



Fluvanna

REVIEW

www.fluvannareview.com



Phone: (434) 591-1000 • Fax: (434) 589-1704 • Email: sales@fluvannareview.com

Mailing Address: P.O. Box 59, Palmyra, VA 22963 • Location: 2987 Lake Monticello Road, Palmyra VA, 22963

Most read publication in the county. *The Fluvanna Review* has been audited by the Circulation Verification Council, a national, independent circulation auditing firm. Advertising in the *Fluvanna Review* is a wise investment. Significantly lower CPMs (cost per thousand) and significantly higher readership.

Advertising-*The Fluvanna Review* is full of local ads, local news and other information key to county residents. The newspaper publishes every Thursday with a week-long shelf life that increases ad readership.

Award Winner-*The Fluvanna Review* is the winner of 56 Virginia Press Associate awards for its advertising excellence and news coverage from 2010 thru 2014. The paper won multiple awards in advertising design, news layout, cover illustration, informational graphics, photography, breaking news and column writing.

Deadline - Wednesday 5:00 p.m.

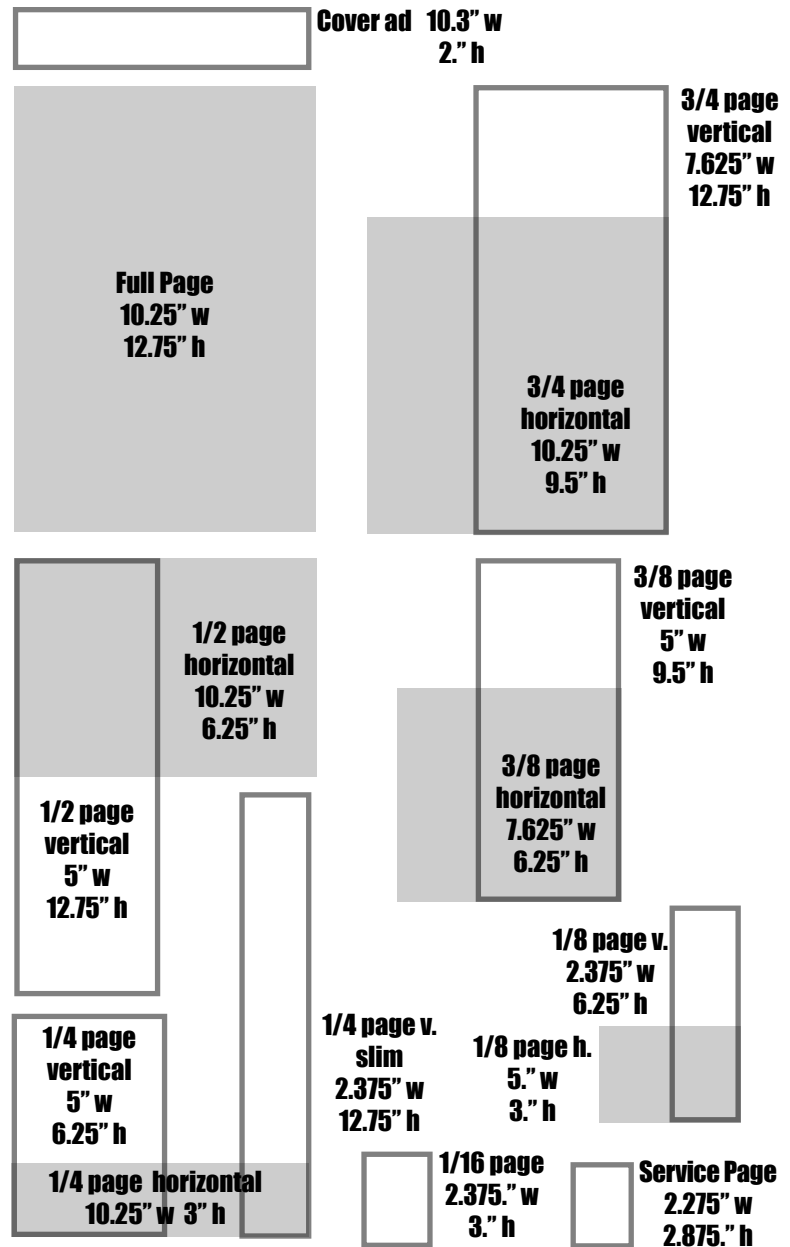
Advertisement Print Rates Per Issue

| Size | Open | 8x | 13x | 26x | 52x |
|------------|-------|-------|-------|-------|-------|
| Cover ad | \$540 | \$459 | \$439 | \$423 | \$395 |
| Full color | \$527 | \$409 | \$380 | \$353 | \$312 |
| Full b/w | \$406 | \$315 | \$293 | \$272 | \$240 |
| 3/4 color | \$427 | \$340 | \$319 | \$299 | \$278 |
| 3/4 b/w | \$329 | \$262 | \$246 | \$230 | \$215 |
| 1/2 color | \$347 | \$273 | \$250 | \$231 | \$210 |
| 1/2 b/w | \$267 | \$210 | \$193 | \$178 | \$162 |
| 3/8 color | \$241 | \$189 | \$175 | \$162 | \$149 |
| 3/8 b/w | \$186 | \$146 | \$135 | \$125 | \$115 |
| 1/4 color | \$180 | \$143 | \$133 | \$124 | \$117 |
| 1/4 b/w | \$139 | \$110 | \$103 | \$96 | \$90 |
| 1/8 color | \$113 | \$87 | \$81 | \$74 | \$67 |
| 1/8 b/w | \$87 | \$67 | \$63 | \$57 | \$52 |
| 1/16 color | \$61 | \$44 | \$41 | \$39 | \$36 |
| 1/16 b/w | \$48 | \$34 | \$32 | \$30 | \$28 |

Service Pages black & white- Selected section 3 month
 Contract-\$20 per week
 Rates Effective January 1, 2016

We also publish the *Scottsville Monthly*,
Buckingham Beacon, *Louisa Life*, and *OC Magazine*.
 Total monthly circulation 45,400.

Place an ad in more than 1 paper and/or online web ad, and receive 10% off. Place an ad in ALL 5 papers and/or online banner ads, and receive 20% off ALL.



Legal ads: 10% surcharge in addition to rate listed.

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Deadline: Wednesdays-one week prior to publication. To reserve ad space-call 434-207-0222. To submit camera ready art: email: sales@fluvannareview.com

Ad Design: We provide free professional design for simple ads and one proof. Complex ads and additional proofs may require additional charges of \$45 per hour.

Color: Full process color: 30% of ad cost and availability is limited. Paid Placement: Guaranteed position and priority pages add 15%.

Materials: Electronic submission by email. Images should be submitted in individual JPEG, TIFF or EPS files. Predesigned ads will only be accepted in PDF file format.

Legal ads: 10% surcharge in addition to rate listed.

Preprinted Inserts rates: \$67.75 per thousand. (*Request for frequency discount.*) To place inserts in the *Fluvanna Review*, please contact: 434-207-0222 the ad department or emailing sales@fluvannareview.com. Minimum insert amount per week is 4,000. Payment and/or company insertion order must be received in our office prior to sending inserts to the printer. Inserts may be mailed or delivered, arriving at the printer one week before the Thursday publication date of the *Fluvanna Review*.

Shipping Address: Narrow Passage Press, 18084 Old Valley Pike, Edinburg, VA. 22824. All boxes of inserts must be labeled with the customer name, name of paper, publication date and count.

Terms: Billing is available only with a signed agreement. All billed invoices are due within 10 days. New advertisers and open rate advertisers are required to pay prior to publication.

Past due accounts are subject to a 3% service charge.

Local Classifieds

Classified: \$5 per week for two weeks

For \$10 your ad will appear for two weeks on FluvannaReview.com

(with FREE PHOTO online) and in the next two printed issues of the *Fluvanna Review*

Deadline for print ads is **MONDAY BY NOON. Please submit written copy to:**

edee@fluvannareview.com

Phone: Contact Edee @ 434-207-0221

email: edee@fluvannareview.com

FAX: 434-589-1704, attention Edee

Payment: In advance.

We accept: Visa, Master Card, Discover, checks and cash.

OUR WEBSITE with free photo:

1. On FluvannaReview.com click on "Classifieds"
2. Click on "Post an Ad - \$10"
3. Login or click on "Register"
4. Select a category
5. Write your ad and upload photo
6. Pay with your credit card via Pay Pal.

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A total of 6300 copies of *The Fluvanna Review* is delivered to thousands of homes at Lake Monticello, Broken Island and Sycamore Square and to about 100 other key spots in Fluvanna, Louisa, and Albemarle counties and Charlottesville, such as grocery stores, banks, restaurants and offices.

Distribution by Zip Code/ Audited Circulation

| Zip Code | Town Area | County | Home Delivery | Bulk | Total |
|---------------|-----------------|-----------|---------------|-------------|-------------|
| 22963 | Palmyra | Fluvanna | 3250 | 1395 | 4,645 |
| 22974 | Troy | Fluvanna | | 195 | 195 |
| 23022 | Bremo Bluff | Fluvanna | | 40 | 40 |
| 23038 | Columbia | Fluvanna | | 40 | 40 |
| 23055 | Fork Union | Fluvanna | | 485 | 485 |
| 23084 | Kents Store | Fluvanna | | 65 | 65 |
| 24590 | Scottsville | Fluvanna | | 115 | 115 |
| 22947 | Keswick | Fluvanna | | 10 | 10 |
| 23093 | Fernclyff | Louisa | | 45 | 45 |
| 22942 | Zion Crossroads | Louisa | | 190 | 190 |
| 22911 | Pantops | Albemarle | | 70 | 70 |
| 22901 | Charlottesville | Albemarle | | 25 | 25 |
| 22902 | Charlottesville | Albemarle | | 255 | 255 |
| 22903 | Charlottesville | Albemarle | | 60 | 60 |
| 22906 | Charlottesville | Albemarle | | 50 | 50 |
| 22908 | Charlottesville | Albemarle | | 80 | 80 |
| Total: | | | 3250 | 3120 | 6370 |



Audited by the Circulation Verification Council, a national, independent circulation auditing firm.

Distribution Locations

FLUVANNA COUNTY

Fluvanna Review office
 Fluvanna Review box
 Century 21 Monticello Properties
 Monticello Country Realtors
 Spectrum Therapy
 Fluvanna Ace Hardware
 Vivus Building
 Health Nutz
 Orme Fitness Center
 Crofton- BP
 Meals on Wheels
 Shell/Dunkin' Donuts
 Fluvanna Family Practice
 Tucker Griffin Barnes
 Mailbox Express
 Mailboxes at Jefferson Center
 Good Neighbor Pharmacy
 Video by the Lake
 Sal's Italian Restaurant 2
 Food Lion (inside)
 Food Lion (outside)
 Salon DeShano
 Fluvanna Public Library
 E.W. Thomas (inside)
 E.W. Thomas (outside)
 Strong Team Realtors

Cuppa Joe
 Rivahsyde Restaurant
 Martha Jefferson Healthcare
 Lake Centre Mailboxes
 Beautiful Gate Church
 Dogwood Restaurant
 Kidd's Store
 Bremo Post Office
 Family Dollar
 Fork Union Medical Center
 Jake's Gas and Go
 Envoy at the Village
 Town & Country Comm. Market
 Sal's Italian Restaurant 1
 Fork Union Pharmacy
 Village Restaurant
 Fork Union Post Office
 Fluvanna Community Center
 Columbia Store
 Columbia Post Office
 Central Elementary School
 Fluvanna Middle School
 Fluvanna High School
 Chamber of Commerce
 BB&T Palmyra
 Palmyra - BP
 School Board Office

Campbell Tire
 Troy Market
 Papa Jim's
 Troy Post Office
 Hilltop Produce and Seafood
 Mac's Auto Repair
 VA Community Bank
 Beaver Dam Market
 Kents Store
 Kents Store Post Office
 Thistlegate Winery
 Real Estate III
 Buck Island BBQ- Troy

LOUISA COUNTY

Zion Crossroads Laundry
 Zion Crossroads Store
 Spring Creek Sports Club
 Best Western Visitors Center
 Burger King/Exxon
 Fernclyff Market, Rt. 250
 Fernclyff Exxon

CHARLOTTESVILLE & ALBEMARLE COUNTY

ME2 Market & Eatery
 Shadwell Market-Keswick

Tiptop Restaurant
 Clean Machine Car Wash
 Rivanna Gear & Apparel-Pantops
 Giant Food--Pantops
 McDonald's-Downtown
 Cville Main Public Library
 Cville Downtown Mall (east)
 Cville Downtown Mall crossing (east)
 Cville Downtown Mall (central)
 Cville Downtown Mall (west)
 Cville Downtown Mall the Landmark Hotel
 Cville Downtown Mall by Hamilton's Rest.
 Cville Downtown Mall by Cville office
 Cville Downtown Mall bus station
 Cville Downtown Mall by Timberlake's
 Cville Water Street Parking Garage
 Parking Garage -Market St.
 UVa Jordan Hall
 UVa Hospital (JPA)
 UVa Hospital-Parking Garage
 UVa Hospital (The Corner)
 Main Post Office-Cville (Rt. 29)
 Northside Library
 Lee Park
 Bodo's Preston Ave.
 LaTaza Restaurant- Belmont
 Cville Fifth St. Food Lion Shopping Center

Fluvanna REVIEW

Our website is the place to go for breaking news, weather, community calendar items, sports, scores and more.

Current Goggle Analytics Reports available by email.

Web Banner Ad Rates

| Size/ Position | Open | non-profit rate 3 X |
|----------------------|-------|------------------------|
| Top Header positions | \$178 | \$123 |
| Side position 1 | \$128 | \$94 |
| Side position 2 | \$82 | \$58 |
| Side position 3 | \$64 | \$46 |
| Side positions 4 -16 | \$57 | \$39 |

Rates effective January 1, 2016

Discounts for multiple publication packages, including banner ads. Call 434-207-0222.

Banner Ad sizes

**Pixel Dimensions
560 X 150**

Top Headers Rotating

**Pixel Dimensions
280 X 190**

**Right Side
Fixed**

Web Links Terms:
Customers are responsible for supplying valid URL links.
Resolution 72 pixels per inch JPEG

2016 Valley Publishing Monthlies Rates - Circulation 20,500

Covering Buckingham, Orange & Louisa counties and the Town of Scottsville

Monthly Rates



Place an ad in more than 1 paper and/or online web ad, and receive 10% off. Place an ad in ALL 5 papers and/or online banner ads, and receive 20% off ALL

Classified:
\$10 per month for
 30 words or less
 Deadline for print ads is
MONDAY BY NOON.
 Please submit written copy to:
 edee@fluvannareview.com

Scottsville MONTHLY

Established 2002
 Albemarle County, Virginia
 Zip Code: 24590
 Circulation: 3,500
 valleysales@embarqmail.com

| Size | Open | 3x | 6x | 12x |
|-----------|-------|-------|-------|-------|
| Full Page | \$495 | \$465 | \$440 | \$410 |
| 3/4 Page | \$440 | \$415 | \$385 | \$360 |
| 1/2 Page | \$340 | \$320 | \$300 | \$275 |
| 3/8 Page | \$220 | \$210 | \$200 | \$190 |
| 1/4 Page | \$180 | \$170 | \$160 | \$140 |
| 1/8 Page | \$130 | \$120 | \$110 | \$100 |
| 1/16 Page | \$70 | \$65 | \$60 | \$55 |

Buckingham BEACON

Established 2003
 Buckingham County, Virginia
 Zip Code: 23921, 23124, 23004 & 23936
 Circulation: 5,000
 valleysales@embarqmail.com

| Size | Open | 3x | 6x | 12x |
|-----------|-------|-------|-------|-------|
| Full Page | \$495 | \$465 | \$440 | \$410 |
| 3/4 Page | \$440 | \$415 | \$385 | \$360 |
| 1/2 Page | \$340 | \$320 | \$300 | \$275 |
| 3/8 Page | \$220 | \$210 | \$200 | \$190 |
| 1/4 Page | \$180 | \$170 | \$160 | \$140 |
| 1/8 Page | \$130 | \$120 | \$110 | \$100 |
| 1/16 Page | \$70 | \$65 | \$60 | \$55 |

OCMagazine

Established 2006
 Orange County, Virginia
 Zip Code: 22960
 Circulation: 6,000
 valleysales@embarqmail.com

| Size | Open | 3x | 6x | 12x |
|-----------|-------|-------|-------|-------|
| Back Page | \$640 | \$615 | \$590 | \$565 |
| Full Page | \$590 | \$565 | \$535 | \$510 |
| 3/4 Page | \$460 | \$440 | \$420 | \$400 |
| 1/2 Page | \$325 | \$310 | \$295 | \$280 |
| 3/8 Page | \$245 | \$235 | \$225 | \$215 |
| 1/4 Page | \$220 | \$210 | \$200 | \$190 |
| 1/8 Page | \$170 | \$160 | \$150 | \$140 |
| 1/16 Page | \$90 | \$85 | \$80 | \$75 |

Louisa Life

Established 2008
 Louisa County, Virginia
 Zip Code: 23093 and 23117
 Circulation: 6,000
 valleysales@embarqmail.com

| Size | Open | 3x | 6x | 12x |
|-----------|-------|-------|-------|-------|
| Back Page | \$640 | \$615 | \$590 | \$565 |
| Full Page | \$590 | \$565 | \$535 | \$510 |
| 3/4 Page | \$460 | \$440 | \$420 | \$400 |
| 1/2 Page | \$325 | \$310 | \$295 | \$280 |
| 3/8 Page | \$245 | \$235 | \$225 | \$215 |
| 1/4 Page | \$220 | \$210 | \$200 | \$190 |
| 1/8 Page | \$170 | \$160 | \$150 | \$140 |
| 1/16 Page | \$90 | \$85 | \$80 | \$75 |

Rates Effective August 1, 2015

Preprinted Inserts rates: \$67.75 per thousand. (*Request for frequency discount.*) To place inserts in monthlies, please make arrangements by contacting the ad department or emailing valleysales@embarqmail.com Payment and/or company insertion order must be received in our office prior to sending inserts to the printer. Inserts may be mailed or delivered, arriving at the printer one week before the Thursday publication date. **Shipping Address: Narrow Passage Press, 18084 Old Valley Pike, Edinburg, VA. 22824.** All boxes of inserts must be labeled with the customer name, name of paper, publication date and count.