



# fredericksburg parent ..... & family

*Our 24<sup>th</sup> year of publishing and award-winning multi-media excellence.*



## MEDIA KIT

# 2024

# print rate card 2024

## CREATE A CUSTOM PACKAGE... DESIGN YOUR PRICE:

Multi-Marketing bundles include a mix of **print, web** and **event participation** at **discounted prices** and multiple customer touch points, maximizing your exposure with our audience and value for your money. Call us today to get started with your value-added bundle. All rates are *per month*.

**Save 15% by signing a 12 month or longer contract!**

<b>INSIDE FRONT COVER</b> <b>Sold Out!</b> \$1722 7.8 x 10 ad size *bleed: 8.8 x 11	<b>INSIDE FULL AD PAGE 3</b> <b>Sold Out!</b> \$1559 7.8 x 10 ad size *bleed: 8.8 x 11	<b>INSIDE FULL AD</b> \$1369 7.8 x 10 ad size *bleed: 8.8 x 11	<b>PAGE 3</b> <b>Sold Out!</b> 1/2 h - \$859 7.8 x 5 *bleed: 8.8 x 6
1/2 h - \$849 7.8 x 5 *bleed: 8.8 x 6	1/2 v \$849 3 x 10 *bleed: 4 x 11	<b>TABLE OF CONTENTS PAGE 5</b> 1/3v \$689 2.2 x 10	1/3v \$679 2.2 x 10
1/3 h - \$679 7.8 x 3	1/8 h - \$149 3.8 x 2.3 1/4 v \$539 3.8 x 5 1/6 h \$399 3.8 x 3.2 1/4 h - \$539 7.8 x 2.3	<b>INSIDE BACK COVER</b> <b>Sold Out!</b> \$1689 7.8 x 10 ad size *bleed: 8.8 x 11	<b>OUTSIDE BACK COVER</b> \$2019 8.5 x 10.75 trim 7.8 x 10 ad size *bleed: 8.8 x 11

Measurements are width x height in inches.

Magazine trim size: 8.5 x 10.75

5% premium charge for full bleeds

\*Bleeds: Maintain live print area with .5 inch bleed margins on all sides.

A 15% premium will be charged to secure any guaranteed position.

**Based on availability.**

Prices effective January 1, 2024 through December 31, 2024.

All rates are *per month*.

All rates are net and subject to change.

All rates are net-non-commissionable.

All one-time ads pay an additional 15% of insertion rate.

Ad positioning is at the discretion of FPF.

All new accounts must prepay the first 3 ads at the time of the insertion order.

## Ad Design Fees

Full Page .....	\$135	<i>One-time charge prepaid at time of insertion order. This includes design, creation and one revision of ad.</i>
Half Page .....	\$105	
Third Page .....	\$105	
Quarter Page ...	\$100	
Sixth Page .....	\$90	
Eighth Page .....	\$85	

## Advertorial Design Fees

2-page spread.....	\$150
1-page spread.....	\$100

*Design includes two revisions of spread.*

## Additional Design Fees

Text & Graphic Changes .....	\$50/hr
Rush Fee .....	\$50

Changes requested after the 15<sup>th</sup> of the month. Fee in addition to regular ad change fees.

Accepted file formats:  
PDF, JPG, TIF, PSD, PNG  
NO Word or Publisher files.

### CONVERT

- Fonts to paths
- Spot colors to CMYK

### RESOLUTION

300 dpi (including graphics, photos or images used to build the ad)

- No RICH BLACK/BUILD
- All black must be 100% black

### FULL BLEED ADS

Allow .75 inch extra on all exterior edges. (See measurements listed on previous page.) *Bleeds are available on full, half, and select third and quarter page ads for a 5% upcharge.*

Full bleed ads are at the discretion of FPF. If a client submitted print-ready full bleed ad does not meet FPF's published specifications, the ad will be run as a regular dimension ad.

Ad positioning is at the discretion of FPF. A 15% premium will be charged to secure any position.

## 2024 editorial calendar

SPECIAL ISSUE	<b>FAMILY FRIENDLY EMPLOYERS</b>
FEBRUARY	<b>CELEBRATING BLACK HISTORY &amp; DENTAL HEALTH</b>
MARCH	<b>SUMMER CAMP &amp; TEEN DATING VIOLENCE</b>
APRIL	<b>HOME EDITION &amp; PARENTING AUTISM</b>
MAY	<b>BIRTHDAYS &amp; BIRTH SUPPORT</b>
JUNE	<b>SUMMER FUN &amp; DAD'S DAY</b>
JULY	<b>10TH ANNUAL FAMILY FAVORITES</b>
AUGUST	<b>BACK TO SCHOOL SPORTS &amp; ACTIVITIES</b>
SEPTEMBER	<b>PARENTING APS &amp; COLLEGE</b>
OCTOBER	<b>SCREENINGS &amp; SELF CARE</b>
NOVEMBER	<b>HEALTHY HOLIDAYS</b>
DECEMBER	<b>EDUCATION</b>



- **EXPERIENCED** – In its 24<sup>th</sup> year of publication, *Fredericksburg Parent and Family* provides advertisers with exceptional products and service.
- **NATIONALLY RECOGNIZED** – *Fredericksburg Parent and Family* has received awards recognizing the exemplary design and editorial of our print magazine for the years 2003, 2007, 2009, 2010, 2011, 2013, 2020 and 2021. The Chamber of Commerce recognized our founder as the “Entrepreneur of the Year.” *FredericksburgParent.NET* received national recognition for “General Excellence” in 2021.
- **CVC VERIFIED** – *Fredericksburg Parent and Family Magazine* is the only local niche publisher independently audited by the Circulation Verification Council.
- **TARGETED MARKET** – We know our audience. Many others are unsure of who they are, but we remain focused.
- **LOCAL** – This is where we live and work. Our perspective is local and our staff is always accessible. *FredericksburgParent.NET* received the **FREDDY Award** for “Best website in the ‘Burg.”
- **EDITORIAL COMMITMENT** – *Fredericksburg Parent and Family* is NOT a throw-away ad circular. We provide relevant, interesting, and important information to parents that studies show keeps them coming back month after month.



Fred Parent has a distribution network throughout NINE counties.

**Fredericksburg Parent and Family is the ONLY Independently Audited Monthly publication in the region.**

**A typical FredParent and Family reader...\***

- Spends an average of 34 minutes reading one issue
- 97%** use the advertising to make purchasing decisions
- 85%** have read at least three of the last four issues
- 79%** are the primary shoppers for their family
- 78%** do NOT subscribe to the local daily paper
- 70%** have a college degree or some college
- 43%** are employed outside the home full time
- 25%** are employed part time
- 71%** share the magazine with a friend



\*results courtesy of our National Reader Profile Survey by ReadexResearch

We are the exclusive local parenting publication distributed through Quantico and Ft. Belvoir's Welcome Aboard packages and briefs, in all area maternity wards, new mother packages and prenatal classes and more.

## ADVERTORIAL SECTION

- Four, six or eight page spread, branded at the bottom as SPECIAL SECTION provided by your company (exact phrasing can be worked out and logo can be included)

*With FredParent magazine, you will reach 24,000 of the 36,000 families in our region with children under the age of 18. The magazine is distributed in over 500 locations with a 93% pick-up rate, including an exclusive distribution in all Quantico Welcome Aboard Packages, in all maternity wards, new mother packages, prenatal packages and more.*

- Editorial and advertising content to be provided by your business, giving the opportunity to provide valuable editorial content, cementing **your company as**

### THE region's industry expert.

- Mention in the advertorial section that the information can be downloaded at **www.FredericksburgParent.NET**

- *FredericksburgParent.NET was voted "#1 Local Website"*
- *We enjoy an average of 10,000 visitors per month.*



- FredParent will create an Uberflip digital issue of the advertorial (like the digital issue of FredParent), making the section viewable on computers and mobile devices including iPhones and iPads.
- FredParent will add all content to your industry's category of our popular "READ great articles" tab on our website. Each article will have its own page and branded with your logo and any photos you wish to use. A link to your website will appear at the top of each page.
- At least four Facebook and Twitter posts about the articles in the month they appear in the print magazine. Additional posts will be made throughout the year.



## ADVERTORIAL INVESTMENT

**\$4,056 for a four page section**  
Each full page open rate is \$1,352 for a total of \$5,408 a savings of 25% on the print portion alone.

**\$6,489 for a six page section**  
Each full page open rate is \$1,352 for a total of \$8,112 a savings of 20% on the print portion alone.

**\$8,652 for an eight page section**  
Each full page open rate is \$1,352 for a total of \$10,816 a savings of 20% on the print portion alone.

Prices assume advertiser provides camera ready images and reviews the final proof within 24 hours of receiving it.

**ASK THE EXPERT** .....

**Exclusive**

**HERE'S HOW IT WORKS:**

- High-quality short video installment of FredParent TV, which will run on our Facebook and YouTube channels
- Pre-recorded video is edited with text and music
- Text and footage published at optimized times for peak performance
- Video component brings your story to life
- Speak directly to our 11,000+ Facebook followers, predominantly local moms!



**ENHANCE YOUR ASK THE EXPERT EXPERIENCE WHEN YOU ADD A:**

**Website Video Pop-In Introduction**

Our FP families love video and this option gives them an opportunity to be face to face with you from their own devices, ultimately building trust and credibility.  
300 x 600 px • ~~\$899/mo.~~ **25% off: \$674**

**Follow Up Exclusive Email Blast** during the month that your feature runs to reach even more families.  
~~\$729/mo.~~ **20% off: \$583**

**1 MONTH Multi-Media Package**

- Centerfold 2-page spread in print magazine featuring your company
- Ask The Expert session
- Digital featured story
- High-quality short video
- Interview conversation remains on FPM website for the entire month
- Additional social media pushes

*Exclusive Multi-Media Package is first-come, first-served.*

**\$2299**

**TOP TEN** .....



- Company featured Top Ten Graphic
- List provided by your company to reinforce your message
- Premiers on FredParent's FB page

Appears throughout the week on the FPM:

- FB page
- Twitter feed
- Pinterest board
- Top Ten page on the FredParent website

Sponsored Top 10 List:

**\$249**

*"As a pediatrician with an interest in nutrition and prevention of illness I found "Ask the Expert" to be a great way for me to let parents in our area know about my work. I have many social media followers who also follow Fredericksburg Parent, and I found those parents enjoyed being able to ask direct questions about their children's eating habits.*

*There were a lot of great questions, and in the process I also was able to pick up a few patients who were interested in my style of practice. I would recommend "Ask the Expert" to any business who wants to showcase their expertise to area parents and grow their business."*

- Nimali Fernando, MD, MPH



## MONTHLY EVENT LIST BANNER ADS

Three ads per advertiser

- TOP BANNER 728 x 90 px and
- MIDDLE BANNER 728 x 90 px and
- ANCHOR 729 x 230 px. \$299 per list. Minimum nine lists per year.

## SOCIAL MEDIA POSTS



### FACEBOOK POSTS

Let FredParent broadcast your message to our vibrant and engaged Facebook community. One (1) post per month (max of 3 businesses per month)  
**\$139**



### INSTAGRAM + FACEBOOK SIMULTANEOUS STORY

Static graphic or a mp3 formatted graphic.



**\$199**



## MOBILE STICKY AD

More than 1/2 of all digital marketing is done on mobile phones. 300x50px sticky banner.

**Sold Out!**

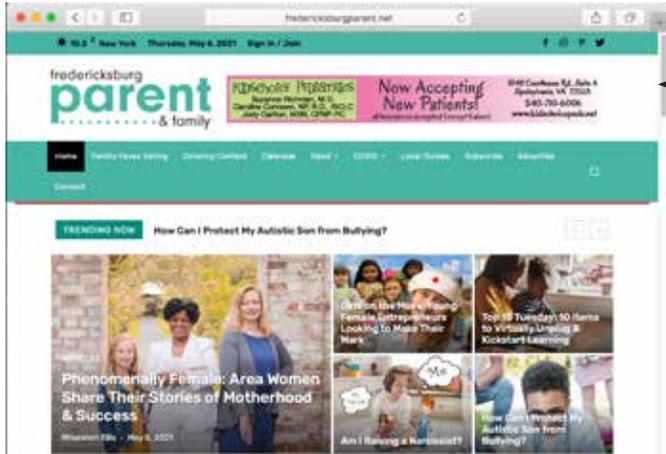
**\$799**

# fredericksburg parent.NET rate card 2024

..... & family

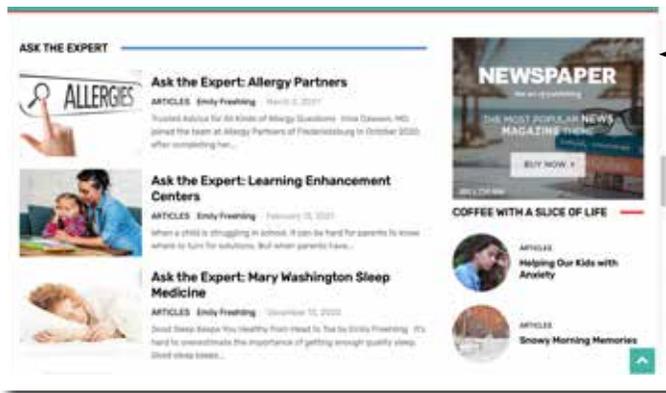
## web ad pricing

based on availability



• • • **LEADERBOARD**  
728 x 90px  
\$699/mo., ROS

**UPPER BANNER**  
728 x 90px  
\$599/mo., ROS



• • • **TOWER**  
300 x 350 px  
\$399/mo., ROS

### VIDEO POP-IN

Our FP families love video and this option gives them an opportunity to be face to face with you from their own devices, ultimately building trust and credibility.  
300 x 600 px  
\$899/mo.

### POST-IT NOTE AD

For not-to-be-missed announcements and events.  
300 x 350 px  
\$699



• • • • • **IN CONTENT ADVERTISEMENT**  
600 x 150 px  
\$249/mo.



fredericksburg  
**parent.NET** eletters 2024  
 ..... & family

2 days a week: **Wednesday & Saturday**  
 Delivering Information. **Driving Results**



- Deliver your message to dedicated, loyal subscribers twice a week.
- Busy parents rely on FredParent's dedicated "Cool Things to Do" eletter for the best family events in Fredericksburg and surrounding areas.

POSITIONS per week prices.	Frequency Discounts!		
	6x	3x	1x
Leaderboard (600 x 150 px)	\$99	\$109	\$119
Middle Banner (600 x 150 px)	\$75	\$85	\$95
Anchor Banner (600 x 230 px)	\$89	\$99	\$109

All rates are net and subject to change.

Rates listed are per week prices. Based on availability.

Deliver your message to over **8500 families** in an **EXCLUSIVE E-BLAST!**  
 Best for a one-time event. **\$729**

- limited to one per week
- camera ready art must be 50kb or smaller



**Monthly EDUCATION eletter**  
 (5 Banners Available)

Top Banner:.....	\$185
Banner 2:.....	\$160
Banner 3:.....	\$135
Banner 4:.....	\$110
Anchor Banner:.....	\$100

**Monthly PRENATAL and INFANT eletter**  
 (5 Banners Available)

Top Banner:.....	\$185
Banner 2:.....	\$160
Banner 3:.....	\$135
Banner 4:.....	\$110
Anchor Banner:.....	\$100

# terms and conditions

## GENERAL INFORMATION:

The publisher reserves the right to reject or cancel any advertisement. All advertisements must be identified by trademark, signature, logotype, etc. and must be designed to be distinctive from Fredericksburg Parent's editorial matter.

The publisher will assume no responsibility for (and the advertiser and its agent will indemnify the publisher agent) loss, expense or liability resulting from statements or inferences stated in a published advertisement. Publisher's liability is limited to the direct cost of the advertisement and not for any indirect or consequential damages including loss of business or profit. No conditions other than those set forth on this agreement shall be binding on the publisher unless specifically agreed to in writing.

## CONTRACT REGULATIONS:

No advertising will be accepted in Fredericksburg Parent without an insertion order, contract or some other agreement in writing.

The advertiser assumes liability for the content of all advertising copy and agrees to protect the publisher from loss or expense on claims or suits based on the subject matter of such advertisements. Fredericksburg Parent reserves the right to edit, reject or comment on all editorial and/or advertising material submitted.

## AD FORMATS AND CONDITIONS:

A print-ready ad is one that is in its final form and no changes in either copy or art need to be made.

Ads designed by the client must be submitted no later than the 10th of the month in a standard digital format (TIF, JPEG, or PDF) at a minimum resolution of 300 dpi. If any changes need to be made, or if the ad arrives in any other electronic format, there will be a \$25 per hour reformat fee.

Ad positioning is at the discretion of FPF. A 15% premium will be charged to secure any guaranteed position.

Ads created in Microsoft Word or Publisher will not be accepted.

Materials for ads designed by Fredericksburg Parent must be submitted by the 1st of the month. One proof will be submitted to the customer for approval before being printed. Customer must reply within 24 hours from receiving proof to approve or request any changes; otherwise FPF will assume approval is given. Additional proofs will incur additional charges. Ad design fees will be charged even if ads are unused or disliked by the advertiser.

## DISCOUNTS/PAYMENT TERMS:

A 5% prepay discount is allowed on the full amount of multiple ad insertion contracts only (6-month minimum). Pre-payment must be received before the first ad runs. Media Commissions and PPA discounts are not applicable when the prepay discount is taken.

Frequency discounts are granted only on advertising invoices paid within 30 days of publication, otherwise charges revert to the 1X open rate (15% premium).

All contracts cancelled prior to completion will be short-rated, that is, charged at the open rate rather than the discounted rate. Any special deals, trades or discounts will be rescinded if contract is short-rated and the client will be charged the full price.

Billing is 2 weeks prior to the time of publication; net 10 days. New accounts must establish credit by providing payment in advance of their first 3 ads.

FPF accepts checks, MC and VISA. If a check is returned for non-payment, advertiser must pay the balance of the contract by credit card plus a \$30 charge.

Accounts over 60 days delinquent will be pulled from the magazine. This does NOT cancel the contract. Advertiser must complete the contract or pay the short rate.

Advertiser must provide a credit card number even if advertiser prefers to be invoiced. Any invoice over 30 days past due will be billed to the credit card on file. Interest will be charged on accounts over 30 days past due at a rate of 30% per annum.

If the credit card payment is declined, full payment via cashier's check is due within 5 business days or the account will be referred to collections.

If account goes to collections, advertiser is responsible for collection costs.

NO refunds will be given on prepaid ads.

## DEADLINES:

Display advertisement deadlines are the 1st of the month preceding the publication. Ads received after the 5th of the month will not be proofed. Ads needing design changes after the 15th of the month will be charged with a \$50 rush fee. Ads received after the 10th of the month will NOT be billed in advance for the 5% cash discount.

No cancellations of advertising are accepted after issue space reservations closing dates; generally the 5th of each month.

Cancellation on contract ads must be made in writing 30 days prior to publication. Advertisers will be short-rated if within a contract period they do not use the amount of space upon which contracts have been based.

A contract period is from the date of the first insertion. When new ad copy is not received by the 5th of the month, right is reserved to repeat the advertiser's last previous advertisement or to run a "house ad" at the advertiser's expense.

Reparations for advertising errors will be limited to printed corrections on the "Editor's Note" page. The value and extent of any "make good" ad is at the sole discretion of FPF and its agents.

Placement of an ad constitutes acceptance of the terms of this agreement.

