

2010

# Spring Home Guide

Sunday, May 16

DEADLINE: FRIDAY, APRIL 23

The Spring Home Guide section features new home construction, real estate sales, remodeling, landscape design, furnishing and interior decorating.



**Get your share of the market by advertising in the Spring Home Guide 2010.**

Your message will reach over **114,000** readers of **The Free Lance-Star**

**The Free Lance-Star**

\*Rates listed do not apply to agencies and third party buying services.

616 Amelia Street  
Fredericksburg, Virginia 22401-2887  
Digital Ads: flsads@freelancestar.com

Display Adv: 540/374-5460  
Toll Free: 800/877-0500  
Fax: 540/373-8450

Size	Cost*
<i>Double Truck</i>	
11 col. x 11"	\$3,811.50
5 col. x 11"	\$1,732.50
4 col. x 11"	\$1,386.00
5 col. x 8.25"	\$1,300.95
3 col. x 11"	\$1,039.50
4 col. x 8.25"	\$1,039.50
5 col. x 5.5"	\$866.25
3 col. x 8.25"	\$779.63
2 col. x 11"	\$693.00
4 col. x 5.5"	\$693.00
5 col. x 3.5"	\$551.25
2 col. x 8.25"	\$519.75
3 col. x 5.25"	\$496.13
4 col. x 3.5"	\$441.00
2 col. x 5.5"	\$346.50
3 col. x 3.5"	\$330.75
1 col. x 8.25"	\$259.88
3 col. x 2.5"	\$236.25
2 col. x 3.5"	\$220.50
1 col. x 5.5"	\$173.25
2 col. x 2.5"	\$157.50
1 col. x 3.5"	\$110.25
1 col. x 2.5"	\$78.75

**Color Rates**

Black	Black	Black
+ 1 Color	+ 2 Colors	+ 3 Colors
\$310	\$450	\$600 (full process)

5 column ad = 9 5/16"  
4 column ad = 7 7/16"  
3 column ad = 5 9/16"  
2 column ad = 3 5/8"  
1 column ad = 1 3/4"