

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.



Virginia Press Association

Award Winner

The *Fluvanna Review* is the winner of 93 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

FRONT COVER STRIP 10.3" X 2"

FULL PAGE
10.25"w X 12.75"h

3/4 PAGE VERTICAL
7.625"w X 12.75"h

JUNIOR PAGE
7.625"w X 9.5"h

3/4 PAGE HORIZONTAL
10.25"w X 9.5"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

1/4 PAGE VERTICAL
5"w X 6.25"h

1/8 PAGE VERTICAL
2.375"w X 6.25"h

1/16 PAGE
2.375"w X 3"h

1/4 PAGE HORIZONTAL
10.25"w X 3"h

1/8 PAGE HORIZONTAL
5"w X 3"h

PRINT SIZES AND AD RATES PER ISSUE

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

◀ Advertising Mechanical Measurements

SERVICE PAGE
2.275"w X 2.875"h

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

◀ Advertising Mechanical Measurements

Fluvanna REVIEW

AD DESIGN | INSERTS | CLASSIFIEDS | TERMS

Tel: 434.591.1000

email: sales@fluvannareview.com

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

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AD DESIGN

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

- Accepted formats: JPEG, TIFF, EPS, PDF files.
- Predesigned ads in PDF High Resolution editable 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/open rate advertisers are required to pay in advance. Past due accounts are subject to a 3% service charge.

A OUR 2021 VIRGINIA PRESS ASSOCIATION AWARDS



Fluvanna REVIEW

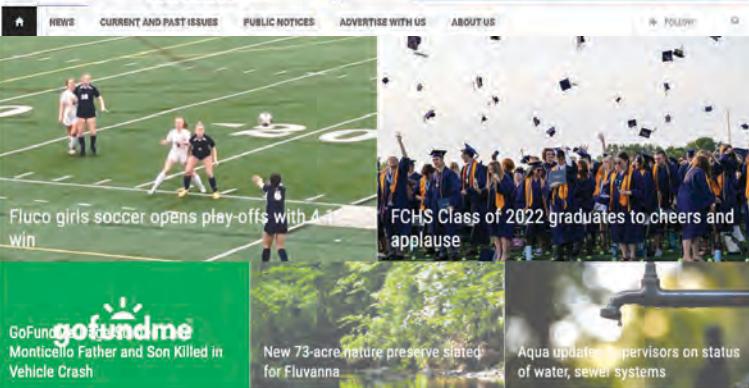
RATES EFFECTIVE JUNE 1, 2022 | SPECS

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



NEWS

AARP SERVICE
Group asks county to join AARP network for seniors
 JUN. 2, 2022
 By Heather Michon
 Correspondent How do we create a community that serves residents of every age? The Fluvanna Board of Supervisors will vote later this summer...

Fundraiser nets \$7,670 for fire and rescue
 JUN. 2, 2022
 Contributed by Andrea C. Johnson
 In our community there is a group of quiet individuals, men, women, mothers, fathers, daughters, brothers, friends, and neighbors who...

Fluco girls soccer opens play-offs with 4-1 win
 JUN. 2, 2022
 By Duncan Nixon
 Correspondent The Virginia High School League (VHSL) soccer play-offs are in full swing. The Fluco girls team opened at home on May 22 against the...

Faulconer Golf Tournament at the Lake is a success
 JUN. 2, 2022
 By Duncan Nixon
 Correspondent The annual Faulconer Invitational Golf Tournament was held at the Lake Monticello golf course on May 21 and 22. It was hot for

Scruggs talks about the art of photography
 JUN. 2, 2022
 By Page H. Gifford
 Correspondent "Fighting light, less light, more light," Horace Scruggs said describing his challenges with photography. He not only discussed...

Rash of vehicle break-ins reported in Fluvanna
 MAY 26, 2022
 One car stolen Press Release
 The Fluvanna County Sheriff's Office is requesting the assistance of the community with information related to a rash of vehicle...

Latest Issues
 6-2-22
 5-26-22
 5-19-22

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

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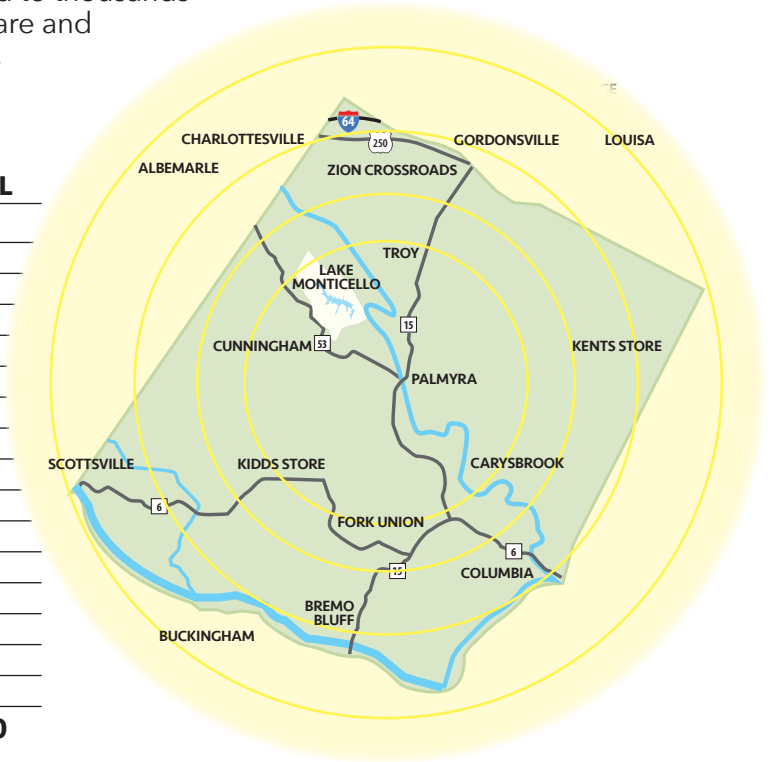
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A total of 6,300 copies of the *Fluvanna Review* are delivered to thousands of homes at Lake Monticello, Broken Island, Sycamore Square and to about 100 other key spots such as grocery stores, banks, restaurants and offices in Fluvanna County, Louisa 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
Total:			3,650	2,650	6,300



◀ 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 Ace 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 Restaurant
 TMobile
 Food Lion
 Pleasant Grove House Museum
 Fluvanna Sheriff Office
 Fluvanna Co. Library
 EW Thomas Grocery
 Cuppa Joe
 Lake Centre Mailboxes
 Beautiful Gate Church
 Island Hill Store
 Wahoo BBQ

Kidd's Store
 Route 6 Market
 Family Dollar
 Raceway Gas
 Village Nursing Home
 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 Market
 Troy Post Office

Crossroads Auto Repair
 Fedex
 VA Community Bank
 REMAX
 Everyday BPMcDonald's
 Kents Store
 Kents Store Post Office

ALBEMARLE COUNTY

Keswick Post Office
 Tiptop Restaurant, Pantops
 Rivanna Gear & Apparel
 Bodo's Bagels, Emmett Street
 Cville Post Office Rt. 29N
 Bus Station/Water Street Cville
 Bus Station 3rd Street/Water St.
 Railway Station
 5th Street Station
 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
 UVa Hospital Bus Stop JPJ
 Cville Water St. Parking Garage
 Rapture Restaurant
 Cville Market St. Parking Garage
 LaTaza Restaurant, Belmont
 McDonald's Ridge St. & McIntyre
 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
 Fernclyff Exxon
 Fernclyff Market, Rt. 250