



# Falls Church News-Press

## 2020 Media Kit



**Print Display • Online • Preprint Inserts**

Falls Church News-Press • 105 N. Virginia Ave. St. #310 • Falls Church, VA 22046

Phone 703-532-3267 • [ads@fcnp.com](mailto:ads@fcnp.com) • [www.FCNP.com](http://www.FCNP.com)



# Falls Church News-Press

## The Power of Community Newspapers

### Why Advertise in the News-Press?

The Falls Church News-Press, located in the affluent inner suburbs of Washington, DC attracts readers from DC, Falls Church and the rest of Northern Virginia.

#### Readers in FCNP Distribution Area

- **top 10** The City of Falls Church is consistently rated as one of the highest income communities in the United States.
- **72%** hold bachelor's degrees or higher
- **62%** own their own home

#### Why do people read the local community newspaper?

- **92%** read their local newspaper for community and neighborhood news
- **75%** read the advertising circulars delivered with their newspaper
- **70%** read their local newspaper for local shopping and advertising information
- **63%** do most of their shopping on Friday and Saturday  
(the News-Press publishes on Thursday)

*Conducted for Suburban Newspapers of America  
By Reynolds Journalism Institute*

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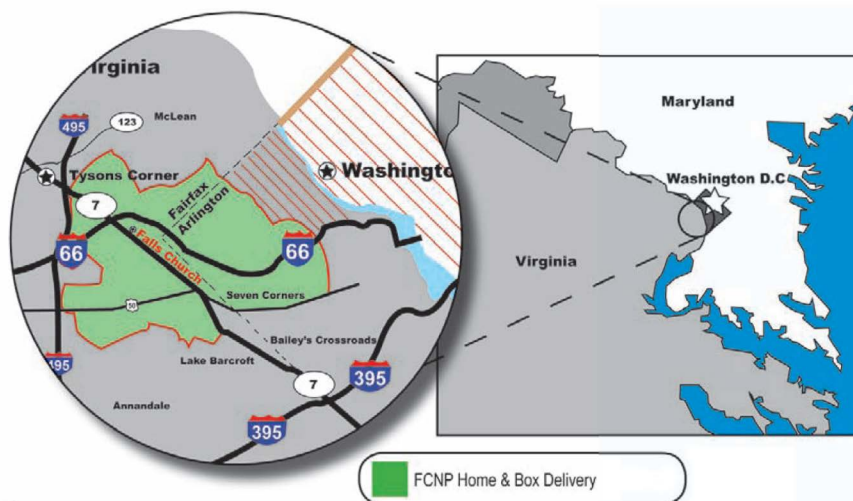
# Falls Church News-Press

## Display Ad Rates

The Falls Church News-Press is published weekly on Thursday. With a circulation of 10,000 copies per week, 9,000 are delivered to the homes and residents in Falls Church City, the Greater Area of Falls Church and North Arlington. The News-Press is distributed to over 250 newspaper boxes, racks, businesses, condo and apartment buildings throughout the Northern Virginia and Washington D.C area.

### Falls Church News-Press Circulation:

Zip Code	
22041 (Bailey's X-roads)	300
22042 (Sleepy Hollow)	500
22043 (Pimmit Hills)	590
22044 (Lake Barcroft )	350
22046 (City of Falls Church)	6650
Other Areas	610
<b>Total</b>	<b>9,000</b>



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## What's in the News-Press?

In addition to the extensive and unmatched news coverage of the City of Falls Church, its schools, community and the surrounding area, here's a glimpse of what else appears in our paper each week:

**Local & Regional News and Commentaries** - Weekly commentaries from area elected representatives and pundits including Fairfax County's Mason District Supervisor Penny Gross, State Senator Dick Saslaw, State Delegate Kaye Kory, State Delegate Marcus Simon and Our Man in Arlington, Charlie Clark, a longtime Arlingtonian and journalist with more than 30 years' experience.

**National Commentaries** - We offer exclusive commentary on national issues from News-Press owner and columnist Nicholas F. Benton and Congressman Don Beyer.

**News & Notes** - Very popular section containing local news about college students achievements, local fundraising events and community activities.

**Press Pass** - FCNP offers a regular music feature including monthly interviews with the names you'll want to know today and tomorrow. Bands and singers featured in Press Pass include nationally recognized acts such as Devo, Gilbert, Beth Hart and Victor Wooten, and local talent such as Debi Smith, Justin Trawick, Andrew Acosta and Melodime. Many artists in this column feature preview shows at popular local venues including The State Theatre, Galaxy Hut, The Birchmere and Jammin' Java.

**Business & School News** - A weekly roundup of area business news and notes from Falls Church Chamber of Commerce Executive Director Sally Cole and a page of news from area schools.

**Community Arts** - Local community theater productions and local art exhibits are regular stories.

**Comics, Crossword & Sudoku** - A new set of panel and strip comics each week including Strange Brew, Out on a limb, Laff A Day, Wombania and Nick Knack. Weekly puzzles from renowned crossword creator David Levinson Wilk and Sudoku puzzles from the Los Angeles Times.

**Calendar** - a well-read part of the paper because our readers use it to find community events and live music and nightlife activities for that week.

**Restaurants** - A new "Spotlight" on a Northern Virginia restaurant each week.

**Critter Corner** - One of the most popular features in the News-Press, the Critter Corner features a new reader-submitted pet each week.

**Sports** - Coverage of area high school athletics including George Mason, George Marshall, Falls Church, McLean and J.E.B. Stuart.

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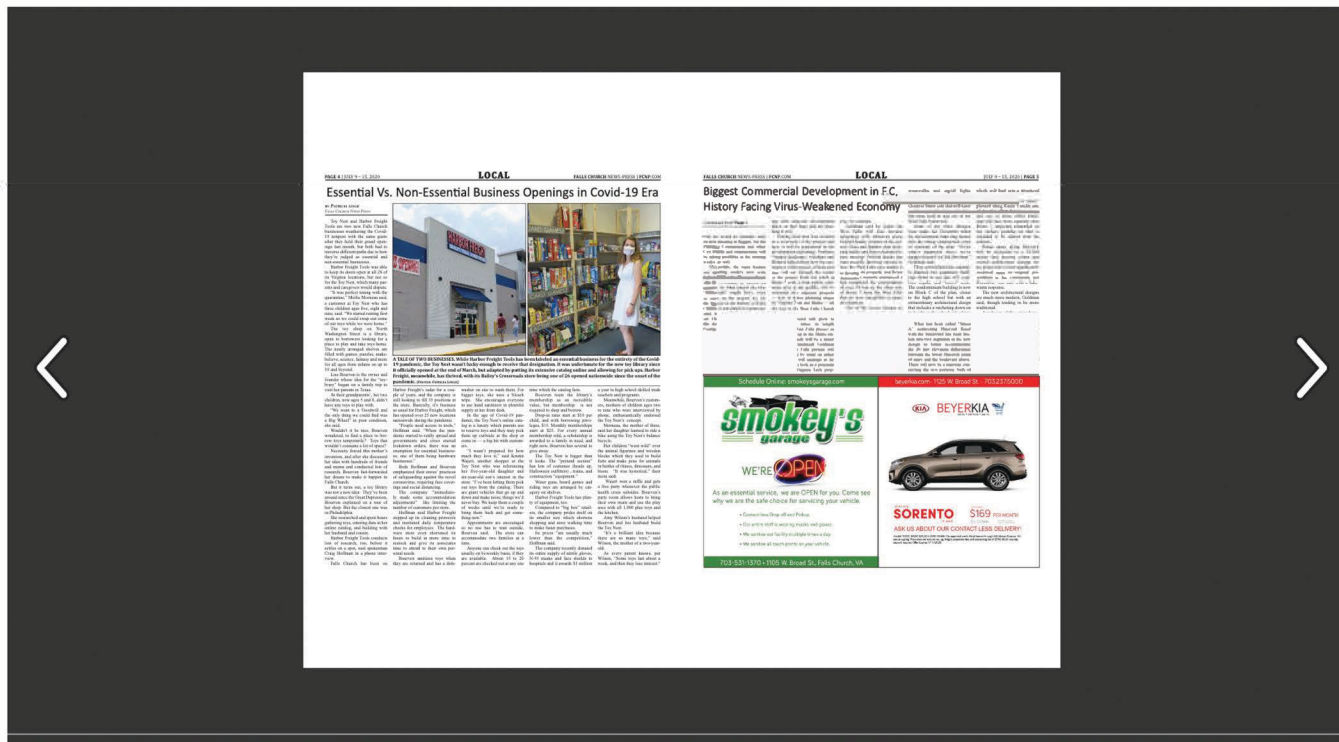


# Falls Church News-Press

## Weekly E-Issue

In addition to the 10,000 weekly printed editions, the Falls Church News-Press has its **entire printed edition available online**. The paper that is delivered to homes, boxes and racks in the Northern Virginia and Washington D.C. area each week is viewable in the exact same format on our web site, [www.FCNP.com](http://www.FCNP.com). That means every ad in our printed edition is available on the web, **accessible to anybody**, anywhere with an internet connection. The News-Press E-Issue requires no downloading of special software and is viewable in any web browser.

*It's the whole paper, without the paper.*



Actual screen shot of the online Falls Church News-Press E-Issue

## Your Paper Without the Paper

[www.fcnp.com](http://www.fcnp.com)

See the News-Press Online Just Like you See it in Print With our **E-Issue**

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# Falls Church News-Press

## Display Ad Rates

Display Ad Rates (*per insertion*)  
All rates include full **CMYK** COLOR

Ad Size	Number of scheduled insertions				
	1 insert	6 inserts	13 inserts	26 inserts	52 inserts
<b>Full Page</b>	\$1,600	\$1520	\$1472	\$1360	\$1200
<b>2/3 Page</b>	\$1200	\$1140	\$1104	\$1020	\$900
<b>1/2 Page</b>	\$975	\$926.25	\$897	\$828.75	\$731.25
<b>3 X 11</b>	\$1100	\$1045	\$1012	\$ 935	\$825
<b>1/3 Page</b>	\$655	\$622.25	\$602.6	\$556.75	\$491.25
<b>3 X 6</b>	\$655	\$622.25	\$602.6	\$556.75	\$491.25
<b>1/4 Page</b>	\$510	\$484.5	\$469.20	\$433.5	\$382.5
<b>2 X 6</b>	\$450	\$428.5	\$414	\$382.5	\$337.5
<b>1/8 Page</b>	\$285	\$270.75	\$262.2	\$242.25	\$213.75
<b>2 X 4</b>	\$325	\$308.75	\$299	\$276.25	\$243.75
<b>2 X 2</b>	\$170	\$161.50	\$156.4	\$144.5	\$127.5

### Discounts for Multiple Scheduled Inserts

6 inserts - 5% • 13 inserts - 8% • 26 inserts - 15% • 52 inserts - 25%

**Premium Placement Available.** Back Page • Right Hand • Far Foward • First Half. *Call for Pricing.*

Rates Subject to change without notice.

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# Falls Church News-Press

## Advertising Specifications

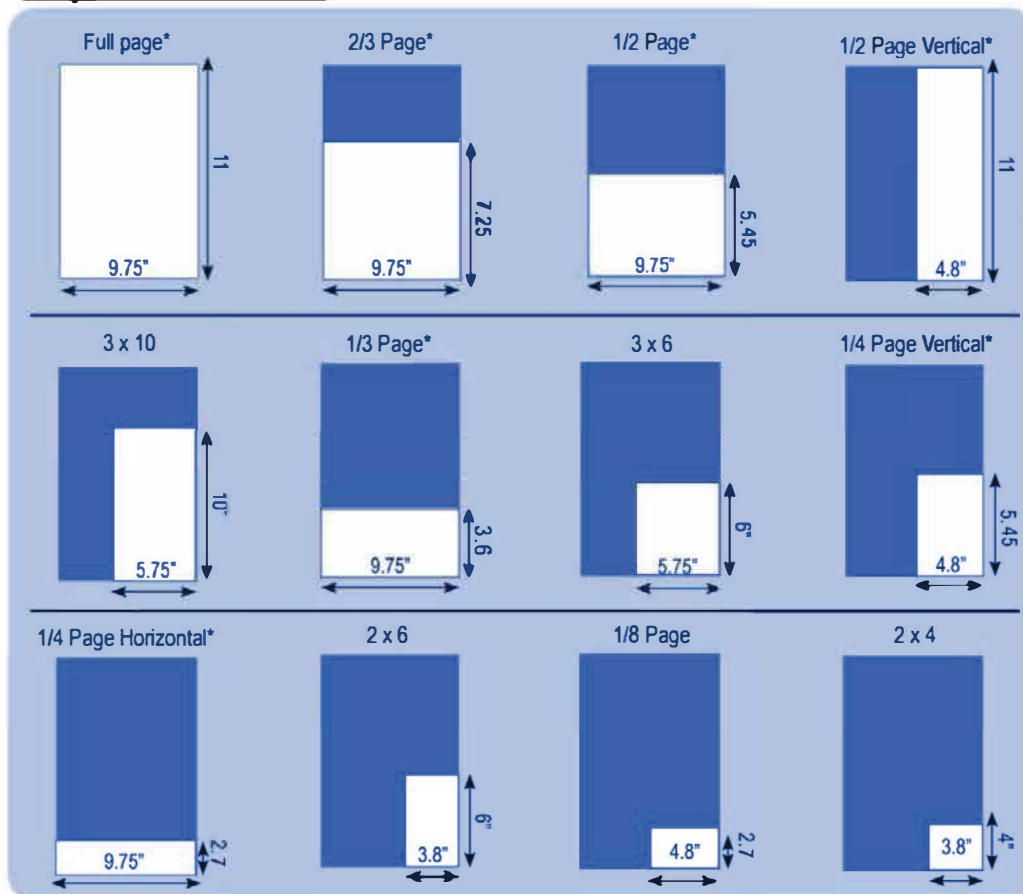
### CAMERA READY AD SPECS:

All ads purchased off the rate sheet include **FREE**, full process, 4-COLOR

- ADS MUST BE PDF, EPS, TIFF, JPG, OR INDESIGN FORMATS (INDESIGN ADS MUST INCLUDE ALL FONTS)
- COLOR ADS MUST BE CMYK (NO RGB, LAB OR INDEXED COLOR ACCEPTED IN ANY ADS)
- MINIMUM RESOLUTION FOR GRAPHICS AND PHOTOS: 300 DPI
- BLACK TEXT SHOULD BE BLACK INK ONLY, DO NOT USE SUPER BLACK, RICH BLACK OR PROCESS BLACK
- BLACK AND WHITE IMAGES SHOULD BE IN GRAYSCALE FORM
- ALL FONTS NEED TO BE EMBEDDED

*\*IF THE AD IS NOT CAMERA READY ADS CAN BE CREATED BY FCNP AT NO ADDITIONAL CHARGE. All FONTS, LOGOS AND IMAGES MUST BE SUBMITTED.*

### Popular Ad Sizes



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## Online & Preprint Advertising

### Online Advertising

[CONTACT US](#) [SUBMIT A LETTER TO THE EDITOR](#) [ADVERTISING INFO](#) [SUBSCRIBE](#) [WHERE TO FIND THE PAPER](#)



Monday, July 13, 2020

728x90  
**\$400/week**

[NEWS](#) [COMMENTARY](#) [AROUND F.C.](#) [ARTS & ENTERTAINMENT](#) [BUSINESS](#) [LETTERS](#) [SPORTS](#) [CRIME](#) [SEARCH](#)

#### NEWS-PRESS LETTERS TO THE EDITOR

##### LETTERS

### Letters to the Editor: F.C. Schools Not Considering Covid-19 Effects on Families

5 hours ago 0 comments

As an immune compromised parent of a student in FCCPS, I am not satisfied that FCCPS is fully considering the needs of students who may be vulnerable to poor Covid-19 outcomes and families who have vulnerable members, including those who are elderly or immune compromised.

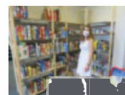
#### Latest from the News-Press



Noonan Announces 2 Elementary Openings Will Be for All Students



F.C. Awarded \$15.2 Million in Grants For Transportation Projects



Essential Vs. Non-Essential Business Openings in Covid-19 Era



Achieving Racial Equity in F.C. Starts with Housing

320x85  
**\$150/week**

320x210  
**\$250/week**

### Pre-Prints

**\$65.00 per 1,000 inserts**  
(targeted zip code distribution available)

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# Falls Church News-Press

## Classified Advertising

Classified ads can be placed online at :

**[fcnp.com/classads](http://fcnp.com/classads)**

If you do not have access to a computer you may also call our office at (703) 532-3267, ext. 000. If you do not immediately reach someone, please leave a voice message and we will call you back.

Falls Church News-Press Classifieds are \$20.00 for up to 20 words per ad. Each additional word costs 50 cents. The first three words of each ad are BOLD IN ALL CAPS. Additional boldfaced words are \$1 per word. To add a box around your ad costs \$10. If you would like to submit a boxed classified ad or make any additional words BOLD, please indicate so in the Additional Instructions box.

The deadline for ads is Tuesday at 1 PM the week of publication. All submissions received after 1 PM Tuesday will be inserted in the following week's edition.

Ads may also be emailed to [classads@fcnp.com](mailto:classads@fcnp.com). Please be sure to include your name, address, and a phone number where you can be reached.

We require prepayment for ALL classified ads. Please be sure to include a telephone number where you can be reached so that we may contact you for payment. If you do not hear from us after submitting an ad, please contact us at (703) 532-3267, ext. 000.

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## Business Directory

2 x 3"	2-6 Weeks.	- \$131.50	*Per Week
	13 Weeks.	- \$1,320.00	
	26 Weeks.	- \$2,520.00	
	One Year (52 Weeks)	- \$4,620.00	
2 x 2"	2-6 Weeks.	- \$87.50	*Per Week
	13 Weeks.	- \$880.00	
	26 Weeks.	- \$1680.00	
	One Year (52 Weeks)	- \$3080.00	
1 x 3"	2-6 Weeks.	- \$66.00	*Per Week
	13 Weeks.	- \$660.00	
	26 Weeks.	- \$1,260.00	
	One Year (52 Weeks)	- \$2,310.00	
1 x 2"	2-6 Weeks.	- \$44.00	*Per Week
	13 Weeks.	- \$440.00	
	26 Weeks.	- \$840.00	
	One Year (52 Weeks)	- \$1,540.00	
1 x 1.5"	2-6 Weeks.	- \$33.00	*Per Week
	13 Weeks.	- \$330.00	
	26 Weeks.	- \$630.00	
	One Year (52 Weeks)	- \$1,155.00	
1 x 1"	2-6 Weeks.	- \$22.00	*Per Week
	13 Weeks.	- \$220.00	
	26 Weeks.	- \$420.00	
	One Year (52 Weeks)	- \$770.00	

\*Minimum 2 week Run

Add Color: 2-6x \$ 50.00 13x \$125.00, 26x \$200.00, 52x \$350.00



# Falls Church News-Press

## Daily Newsletter Advertising Rates



Sponsor space at the top  
(600 X 40 space) :  
\$250.00 per week

Banner ad below the content  
(350 X 70):  
\$150.00 per week

### Sidebar ads

Small size (167 X 90):  
\$100.00 per week

Large size (167 X 180):  
\$175.00 per week

Skyscraper (167 X 510):  
\$300.00 per week

### Multi-week discounts available

2 weeks = 10% • 3 weeks = 15% • A Month = 25%  
(for a 4 or 5 week month)

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