

Fluvanna

REVIEW

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. Distribution is every Thursday with a week-long shelf life that increases ad readership. Significantly lower CPMs (cost per thousand) and significantly higher readership. Established 1979.



Virginia Press Association

Award Winner

The *Fluvanna Review* is the winner of 100 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.

RATES EFFECTIVE AUG. 1, 2023 | 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



PRINT SIZES AND AD RATES PER ISSUE

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

SIZE	OPEN	8X	13X	26X	52X
COVER AD	\$557	\$500	\$479	\$459	\$433
FULL COLOR	\$546	\$443	\$412	\$392	\$351
FULL BW	\$423	\$340	\$320	\$299	\$263
3/4 COLOR	\$443	\$376	\$351	\$330	\$309
3/4 BW	\$340	\$289	\$273	\$258	\$237
JUNIOR COLOR	\$406	\$351	\$320	\$294	\$268
JUNIOR BW	\$325	\$268	\$248	\$222	\$206
1/2 COLOR	\$361	\$309	\$279	\$258	\$237
1/2 BW	\$279	\$237	\$218	\$201	\$181
3/8 COLOR	\$253	\$212	\$196	\$181	\$165
3/8 BW	\$196	\$165	\$155	\$140	\$129
1/4 COLOR	\$191	\$160	\$150	\$145	\$134
1/4 BW	\$145	\$124	\$119	\$109	\$98
1/8 COLOR	\$119	\$98	\$93	\$83	\$73
1/8 BW	\$93	\$78	\$73	\$67	\$62
1/16 COLOR	\$67	\$57	\$52	\$47	\$42
1/16 BW	\$52	\$47	\$43	\$37	\$31

Advertising Mechanical Measurements

SERVICE DIRECTORY PAGE | BLACK & WHITE

SINGLE • 3 MONTH CONTRACT • \$25 PER WEEK
DOUBLE • 6 MONTH CONTRACT • \$50 PER WEEK

Fluvanna REVIEW

AD DESIGN | INSERTS | CLASSIFIEDS | TERMS

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AD DESIGN

SUBMIT SUPPORT MATERIALS:

- Accepted formats for logos, photos, Illustrations: High Resolution (200 and higher) JPEG, TIFF, EPS, PDF files.
- Camera Ready ads accepted only in PDF High Resolution editable format. CANVA files are not supported.
- We print in 4 color process inks Cyan, Magenta, Yellow and Black. RGB files are not supported.
- Read and follow our printing guidelines at the end of this rate card.
- 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 TO: sales@fluvannareview.com.

COLOR: 30% of ad cost & availability is limited. **PLACEMENT, GUARANTEED POSITION & PRIORITY PAGES:** Add 15%.

► **BOOKING SPACE 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, 40 WORDS OR LESS

SUBMIT WRITTEN COPY: No texting, to edee@fluvannareview.com. Questions call Edee (434) 207-0221. 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/open rate advertisers are required to pay in advance. Past due accounts are subject to a 3% service charge.

2023 VIRGINIA PRESS ASSOCIATION AD DESIGN AWARDS

Go Jump in The Lake!

It is hot out there and so are our waterfront sales for the first half of the year.

Our numbers speak for themselves.

We sold the 3 highest priced waterfront homes on record this year!

6 Swan Ct. SOLD \$670,000
Represented the Sellers

16 Bonita Rd. SOLD \$689,000
Represented the Sellers

27 Amethyst Rd. SOLD \$987,000
Represented the Sellers

5 Old Mill Ct. SOLD \$989,000
Represented the Sellers & Buyers

17 Bonita Rd. SOLD \$1,250,000
Represented the Sellers

SEE ALL AREA LISTINGS AT:
www.monticellocountryrealtors.com

MONTICELLO COUNTRY, REALTORS®

OPEN 7 DAYS A WEEK
434-589-3539 | 800-825-LAKE
Located Next to Lake Monticello's Main Gate
Celebrating 39 years serving Fluvanna and the Surrounding area
Thanks for Voting us #1 Real Estate Firm 15 years in a Row!

Don't Get Ghouled!

List With The Agent That Has 20 Years Experience In This Fast Changing Market!

Your Neighbor Your Realtor - Iris Helfrich

434-981-9956
lakemonticellorealtor@gmail.com
Office: 434-589-3539 800-825-LAKE
http://www.lakemonticellorealty.com

650+ Homes Sold

MONTICELLO COUNTRY, REALTORS®

Licensed and Insured
Living, working and playing in Lake Monticello since 2001

2023 VPA awards. Placed first and second for real estate ad design category.

Fluvanna REVIEW

RATES EFFECTIVE AUG. 1, 2023 | SPECS

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Jun. 20, 2024

**Fluvanna
REVIEW**



Much has changed since Long & Foster's founding in 1968. But one thing that remains the same is the feeling of being home. Long & Foster: For the love of home™
Lake Monticello Golf Course (June 2023)

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



Lake Fire and Rescue tournament draws over 100 golfers



Improvement projects, school lunches dominate school board meeting



Supervisors, commissioners hold work session on solar development



Fluco track and field athletes gain All-State honors



Fire and Rescue Handle Serious Accident on South Boston Rd

NEWS



Lake Fire and Rescue tournament draws over 100 golfers

JUN. 19, 2024 0 0 20

By Duncan Nixon/Correspondent One of the biggest events of the year at the Lake Monticello golf course is the annual tournament to benefit the Lake Monticello Fire...



Scruggs accepted into fellowship program

JUN. 19, 2024 0 0 58

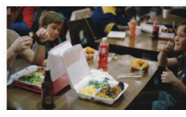
By Page H. Gifford/Correspondent Horace Scruggs, a local educator, musician, conductor, composer, and documentary filmmaker, received a fellowship through the...



Central Virginia Electric Cooperative files for rate increase

JUN. 19, 2024 0 0 37

New rates effective June 12 Press Release Effective June 12, 2024, Central Virginia Electric Cooperative (CVEC) members will see a rate increase on their bills to...



Improvement projects, school lunches dominate school board meeting

JUN. 19, 2024 0 0 48

By Heather Michon/Correspondent The students may be away, but Fluvanna County Public Schools are buzzing with activity. "A lot of people ask, 'So you get all...'



Fluvanna happenings: what's new?

JUN. 18, 2024 0 0 56

By Rae Alberts/Correspondent Fun Fact of the Week: There is a species of lizard that is composed entirely of females. Found primarily in southwestern US states, the...



Lake Monticello member-guest tournament winners: Michael Hanson and Rich Williams

JUN. 12, 2024 0 0 28

By Duncan Nixon/Correspondent The weather conditions were nearly perfect for the 2024 Member-Guest tournament over the Lake Monticello Golf Course on June 8 and 9...

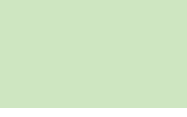
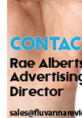
Latest Issues



6-20-24



6-13-24



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

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

TOP BANNER
Pixel Dimensions
800 X 100

Fluvanna REVIEW

ZIP CODE DISTRIBUTION | LOCATIONS

Tel: 434.591.1000

email: sales@fluvannareview.com

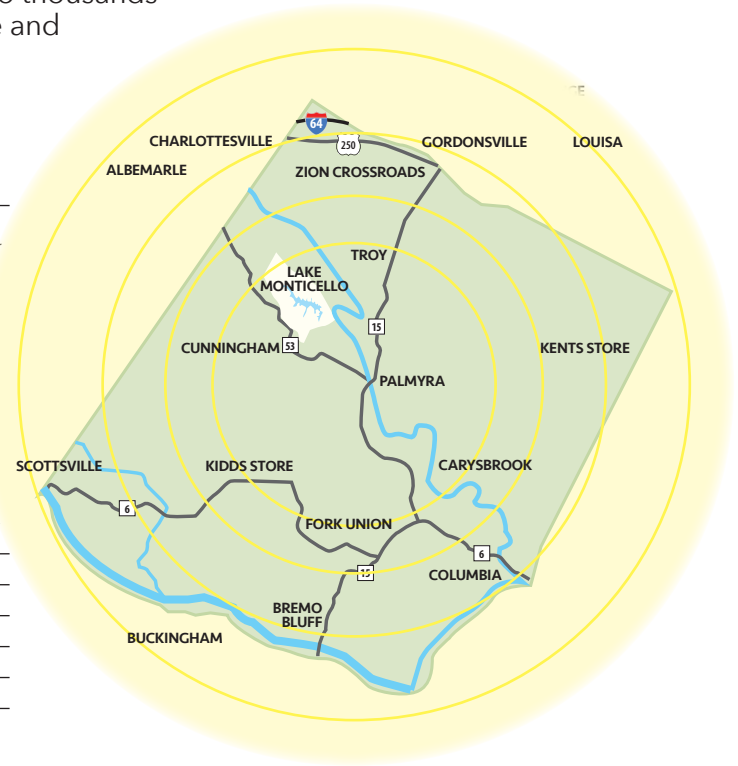
Mailing Address: P.O. Box 59, Palmyra, Va. 22963

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	Ferncliff	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
Total:			3,650	2,650	6,300



**Circulation
Verification
Council**

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

▼ DISTRIBUTION | LOCATIONS

FLUVANNA COUNTY

Fluvanna Review Office

Long & Foster Realtors
Monticello Country Realtors
Fluvanna Ace Hardware
Orme Fitness Center
Meals On Wheels
Shell Gas Station/Dunkin Donuts
Tucker Griffin Barnes
Mailbox Express
Mailboxes/Jefferson Center
Jefferson Pharmacy
Salon DeShano & Spa
Geo's Italian Restaurant
T-Mobile
Food Lion
Pleasant Grove House
Fluvanna Sheriff Office
Fluvanna County Library
E.W. Thomas Grocery
Cuppa Joe
Lake Centre Mailboxes
Beautiful Gate Church

Island Hill Store
Wahoo BBQ
Kidd's Store
Route 6 Market
Family Dollare
Raceway Gas
Town & Country Comm. Market
Sal's Italian Restaurant, 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
Fluvanna Courthouse
Fluvanna Chamber of Commerce
Truist Bank
Fluvanna School Board Office

Campbell Tire
Troy Post Office
Crossroads Auto Repair
FEDEX
Va Community Bank
REMAX
Everyday BP/McDonald's
Kents Store
Kents Store Post Office

ALBEMARLE COUNTY

5th. Street Station - Wegman's
Keswick Post Office
Tip Top Restaurant, Pantops
Rivanna Gear & Apparel
Bodo's Bagels, Emmett Street
C'ville Post Office, Rte 29N
Bus Station/Water Street, C'ville
Bus Station 3rd. St./Water Street
Trailway Station
UVA Hospital Bus Stop/JPJ
C'vill Water St. Parking Garage

C'vill Downton Mall:

Post Office
Whiskey Jar
Landmark Hotel
Firefish Gallery
Hamiltons
Bus Station
Timberlakes
LaTaza Restaurant, Belmont
Lee Park Market Street

LOUISA COUNTY

Spring Creek Subdivision
Spring Creek Dentistry
Burger King/Exxon
Beaver Dam Market
Zion Crossroads Laundry
Zion Crossroads Store
Burruss Store
Ferncliff Exxon
Ferncliff Market, Rte 250.

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All printing is CMYK. No Pantone or spot colors are recognized. Any files submitted that use other profiles will be converted to CMYK which may shift the colors.

Maximum Ink Density of 230% to 240% recommended with only one solid color. Any secondary color should not exceed 80% each.

HIGHLIGHT: 5% Cyan, 3% Magenta, 3% Yellow, 0% Black

SHADOW: 60% Cyan, 50% Magenta, 50% Yellow, 80% Black



72 pixels per inch (ppi) at 200% size is wrong! It may look fine on the internet but pixels will appear jagged in print.



254 ppi at 100% size is correct! Don't use an image at 200% size and expect good results.



All images (even stock) must be corrected for print as CMYK and proper resolution maintained.

BITMAP/LINE ART: 1016 pixels per inch at 100% of final output size.

COLOR/GRAYSCALE: 254 pixels per inch at 100% of final output size.



Uncorrected Stock Image

This image is too magenta and flat and will print darker on press.



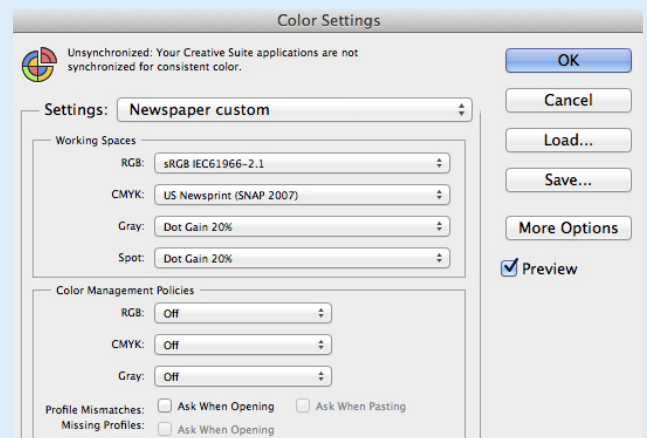
Properly Adjusted Stock Image

This image has better color balance and contrast and the shadows will print darker on press.



Adjusting Color Images in Adobe Photoshop

1. On the Curves palette, set the Highlight to 5c 3m 3y 0k and Shadow to 60c 50m 50y 80k. (The highlight is an area in the subject matter of the image that should print white – the shadow is the darkest point in the image). Use the Info palette to check ink density in the shadow is less than 240%.
2. Apply the Basic Curve to adjust for dot gain in the midtones.
3. Go to Filters palette and apply Unsharp Mask
3. Finally convert RGB image to CMYK with CMYK setup in "color settings" below.



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All inks/colors are translucent in newsprint. This must be considered when color elements are designed to overlap. Size and weight of type must be taken into account when deciding to overprint or knockout. Knockouts should be set per element, not to the entire document.

Color Type and Knocking Out

Black text should only be created with 100% black. Never use a 4-color or rich black text.

The default set-up for the black swatch in InDesign is denoted [black] which is set to overprint in the Preferences/Appearance of Black menu. We advise overprinting bold black text on solid colors to avoid registration shift.

14 pt is the minimum size recommended for color type with no more than 2 process colors (2 plates) in the mix. 10 pt bold is the minimum recommended weight for knockout of color text.

NOTE: Guidelines also apply to text in rasterized images or converted to vectors.

Knockout Black

Overprint Black



Do not put white type in a box set to overprint or set white type (less than 14pt) on top of 4-color images

8 pt. knockout Benton Sans Bold type on a 4-color photo is not recommended.

10 pt. knockout New Century Schoolbook Bold type on a 4-color photo is not recommended.

12 pt. knockout Benton Sans Bold type on a 4-color photo is not recommended.

14 pt. knockout New Century Schoolbook Bold type on a 4-color photo is OK.

16 pt. knockout Benton Sans Bold type on a 4-color photo is better.

Knockout vs. Overprint

Knockout Red



Overprint Red



Knockout Black



Overprint Black



Knockout Black

LOREM IPSUM

Overprint Black

LOREM IPSUM

Knockout Color Box & Knockout Black Box



Overprint Color Box & Overprint Black Box



Knockout Image



Overprint Image



Things to set knockouts for:

- Black dropshadows (if you don't use the Object/Effects/Dropshadow menu in InDesign)
- White type in [black] boxes that are set to overprint
- Color blocks placed over an image (B&W or grayscale)
- An image placed over a color block

Knockouts Tips for InDesign: To knock out a color or object you must group them together and use the Object/Transparency/Object Blending menu to check off the Isolate Group and Knock Out Group boxes. If you want to knock out black (without effecting your whole document) then create a new swatch with the name Knockout Black and apply the proper Object Blending settings to it's group.