

2018 RATE CARD - CIRCULATION 6,300



Fluvanna REVIEW



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.

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 81 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.

PRINT AD RATES PER ISSUE

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

Service Page Ad • Black & White • Selected Section
 3 Month Contract • \$20 per Week

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**.

Rates Effective Jan. 1, 2018

- Cover Ad 10.3" X 1.6"
- 3/4 page vertical 7.625" w X 12.75" h
- 3/4 page horizontal 10.25" w X 9.5" h
- Full Page 10.25" w X 12.75" h
- 1/16 page 2.375" w X 3" h
- 3/8 page vertical 5" w X 9.5" h
- 1/2 page horizontal 10.25" w X 6.25" h
- 3/8 page horizontal 7.625" w X 6.25" h
- 1/2 page vertical 5" w X 12.75" h
- 1/4 page vertical slim 2.375" w X 12.75" h
- 1/8 page vertical 2.375" w X 6.25" h
- 1/4 page vertical 5" w X 6.25" h
- Service Page 2.275" w X 2.875" h
- 1/8 page horizontal 5" w X 3" h
- 1/4 page horizontal 10.25" w X 3" h

Fluvanna

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AD DESIGN **Submit support materials:** (logos, etc.) 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 \$50/hr.

Submit camera ready art: sales@fluvannareview.com

Color: Full process color: 30% of ad cost and availability is limited.

Paid placement, guaranteed position and priority pages add 15%.

DEADLINE **Wednesdays 5 P.M.** one week prior to publication.

INSERTS **Preprinted inserts rates:** \$67.75 per thousand. Request frequency discount. To place inserts in the *Fluvanna Review*, please contact 434-207-0223 or email sales@fluvannareview.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 prior to 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 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.**

CLASSIFIEDS **Local Classifieds are \$10 for Two Weeks**

Deadline is Monday by noon.

Submit written copy to edee@fluvannareview.com

Questions call Edee @ 434-207-0221 • FAX: 434-589-1704

Payment Due in advance. We accept Visa, Master Card, Discover, checks and cash.

Fluvanna

REVIEW

WEB AD RATES

Top Banner
Pixel Dimensions 800 x 100

- Web ads need to be JPGS or PNG files.
- 72 DPI at the proper pixel dimensions.
- Customers are responsible for supplying valid URL links.
- Discounts for multiple publication packages, including banner ads.

Side Position
Pixel Dimensions
280 X 190

Vertical ad
Pixel Dimensions
160x 550

Visit our website to view ad sizes and positions:

www.fluvannareview.com

*New rates and dimensions effective July 12, 2018 with the launch of our new website

Position	Open	3 months	6 months	12 months
TOP HEADER POSITION	\$180	\$165	\$150	\$135
VERTICAL POSITION 1	\$130	\$120	\$110	\$100
SIDE POSITION 1	\$130	\$120	\$110	\$100
SIDE POSITION 2	\$100	\$90	\$80	\$70
SIDE POSITION 3	\$70	\$60	\$50	\$40
SIDE POSITION 4 AND DOWN	\$60	\$50	\$40	\$30
VERTICAL POSITION 2	\$65	\$60	\$55	\$50

Fluvanna

REVIEW

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.

DISTRIBUTION BY ZIP CODE

Zip Code	Town Area	County	Home	Bulk	Total
22963	Palmyra	Fluvanna	3,400	1,345	4,695
22974	Troy	Fluvanna		165	190
23022	Bremo Bluff	Fluvanna		40	40
23038	Columbia	Fluvanna		40	40
23055	Fork Union	Fluvanna		425	425
23084	Kents Store	Fluvanna		65	65
24590	Scottsville	Fluvanna		100	100
22947	Keswick	Fluvanna		10	10
23093	Fernclyff	Louisa		45	45
22942	Zion Crossroads	Louisa		170	170
22911	Pantops	Albemarle		70	70
22901	Charlottesville	Albemarle		25	25
22902	Charlottesville	Albemarle		210	235
22903	Charlottesville	Albemarle		60	60
22906	Charlottesville	Albemarle		50	50
22908	Charlottesville	Albemarle		80	80
Total:			3,400	2,900	6,300



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

Distribution Locations

FLUVANNA COUNTY

- Fluvanna Review Office
- Fluvanna Review Box
- Long & Foster
- Monticello Country Realtors
- Spectrum Therapy
- Fluvanna Ace Hardware
- Vivus Building
- Orme Fitness Center
- Crofton BP
- Meals on Wheels
- Exxon/Dunkin' Donuts
- Fluvanna Family Practice
- Tucker Griffin Barnes Law
- Mailbox Express
- Mailboxes at Jefferson Center
- Jefferson Pharmacy
- Video by the Lake
- Sal's Italian Rest. Lake Monticello
- Food Lion (inside)
- Food Lion (outside)
- Salon DeShano
- Fluvanna Sheriff's Office
- Fluvanna Public Library

- E.W. Thomas (inside)
- E.W. Thomas (outside)
- Pleasant Grove House Museum
- Strong Team Realtors
- Cuppa Joe
- Martha Jefferson Healthcare
- Jefferson Centre Mailboxes
- Beautiful Gate Church
- Dogwood Restaurant
- Kidds Store
- Route 6 Store
- Family Dollar
- Fork Union Medical Center
- Jake's Gas and Go
- Envoy at the Village
- Town & Country Comm. Market
- Sal's Italian Rest. Fork Union
- 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
- School Board Office
- Campbell Tire
- Troy Market
- Troy Post Office
- Mac's Auto Repair
- VA Community Bank
- Beaver Dam Market
- Kents Store Post Office
- Thistle Gate Vineyard
- Buck Island BBQ-Troy
- LOUISA COUNTY**
- Zion Crossroads Laundry
- Zion Crossroads Store
- FedEx Zion Crossroads
- Spring Creek Sports Club
- Burger King/Exxon
- Fernclyff Market, Rt. 250
- Fernclyff Exxon

ALBEMARLE COUNTY

- Tiptop Restaurant
- Rivanna Gear& Apparel-Pantops
- Giant Food-Pantops
- McDonald's-Downtown
- Cville Main Post Office (Rt. 29)
- 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
- Cville Market Street Parking Garage
- UVa Hospital-JPA
- UVa Hospital-The Corner
- Northside Library
- Emancipation Park
- Bodo's Emmet St.
- LaTaza Restaurant-Belmont

2018 Valley Publishing Monthlies Rates - Circulation 20,500



**VALLEY
PUBLISHING**

Covering Buckingham County, Orange County, Louisa County
and the Town of Scottsville

Monthly Rates Effective Jan. 1, 2018

Scottsville MONTHLY

Established 2002
Albemarle County, Virginia
Zip Code: 24590
Circulation: 3,500
judi.valleypublishing@gmail.com

Size	Open	3x	6x	12x
Full Page	\$525	\$495	\$465	\$440
3/4 Page	\$465	\$440	\$410	\$385
1/2 Page	\$350	\$330	\$310	\$285
3/8 Page	\$230	\$220	\$210	\$200
1/4 Page	\$190	\$180	\$170	\$160
1/8 Page	\$140	\$130	\$120	\$110
1/16 Page	\$75	\$70	\$65	\$60

Buckingham BEACON

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

Size	Open	3x	6x	12x
Full Page	\$525	\$495	\$465	\$440
3/4 Page	\$465	\$440	\$410	\$385
1/2 Page	\$350	\$330	\$310	\$285
3/8 Page	\$230	\$220	\$210	\$200
1/4 Page	\$190	\$180	\$170	\$160
1/8 Page	\$140	\$130	\$120	\$110
1/16 Page	\$75	\$70	\$65	\$60

OCMagazine

Established 2006
Orange County, Virginia
Zip Code: 22960
Circulation: 6,000
judi.valleypublishing@gmail.com

Size	Open	3x	6x	12x
Back Page	\$665	\$640	\$615	\$590
Full Page	\$615	\$590	\$565	\$535
3/4 Page	\$480	\$460	\$440	\$420
1/2 Page	\$340	\$325	\$310	\$295
3/8 Page	\$255	\$245	\$235	\$225
1/4 Page	\$230	\$220	\$210	\$200
1/8 Page	\$180	\$170	\$160	\$150
1/16 Page	\$95	\$90	\$85	\$80

Louisa Life

Established 2008
Louisa County, Virginia
Zip Code: 23093 and 23117
Circulation: 6,000
judi.valleypublishing@gmail.com

Size	Open	3x	6x	12x
Back Page	\$665	\$640	\$615	\$590
Full Page	\$615	\$590	\$565	\$535
3/4 Page	\$480	\$460	\$440	\$420
1/2 Page	\$340	\$325	\$310	\$295
3/8 Page	\$255	\$245	\$235	\$225
1/4 Page	\$230	\$220	\$210	\$200
1/8 Page	\$180	\$170	\$160	\$150
1/16 Page	\$95	\$90	\$85	\$80

CLASSIFIEDS: \$10 per month for 30 words or less *Deadline is Monday by noon.*

Questions call Edee @ 434-207-0221

Submit written copy to edee@fluvannareview.com. We accept Visa, Master Card, Discover, checks and cash.

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