\$28.35

Weekender PCI.....\$31.50.....\$28.35

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

## Color Rates

Add Color to Increase Recognition, Recall and Results

PROCESS COLOR (Any Size Ad)	\$20 per column inch	\$600 maximum charge
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SINGLE COLOR* (Any Size Ad)	\$15 per column inch	\$310 maximum charge
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\*Single-color available inks are spartan red, cyan, magenta, yellow

## Star Weekly Newspapers

Delivered by mail every Thursday in Spotsylvania/Fredericksburg and Stafford to non-subscribers of The Free Lance-Star

### Spotsy/City Star Weekly or Stafford Star Weekly

Weekly Only Rate Per Column Inch

Full Run Weeklies.....\$18

Stafford Weekly only.....\$13

Fredericksburg/Spotsylvania Weekly only.....\$13

Add Color to Increase Recognition, Recall and Results

### FULL-RUN WEEKLIES

Process Color (Any Size Ad)	\$15 per column inch	\$420 maximum charge
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Single Color* (Any Size Ad)	\$10 per column inch	\$255 maximum charge
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Single Zone (Any Size Ad)	\$10 per column inch	\$215 maximum charge
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Single Color (Any Size Ad)	\$5 per column inch	\$130 maximum charge
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\*Single-color available inks are spartan red, cyan, magenta, yellow

## Zooms

Zoned every Tuesday in The Free Lance-Star

Spotsylvania/Fredericksburg Zoom.....\$10.40 per column inch

Stafford Zoom.....\$10.40 per column inch

Color: Add 25%

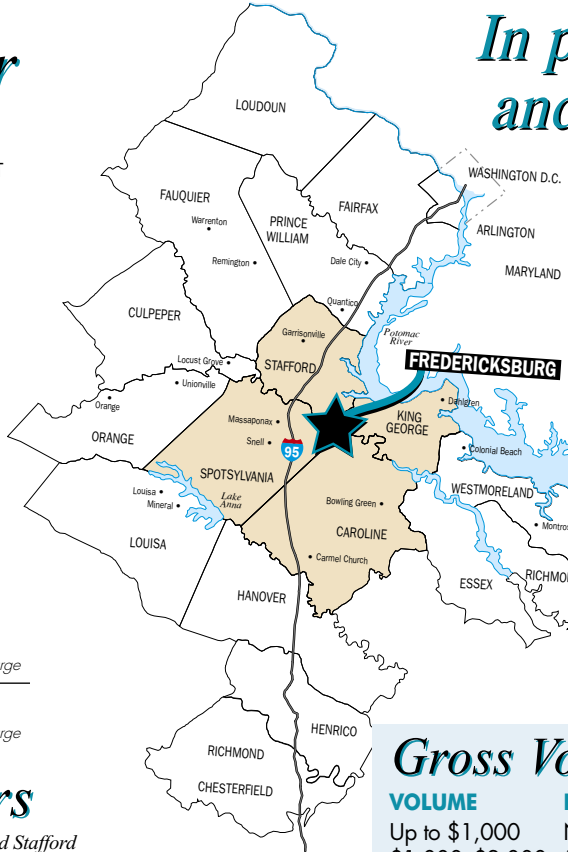
## Terms and Conditions

CHARGES: Digital Camera—\$5.00 first picture, \$2.00 for each additional picture. Group photos (4 or more people) \$30.00 per picture.

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.

CORRECTIONS: Errors in advertisements should be reported as soon as possible. The Free Lance-Star cannot be responsible for more than one incorrect insertion. Check your proof carefully to avoid printed errors.

In print, online and on target!



### Circulation

#### The Free Lance-Star

Monday-Friday	42,858
Saturday	45,285
Sunday	47,665

#### Star Weekly Newspapers

TMC Published Every Thursday	
Spotsy/City	34,850
Stafford	31,442
Total Star Weekly	66,292

## Gross Volume Discount\*

VOLUME	DISCOUNT
Up to \$1,000	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

\*ROP volume discount applies to monthly billing over \$1,000 for display advertising and color charges.



Audit Bureau of Circulation Member

## Preprint Rates

Preprints are accepted Tuesday-Sunday

DELIVER TO: Print Innovators • 1381 Belman Road, Fredericksburg, VA 22401 • 540/654-5555

Insert Size	Cost per Thousand	Insert Size	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 over	call for rates

ADD \$7.00 per thousand for Tuesday-Saturday orders totaling less than 35,000 pieces in The Free Lance-Star.

MINIMUM DISTRIBUTION REQUIREMENTS: Tuesday-Friday 5,000; Saturday 10,000. Sunday orders totaling less than 50,000 accepted, full distribution pricing applies. No inserts on Monday.

PREPRINT RATES are not subject to gross volume discount.

FREQUENCY AGREEMENTS are available for more than 14 annual preprint frequency. Call Janice Sadler at 540/374-5465, for minimum or maximum sizes, standards of acceptance, quantity requirements and reservations.

TOTAL HOUSEHOLD COVERAGE in Spotsylvania, Stafford and Fredericksburg is available. Please ask your sales representative for details.

# Classified Advertising Rates

Rate Card

## Classified In-line Advertising

Rates per line of type

Daily	First Insertion....\$2.74	Subsequent Insertion.....\$2.46
Saturday or Sunday	First Insertion....\$3.16	Subsequent Insertion.....\$2.84
Long-term frequency (contract required)	12-day/mo. minimum.....\$2.00	

## Help Wanted/Recruitment Rates

Rates per line of type

Daily	\$3.35 per line
Saturday or Sunday	\$3.80 per line

## Star Weekly Newspapers Classified Advertising\*

Rates per line for consecutive insertions

Non-Recruitment.....\$1.90	Recruitment.....\$2.45
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\*Ads must run in The Free Lance-Star to run in the Star Weekly and/or the Internet.

LOGOS: Your company logo can be included in your in-line classified ad.

PHOTOS: Include a photo in your in-line advertisement for \$10.00.

INTERNET RATES: Additional 20% per line. Legal advertising quotes include online rate unless notified.

COMPOSING FEE FOR LEGAL ADVERTISING: \$50.00

BLIND BOX NUMBERS: Replies may be sent to a confidential box number, c/o The Free Lance-Star, for an additional charge of \$50. Blind box replies are mailed to you or can be picked up at The Free Lance-Star with photo ID.

★ 3-line minimum ad size. Average 5 words per line. Count 10 lines per column inch.

★ \$10.00 minimum ad charge.

## Classified Display

Rates are per column inch

Monday-Friday	First Insertion ...\$27.40	Subsequent Insertion.....\$24.66
Saturday	First Insertion....\$30.10	Subsequent Insertion.....\$27.09
Sunday	First Insertion....\$31.50	Subsequent Insertion.....\$28.35

## Classified Help Wanted and Recruitment Display Rates

Rates are per column inch

Monday-Friday	Insertion Rate...\$31.50
Saturday	Insertion Rate...\$34.75
Sunday	Insertion Rate...\$36.29

## Sunday Classified Front Page Rates

Rates are per column inch and include full color

Non-contract	Top.....\$103.00	Bottom.....\$54.60
13-Week Contract	Top.....\$93.75	Bottom.....\$43.25
26-Week Contract	Top.....\$83.45	Bottom.....\$37.10

## Star Weekly Combo Rates (non-recruitment)

Display and Multi-column Classified Ads

Per column inch.....\$18.00

## Star Weekly Help Wanted/Recruitment Rates

Display and Multi-column Classified Ads

Per column inch.....\$19.00

## Standard Page Sizes

STANDARD BROADSHEET PAGE is 20" deep. Ads measuring over 17" deep will be charged modular full page rate. Minimum size is 1" deep for each column in width: 1x1", 2x2", 3x3", etc.

TABLOID PAGE is 11" deep. Ads measuring over 8" deep will be charged full column. Minimum size is 1" deep for each column in width.

CLASSIFIED AND CLASSIFIED DISPLAY PAGE is 20" deep. Ads measuring over 17" deep will be charged modular full page rate. Minimum classified display ad with border is 4", 1x4", 2x2", then additional 1" per column (3x3", 4x4", etc.)

## Mechanical Requirements

### Standard Broadsheet

6-column Format

Columns	Inches	Picas
1	1 3/4"	10.8
2	3 3/8"	22.1
3	5 1/8"	33.6
4	7 1/8"	44.11
5	9 1/8"	56.4
6	11 1/4"	67.9

### Tabloid

5-column Format

Columns	Inches	Picas
1	1 3/4"	10.8
2	3 3/8"	22.1
3	5 1/8"	33.6
4	7 1/8"	44.11
5	9 1/8"	56.4

### Classified

9-column Format

Columns	Inches	Picas
1	1 3/8"	7.2
2	2 7/16"	14.9
3	3 11/16"	22.4
4	4 13/16"	29.11
5	6 1/16"	37.6
6	7 1/2"	45.1
7	8 3/4"	52.8
8	10"	60.3
9	11 1/4"	67.10

## Deadlines

### Retail & Classified Display Ads

Ads to Run	Copy to FLS
Monday.....	Wednesday, 5 p.m.
Tuesday.....	Thursday, 5 p.m.
Wednesday.....	Friday, 12 noon
Zooms.....	Wednesday, 5 p.m.
Thursday.....	Monday, 12 noon
WEEKender.....	Monday, 12 noon
Friday.....	Tuesday, 12 noon
Saturday.....	Tuesday, 5 p.m.
Sunday.....	Wednesday, 12 noon
TV Star.....	Monday, 12 noon
Star Weeklies.....	Thursday, 5 p.m.
Star Saver Coupons.....	Monday, 12 noon

### Display Cancellation

Advertisements may be canceled until 12 noon, 2 working days prior to publication. An ad ordered but not yet published is subject to a cancellation charge (minimum \$15.00).

### Classified In-Line

Ads to Run	Copy to FLS without proof
Monday.....	Friday, 5 p.m.
Tuesday.....	Monday, 5 p.m.
Wednesday.....	Tuesday, 5 p.m.
Thursday.....	Wednesday, 5 p.m.
Friday.....	Thursday, 5 p.m.
Saturday.....	Friday, 5 p.m.
Sunday.....	Friday, 5 p.m.

ADS SUBMITTED by fax, e-mail or online\* must be received by 4 p.m.

CLASSIFIED CALL CENTER HOURS:

Monday-Friday 8:30 a.m.-5 p.m.

LOBBY HOURS: Monday-Friday 9 a.m.-5 p.m.

\*Place classified ads online by visiting [freelancestar.com](http://freelancestar.com) and clicking "place a classified ad".

### CLASSIFIED IN-LINE CANCELLATION

After an ad is ordered, it may be canceled before it runs, but there may be a one-time charge for composition. To cancel for next publication, call 540/374-5001 by 5 p.m., Monday through Friday. A cancellation number will be given. You will be charged accordingly.

PREPRINT ADVERTISING RATES AND QUANTITIES

# Star Weekly

## NEWSPAPERS



Reach  
**68,000+**  
Additional  
Households



SPOTSY & CITY STAR WEEKLY	
ZIP	QUANTITY
22553	3,224
22551	4,627
22534	665
22407	13,444
22408	6,517
22401	7,410
<b>TOTAL</b>	<b>35,887</b>
For Full Distribution We Need 36,246*	

STAFFORD STAR WEEKLY	
ZIP	QUANTITY
22554	13,621
22406	5,513
22405	6,358
22556	6,719
<b>TOTAL</b>	<b>32,211</b>
For Full Distribution We Need 32,533*	

\*Includes 2% spoilage

The Star Weeklies are distributed by mail to select households in Stafford and Spotsylvania Counties and the city of Fredericksburg. They are printed on Tuesday and delivered to the post office on Wednesday for in-home delivery on Thursday and Friday. Preprints and postal rates are not subject to monthly volume discount.

## Star Weekly Newspapers Insert Rates\*\*

**Sizes:**  
Minimum acceptable size is 5"x7".  
Maximum acceptable size is 10"x12".  
Prior approval required on odd sizes or stock.

**Rates:**  
For pieces weighing 0.4 ounce (4/10) or less:  
Flat rate of 4.4¢ per piece.

For pieces weighing over 0.4 ounce:  
Apply postage component at rate of 5.4¢ per ounce, rounded up to the next tenth of an ounce. Add 2.5¢ per piece handling/inserting charge for one Star Weekly newspaper or add 2¢ per piece handling/inserting charge for both Star Weekly newspapers.

Example: Insert weighs 1.6 oz. x 5.4¢ = 8.64¢ + 2.5¢ per piece handling for one Star Weekly newspaper = 11.14¢ per piece or 2.0¢ per piece handling for both Star Weekly newspapers.

\*\*Subject to U.S. Postal service increases. Effective February 1, 2011.  
Retail rates not subject to agency commissions.

The address for preprint delivery is  
**printinnovators**  
A Division of The Free Lance-Star Publishing Co.  
1381 Belman Road, Fredericksburg, VA 22401  
**Phone:** 540/645-5555

## The Free Lance-Star

616 Amelia Street, Fredericksburg, VA 22401  
**Phone:** 540/374-5460 • **Toll Free:** 800/877-0500, ext. 5460

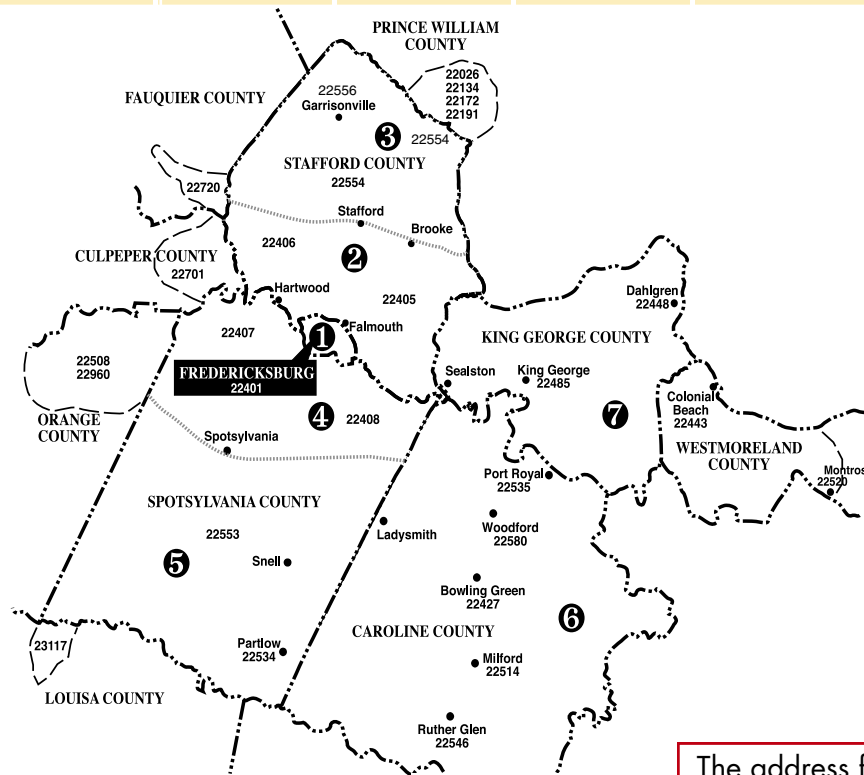
For More Information Contact Your Sales Representative or Call 540/374-5460

# Distribution Quantities

## For Preprints in *The Free Lance-Star*

Quantities in effect starting February 1, 2011

Zone	Sunday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	4,035	3,685	4,023	3,897	3,766	3,753
2	7,706	6,907	7,242	7,125	7,039	7,468
3	6,269	5,395	5,610	5,569	5,481	6,066
4	15,640	13,427	14,064	13,841	13,645	14,874
5	6,069	5,388	5,556	5,481	5,434	5,937
6	3,545	2,984	3,100	3,051	3,003	3,338
7	4,642	3,949	4,307	4,216	4,162	4,595
<b>Totals</b>	<b>47,906</b>	<b>41,735</b>	<b>43,902</b>	<b>43,180</b>	<b>42,530</b>	<b>46,031</b>
<b>Full Run Billing</b>	<b>47,900</b>	<b>41,700</b>	<b>43,900</b>	<b>43,100</b>	<b>42,500</b>	<b>46,000</b>



The address for preprint delivery is

**printinnovators**  
A Division of The Free Lance-Star Publishing Co.

1381 Belman Road  
Fredericksburg, VA 22401  
Phone: 540/645-5555

**The Free Lance-Star**

616 Amelia Street, Fredericksburg, VA 22401

Phone: 540/374-5460 • Toll Free: 800/877-0500, ext. 5460



# The Free Lance-Star

## SPECIAL SECTIONS FOR 2011\*

<b>Section</b>	<b>Publication Date</b>	<b>Deadline</b>
<b>Bride &amp; Groom</b>	<b>Sunday, January 30</b>	<b>Monday, January 10</b>
<b>Parenting</b>	<b>Sunday, February 20</b>	<b>Monday, January 31</b>
<b>Horse Scene</b>	<b>Sunday, March 20</b>	<b>Monday, February 28</b>
<b>Garden Week</b>	<b>Sunday, April 10</b>	<b>Monday, March 21</b>
<b>Spring Home Guide</b>	<b>Sunday, May 15</b>	<b>Monday, April 25</b>
<b>Active Living</b>	<b>Sunday, June 5</b>	<b>Monday, May 16</b>
<b>Bridal Guide</b>	<b>Sunday, June 19</b>	<b>Tuesday, May 31</b>
<b>Guide to Living</b>	<b>Saturday, July 16</b>	<b>Monday, June 11</b>
<b>Back to School</b>	<b>Wednesday, August 3</b>	<b>Monday, July 18</b>
<b>High School Football</b>	<b>Thursday, August 25</b>	<b>Monday, August 8</b>
<b>Fall Home Guide</b>	<b>Sunday, September 18</b>	<b>Monday, August 29</b>
<b>Holiday Gift Guide</b>	<b>Thursday, November 10</b>	<b>Monday, October 24</b>
<b>Holiday Trimmings</b>	<b>Sunday, December 4</b>	<b>Monday, November 14</b>

**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.**

616 Amelia Street ★ Fredericksburg, VA 22401  
540/374-5460 ★ FAX: 540/373-8450 ★ Toll-free: 800/877-0500

\*Dates subject to change 11.10