

# Fluvanna REVIEW

RATES EFFECTIVE OCT. 1, 2021 | CIRCULATION 6,300

Tel: 434.591.1000  
 email: sales@fluvannareview.com  
 Mailing Address: P.O. Box 59, Palmyra, Va. 22963  
 Location: 106 Crofton Place, Suite 1, 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.

## Local ads, local readers

Full of local ads, local news and other information key to county residents. We publish every Thursday with a week-long shelf life that increases ad readership. Significantly lower CPMs (cost per thousand) and significantly higher readership.

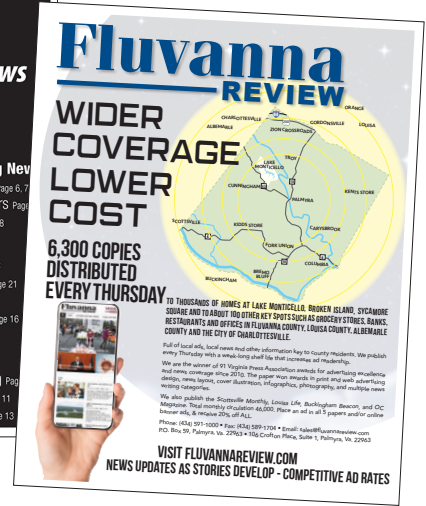


## Award Winner

The *Fluvanna Review* is the winner of 91 Virginia Press Association awards for its advertising excellence and news coverage since 2010. The paper won awards in advertising design, news layout, cover illustration, infographics, photography, and multiple newswriting categories.



ESTABLISHED 1979



<b>FRONT COVER STRIP</b> 10.3" X 2"	<b>3/4 PAGE VERTICAL</b> 7.625"w X 12.75"h
<b>FULL PAGE</b> 10.25"w X 12.75"h	<b>JUNIOR PAGE</b> 7.625"w X 9.5"h
	<b>3/4 PAGE HORIZONTAL</b> 10.25"w X 9.5"h
	<b>3/8 PAGE VERTICAL</b> 5"w X 9.5"h
<b>1/2 PAGE HORIZONTAL</b> 10.25"w X 6.25"h	<b>3/8 PAGE HORIZONTAL</b> 7.625"w X 6.25"h
<b>1/2 PAGE VERTICAL</b> 5"w X 12.75"h	<b>1/4 PAGE VERTICAL SLIM</b> 2.375"w X 12.75"h
<b>1/4 PAGE VERTICAL</b> 5"w X 6.25"h	<b>1/8 PAGE VERTICAL</b> 2.375"w X 6.25"h
	<b>1/16 PAGE</b> 2.375"w X 3"h
<b>1/4 PAGE HORIZONTAL</b> 10.25"w X 3"h	<b>1/8 PAGE HORIZONTAL</b> 5"w X 3"h
	<b>SERVICE PAGE</b> 2.275"w X 2.875"h

## PRINT SIZES AND AD RATES PER ISSUE

SIZE	OPEN	8X	13X	26X	52X
<b>COVER AD</b>	\$540	\$485	\$465	\$445	\$420
<b>FULL COLOR</b>	\$530	\$430	\$400	\$380	\$340
<b>FULL BW</b>	\$410	\$330	\$310	\$290	\$255
<b>3/4 COLOR</b>	\$430	\$365	\$340	\$320	\$300
<b>3/4 BW</b>	\$330	\$280	\$265	\$250	\$230
<b>JUNIOR COLOR</b>	\$395	\$340	\$310	\$285	\$260
<b>JUNIOR BW</b>	\$315	\$260	\$240	\$215	\$200
<b>1/2 COLOR</b>	\$350	\$300	\$270	\$250	\$230
<b>1/2 BW</b>	\$270	\$230	\$210	\$195	\$175
<b>3/8 COLOR</b>	\$245	\$205	\$190	\$175	\$160
<b>3/8 BW</b>	\$190	\$160	\$150	\$135	\$125
<b>1/4 COLOR</b>	\$185	\$155	\$145	\$140	\$130
<b>1/4 BW</b>	\$140	\$120	\$115	\$105	\$95
<b>1/8 COLOR</b>	\$115	\$95	\$90	\$80	\$70
<b>1/8 BW</b>	\$90	\$75	\$70	\$65	\$60
<b>1/16 COLOR</b>	\$65	\$55	\$50	\$45	\$40
<b>1/16 BW</b>	\$50	\$45	\$40	\$35	\$30

SERVICE DIRECTORY PAGE | BLACK & WHITE  
 3 MONTH CONTRACT • \$25 PER WEEK

◀ Advertising Mechanical Measurements for all 5 papers

We also publish the *Scottsville Monthly*, *Louisa Life*, *Buckingham Beacon*, and *OC Magazine*.

## Total Monthly Circulation 46,000

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.



### AD DESIGN

**SUBMIT SUPPORT MATERIALS:** High Resolution logos, photos, Illustrations via email.

- Accepted formats: JPEG, TIFF or EPS files.
- Predesigned ads in PDF file format only.
- We provide free professional design for simple ads and one proof.
- Complex ads and/or multiple proofs will be billed at \$25/hr.

**SUBMIT CAMERA READY ART:** sales@fluvannareview.com.

**COLOR:** Full 4 color process CMYK: 30% of ad cost and availability is limited.

**PAID PLACEMENT, GUARANTEED POSITION AND PRIORITY PAGES:** Add 15%.

► **DEADLINE: WEDNESDAYS 5 PM, ONE WEEK PRIOR TO PUBLICATION**

### INSERTS

**PREPRINTED INSERTS RATES:** \$70/1000. Request frequency discount.

To place inserts in the *Fluvanna Review*, please contact 434-207-0223 or email sales@fluvannareview.com.

**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.

► **DEADLINE:** 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 prior to Thursday publication date of the *Fluvanna Review*.

### CLASSIFIEDS

**\$10 FOR TWO WEEKS, 30 WORDS OR LESS**

Submit written copy to edee@fluvannareview.com. Questions call Edee @ 434-591-1000. Payment due in advance. We accept Visa, Master Card, Discover, checks and cash.

► **DEADLINE:** Monday by noon.

### TERMS

Billing is available only with a signed agreement and invoices are due within 10 days. New advertisers and open rate advertisers are required to pay in advance. Past due accounts are subject to a 3% service charge.

### A OUR 2020 VIRGINIA PRESS ASSOCIATION FIRST PLACE AWARDS

**Remembering Fluvanna Review Founder Len Gardner (1921-2020)**

**"Len" Foster Gardner**

**Board of Supervisors**

**Supervisors Hear Details About Pandemic in Fluvanna** PAGE 4

**LMOA Board Candidates Speak** PAGE 8

**Lake Residents to Vote on Proposals to Secure Long Term Reserve Accounts** PAGE 15

**Be a Hero.**

**Save lives.**

**Cover your face to protect your loved ones, friends and community.**

# Fluvanna REVIEW

RATES EFFECTIVE OCT. 1, 2021 | SPECS

Tel: 434.591.1000

email: sales@fluvannareview.com

Mailing Address: P.O. Box 59, Palmyra, Va. 22963

Location: 106 Crofton Place, Suite 1, Palmyra, Va 22963



Fluvanna REVIEW

EXPECT TO SUCCEED! PVCC4U NEW TUITION ASSISTANCE PROGRAM

PVCC COLLEGE OF PALMYRA

NEWS CURRENT AND PAST ISSUES PUBLIC NOTICES ADVERTISE WITH US ABOUT US FOLLOW

**SCHOOL BUS**  
Board passes transgender treatment policy

**How are Fluvanna schools faring so far?**

Lake Fire & Rescue to hold 9/11 remembrance

Historical Society returns artifacts to the Monacan

Supervisors debate allowing denser housing

## WEB AD RATES PER MONTH

POSITION	OPEN	3X	6X	12X
TOP BANNER	\$200	\$180	\$165	\$150
VERTICAL SPOT 1	\$140	\$130	\$120	\$110
SIDE POSITION 1	\$140	\$130	\$120	\$110
SIDE POSITION 2	\$110	\$100	\$90	\$80
SIDE POSITION 3	\$80	\$65	\$55	\$45
SIDE POSITION 4 AND DOWN	\$65	\$55	\$45	\$35
VERTICAL SPOT 2	\$70	\$65	\$60	\$55

VISIT OUR WEBSITE TO VIEW AD SIZES AND POSITIONS

◀ [www.fluvannareview.com](http://www.fluvannareview.com)

### SUBMIT MATERIALS:

- Web ads need to be JPGS or PNG files.
- 72 DPI at the proper pixel dimensions.
- Customers are responsible for supplying valid URL links.
- We provide free professional design for simple ads and one proof.
- Complex ads and/or multiple proofs will be billed at \$25/hr.
- Discounts for multiple publication packages, including banner ads.

**VERTICAL SPOT**  
Pixel Dimensions  
160 X 550

**SIDE POSITION**  
Pixel Dimensions  
280 X 190

NEWS

**Board passes transgender treatment policy**  
SEP 16, 2021

**Fluco football team wins home opener over Buckingham**  
SEP 16, 2021

**Twenty years later, remembering 9/11**  
SEP 16, 2021

**Supervisors focus on American Rescue Plan**  
SEP 16, 2021

**Full Moon Blooms where hydrangeas rule**  
SEP 9, 2021

**How are Fluvanna schools faring so far?**  
SEP 8, 2021

**Ladies Golf Association holds tournament for ovarian cancer research**  
SEP 8, 2021

**LM Fire Department celebrates Firehouse Subs restaurant**  
SEP 2, 2021

Latest Issues

MONTICELLO REVERSE MORTGAGE

Fork Union Military Academy

FAST

E W THOMAS INC. SUPERMARKET

Fluvanna County Arts Council

WHERE THE STARS SHINE IN FLUVANNA!

MILLENNIUM SECURITY

Call The Best

New 2015 eyewear collection available here in Fluvanna!

Dr. Weiss OPTOMETRISTS

**TOP BANNER**  
Pixel Dimensions  
800 X 100

# Fluvanna REVIEW

## ZIP CODE DISTRIBUTION | LOCATIONS

Tel: 434.591.1000

email: sales@fluvannareview.com

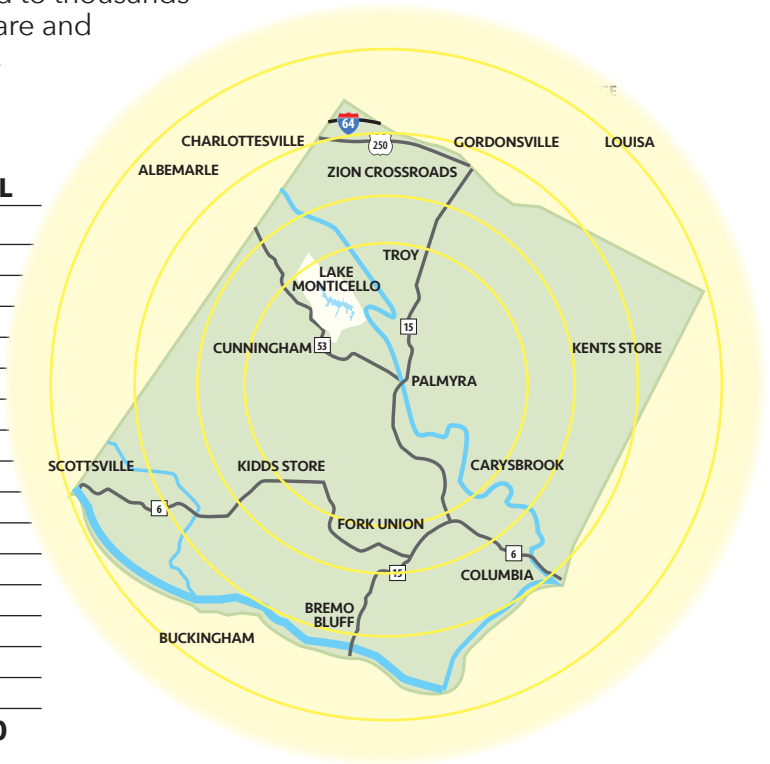
Mailing Address: P.O. Box 59, Palmyra, Va. 22963

Location: 106 Crofton Place, Suite 1, Palmyra, Va 22963



A total of 6,300 copies of the *Fluvanna Review* are delivered to thousands of homes at Lake Monticello, Broken Island, Sycamore Square and to about 100 other key spots such as grocery stores, banks, restaurants and offices in Fluvanna County, Louisa County, Albemarle County and the City of Charlottesville.

ZIP CODE	TOWN AREA	COUNTY	HOME	BULK	TOTAL
22963	Palmyra	Fluvanna	3,650	1,240	4,890
22974	Troy	Fluvanna		215	215
23022	Bremo Bluff	Fluvanna		10	10
23038	Columbia	Fluvanna		35	35
23055	Fork Union	Fluvanna		325	325
23084	Kents Store	Fluvanna		55	55
24590	Scottsville	Fluvanna		125	125
22947	Keswick	Fluvanna		10	10
23093	Fernclyff	Louisa		40	40
22942	Zion Crossroads	Louisa		105	105
22911	Pantops	Albemarle		35	35
22901	Charlottesville	Albemarle		25	25
22902	Charlottesville	Albemarle		235	235
22903	Charlottesville	Albemarle		60	60
22906	Charlottesville	Albemarle		100	100
22908	Charlottesville	Albemarle		25	25
<b>Total:</b>			<b>3,650</b>	<b>2,650</b>	<b>6,300</b>



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

## ▼ DISTRIBUTION | LOCATIONS

### FLUVANNA COUNTY

Fluvanna Review Office  
 Long and Foster Realtors  
 Monticello Country Realtors  
 Fluvanna Do It Best Hardware  
 Orme Fitness Center  
 Meals On Wheels  
 Shell/Dunkin Doughnuts  
 Tucker Griffin Barnes  
 Mailbox Express  
 Mailboxes at Jefferson Center  
 Jefferson Pharmacy  
 Salon Deshano & Spa  
 Sal's Italian Restruant  
 Food Lion  
 Pleasant Grove House Museum  
 Fluvanna Sheriff Office  
 EW Thomas Grocery  
 Cuppa Joe  
 Lake Centre Mailboxes  
 Beautiful Gate Church  
 Wahoo BBQ  
 Kidd's Store  
 Route 6 Market  
 Family Dollar  
 Raceway Gas  
 Villaqe Nursing Home

Town & Country Comm. Market  
 Sal's Italian Restruant, Fork Union  
 Fork Union Pharmacy  
 Fork Union Village Shopping Center  
 Fork Union Post Office  
 Fluvanna Community Center  
 Columbia Store  
 Columbia Post Office  
 Central Elementary School  
 Fluvanna Middle School  
 Fluvanna High School  
 Carysbrook Elementary  
 Courthouse  
 Chamber of Commerce  
 BB&T Palmyra  
 Fluvanna School Board Office  
 Campbell Tire  
 Troy Martket  
 Troy Post Office  
 Crossroads Auto Repair  
 Fedex  
 VA Community Bank  
 REMAX  
 Everyday BpMcdonald's  
 Kents Store  
 Kents Store Post Office

### ALBEMARLE COUNTY

Tiptop Restaurant, Pantops  
 Rivanna Gear & Apparele  
 Bodo's Bagels, Emmett Steet  
 Cville Post Office Rt. 29N  
 Cville Downtown Mall, Post Office  
 Cville Downtown Mall Pie Chest  
 Cville Downtown Mall Whiskey Jar  
 Cville Downtown Mall Landmark Hotel  
 Cville Downtown Mall Firefish Gallery  
 Cville Downtown Mall Hamiltons  
 Cville Downtown Mall Bus Station  
 Cville Downtown Mall Timberlake's  
 Cville Downtown Mall Cityspace  
 Cville Downtown Mall Bus Station  
 UVa Hospital Bus Stop JPJ  
 Uva Hospital The Corner  
 Cville Water Street Parking Garage  
 Cville Market Street Parking Garage  
 LaTaza Restaurant, Belmont  
 McDonald's Ridqe St & Mcintire  
 Lee Park Market Street

### LOUISA COUNTY

Spring Creek Subdivision  
 Spring Creek Dentistry  
 Burqer King/Exxon  
 Beaver Dam Market  
 Zion Crossroads Laundry  
 Zion Crossroads Store  
 Burruss Store  
 Fernclyff Exxon  
 Fernclyff Market, Rt. 250



**VALLEY  
PUBLISHING**

Call Judi Price: 434.207.0223  
email: judi.valleypublishing@gmail.com  
Mailing Address: P.O. Box 59, Palmyra, Va. 22963  
Location: 106 Crofton Place, Suite 1, Palmyra, Va 22963

## Scottsville MONTHLY

Established 2002  
Albemarle County, Virginia  
Zip Code: 24590  
Circulation: 3,500

SIZE	OPEN	3X	6X	12X
Full	\$540	\$515	\$490	\$465
3/4	\$490	\$465	\$435	\$410
Junior	\$440	\$410	\$380	\$350
1/2	\$370	\$350	\$330	\$305
3/8	\$240	\$230	\$220	\$210
1/4	\$200	\$190	\$180	\$170
1/8	\$150	\$140	\$130	\$120
1/16	\$85	\$80	\$75	\$70

## Buckingham BEACON

Established 2003  
Buckingham County, Virginia  
Zip Codes: 23921, 23124, 23004, 23936  
Circulation: 5,000

SIZE	OPEN	3X	6X	12X
Full	\$540	\$515	\$490	\$465
3/4	\$490	\$465	\$435	\$410
Junior	\$440	\$410	\$380	\$350
1/2	\$370	\$350	\$330	\$305
3/8	\$240	\$230	\$220	\$210
1/4	\$200	\$190	\$180	\$170
1/8	\$150	\$140	\$130	\$120
1/16	\$85	\$80	\$75	\$70

## OCMagazine

Established 2006  
Orange County, Virginia  
Zip Code: 22960  
Circulation: 6,000

SIZE	OPEN	3X	6X	12X
Full	\$640	\$615	\$590	\$565
3/4	\$500	\$480	\$460	\$440
Junior	\$410	\$390	\$370	\$350
1/2	\$355	\$340	\$325	\$310
3/8	\$265	\$255	\$245	\$235
1/4	\$240	\$230	\$220	\$210
1/8	\$190	\$180	\$170	\$160
1/16	\$100	\$95	\$90	\$85

## Louisa Life

Established 2008  
Louisa County, Virginia  
Zip Codes: 23093, 23117  
Circulation: 6,000

SIZE	OPEN	3X	6X	12X
Full	\$640	\$615	\$590	\$565
3/4	\$500	\$480	\$460	\$440
Junior	\$410	\$390	\$370	\$350
1/2	\$355	\$340	\$325	\$310
3/8	\$265	\$255	\$245	\$235
1/4	\$240	\$230	\$220	\$210
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For Ad Mechanical Measurements for all 5 papers see page 1

## AD DESIGN

### SUBMIT SUPPORT MATERIALS:

High Resolution logos, photos, Illustrations via email.  
- Accepted formats: JPEG, TIFF or EPS files.  
- Predesigned ads in PDF file format only.  
- We provide free professional design for simple ads and one proof.  
- Complex ads and/or multiple proofs will be billed at \$25/hr.

**COLOR:** Full process color is \$110 extra and availability is limited.

### PAID PLACEMENT, GUARANTEED

**POSITION & PRIORITY PAGES:** Add 15%.

▶ **DEADLINE: WEDNESDAYS 5 PM, ONE WEEK PRIOR TO PUBLICATION**

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