



# 2024 MEDIA KIT

*Connecting you to the Power of the Suburbs*



**Celebrating Twenty Nine Years of Value**

Geo Targeted Email Advertising | Direct Mail | Newspaper  
Solutions 20 Pidgeon Hill Drive, Suite 201 Sterling, VA 20165

## FAIRFAX COUNTY, VA

**Fairfax County Times**  
www.fairfaxtimes.com

**Circ. 100,020**

**Published: Friday**

**\$52.00/Column Inch**

Format	Depth	6col.	5col.	4col.	3col.	2col.	1col.	Double Truck
Broadsheet	19.5379"	10"	8.3125"	6.625"	4.9375"	3.25"	1.5625"	21" x 19.5379"

**Falls Church News-Press**  
www.Fcnp.com

**Rop.Circ. 9,000 Pp.Circ 8,000**

**Published: Thursday**

**\$30.30/Column Inch**

Format	Depth	5col.	4col.	3col.	2col.	1col.	Double Truck
Tabloid	11"	9.75"	7.75"	5.75"	3.8"	1.83"	20" x 11.5"

## ALEXANDRIA (CITY), VA

**Alexandria Times**  
www.AlexTimes.com

**Circ. 19,311**

**Published: Thursday**

**\$32/Column Inch**

Format	Depth	5col.	4col.	3col.	2col.	1col.	Double Truck
Tabloid	10.5"	9.3"	7.4"	5.5"	3.6"	1.7"	21" x 11"

## ARLINGTON (COUNTY), VA

**Arlington Leader**  
www.SunGazette.com

**Circ. 20,000**

**Published: Thursday**

**\$25.00/Column Inch**

Format	Depth	4col.	3col.	2col.	1col.	Double Truck
Tabloid	13"	9.5"	7"	4.7"	2.25"	18.88" x 13"

## LOUDOUN COUNTY, VA

**Loudoun Now**  
www.LoudounNow.com

**Circ. 20,391**

**Published: Thursday**

**\$35.00/Column Inch**

Format	Depth	4col.	3col.	2col.	1col.	Double Truck
Tabloid	11"	9.75"	7.25"	4.75"	2.31"	19.5" x 11"

## SOUTHERN MD NEWS

**SOMD NEWS**  
(Charles, St. Mary's, Calvert)

**Circ. 26,228**

**Published: Friday**

**\$31.00/Column Inch**

Format	Depth	6col.	5col.	4col.	3col.	2col.	1col.	Double Truck
Broadsheet	21.5"	10.25"	8.521"	6.792"	5.062"	3.33"	1.604"	20.5" x 21.5"

## HISPANIC/LATIN

**Washington Hispanic (DC, MD, VA)**

**Circ. 45,000**

**Published: Friday**

**\$42.20/Column Inch**

Format	Depth	6col.	5col.	4col.	3col.	2col.	1col.	Double Truck
Broadsheet	20"	11"	9.13"	7.27"	5.41"	3.55"	1.69"	22" x 20"

**El Pregonero (DC, MD, VA)**

**Circ. 39,815**

**Published: Thursday**

**\$20.60/Column Inch**

Format	Depth	6col.	5col.	4col.	3col.	2col.	1col.	Double Truck
Tabloid	11.5"	9.75"	8.1"	6.5"	4.8"	3.15"	1.52"	20" x 11.5"

## AFRICAN AMERICAN

**The Washington Informer, DC**

**Circ. 17,000**

**Published: Thursday**

**\$41.06/Column Inch**

Format	Depth	5col.	4col.	3col.	2col.	1col.	Double Truck
Tabloid	12.37"	9.5"	7.56"	5.62"	3.62"	1.75"	19" x 12.37"

## ASIAN

**The Korean Times, D.C.**

**Circ. 35,000**

**Published: Daily**

**\$13.40/Column Inch**

Format	Depth	Full Pg.	1/2 Pg.	1/4 Pg.	1/6 Pg.	Double Truck
Broadsheet	20.5"	11.5" x 20.25"	11.5" x 9.75"	5.62" x 9.75"	5.62" x 6.5"	24" x 20.25"

**Asian Fortune**

**Circ. 35,000**

**Published: Monthly**

**\$47.50/Column Inch**

Format	Depth	4col.	3col.	2col.	1col.	Double Truck
Tabloid	12.5"	10"	7.5"	4.85"	2.4"	21" x 12.5"

## PREPRINTED INSERT RATES & STANDARDS

**Preprint Insert Rate Structure** (All rates net. Available with signed annual contract)

### CIRCULATION BASED ON TAB PAGES (cost per thousand in net amounts)

Per Year	Single Sheet	Up to 4	6-8	10-12	14-16	18-28	30-40	42-52	54-64	66-76	78+
Less than 300K	\$47	\$51	\$53	\$55	\$57	\$60	\$65	\$70	\$72	\$79	\$84
300K or more	\$46	\$50	\$52	\$54	\$56	\$59	\$64	\$69	\$71	\$78	\$83
500K or more	\$45	\$49	\$51	\$53	\$55	\$58	\$63	\$68	\$70	\$77	\$82
1,000K or more	\$44	\$48	\$50	\$52	\$54	\$57	\$62	\$67	\$69	\$76	\$81
2,500K or more	\$43	\$47	\$49	\$51	\$53	\$56	\$61	\$66	\$68	\$75	\$80
3,500K or more	\$42	\$46	\$48	\$50	\$52	\$55	\$60	\$65	\$67	\$74	\$79
5,000K or more	\$41	\$45	\$47	\$49	\$51	\$54	\$59	\$64	\$66	\$73	\$78
7,500K or more	\$40	\$44	\$46	\$48	\$50	\$53	\$58	\$63	\$65	\$72	\$77
10,000K or more	\$39	\$43	\$45	\$47	\$49	\$52	\$57	\$62	\$64	\$71	\$76
15,000K or more	\$38	\$42	\$44	\$46	\$48	\$51	\$56	\$61	\$63	\$70	\$75
20,000K or more	\$36	\$41	\$43	\$45	\$47	\$50	\$55	\$60	\$62	\$69	\$74
30,00K or more	\$34	\$40	\$42	\$44	\$46	\$49	\$54	\$59	\$61	\$68	\$73

Sizes	Flexi (5x9" - 9x11")	Standard (11x13")	Tab (Over 9x11" up to 11x13")
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- Minimum Quantity 5,000
- Delivery deadline is Wednesday, noon, one week prior to week of insertion  
\*10 days prior for Thanksgiving editions
- Single sheet flyer - Minimum 60 lb. stock
- Add 2% overage for spoilage

Inserts should be delivered bundled, boxed or banded on skids with the following information:

- Newspaper name c/o Washington Suburban Press Network
- Insert name (company and headline)
- Total quantity
- Insertion date
- Also please note total number of boxes or skids in shipment, i.e. 1 of 8, 2 of 8, etc.

#### COLOR RATES

Per Newspaper	
Black +1 color	\$100
Black +2 colors	\$200
4 Colors (Black +3 colors)	\$300

#### ADDITIONAL CONTRACT DISCOUNTS

Frequency of Advertising	Discounts
6x Annually	5%
6x Consecutively	8%
13x Annually	10%
26x Annually	15%
38x Annually	18%
52x Annually	20%



**MEDIA PROWLER IS THE DIGITAL AGENCY ARM OF THE  
WASHINGTON BALTIMORE SUBURBAN PRESS NETWORK.**

### **WHAT WE DO:**

Print Advertising & Video Production  
Search Engine Marketing  
Social Media Strategy & Integrated Promotions  
Direct Mail  
Branding & Creative Design  
Newspaper Placement

**WE PROWL THE ENTIRE MEDIA UNIVERSE TO PRODUCE  
THE BEST MARKETING ATTACK FOR YOU!**



2011, 2012, 2014 MediaProwler was ranked by Inc. Magazine as  
one of the fastest growing private companies in America.

**703.904.1004**  
**[www.mediaprowler.com](http://www.mediaprowler.com)**

# TARGETED EMAIL ADVERTISING

Easy to use, powerful, & cost effective

*Become an expert in email marketing today*



Saturation e Blast - 100% coverage of an area

Custom eBlast - Coverage of specific demographics you choose

Match & Mail - Match specific consumers with your marketing list over multiple demographics

## POWERFUL

Use over 90 million of our subscribers to grow your own internal database.

Create highly specialized mailing lists with local or national campaigns.

Reach specific consumers with over 400 demographics and lifestyle selections.

## COST EFFECTIVE

Drive local consumers to your business for a fraction of the traditional cost.

Receive higher results at a lower cost per thousand.

### Overall Response Rate By Medium

The clear “winning” medium for lead generation is email. It produces the highest absolute response rate at a fraction of mailing or telemarketing. This results in a markedly lower cost/lead, though these leads convert to orders at rates comparable to those of other media.



### ***Publication Closing Times***

- Preprint reservations by Wednesday, noon of prior week
- ROP space reservations by Thursday, noon of prior week
- Camera-ready materials due by Friday, noon of prior week

### ***Mechanical Requirements***

All SAU Ad Sizes Accepted

#### ***Broadsheet Page Dimensions***

- Depth 19.5379" / Width 10"
- 6 columns per page, total 21"

#### ***Tabloid Page Dimensions***

- Depth 10" / Width 9.44"
- 4 columns per page, total 9.44"

#### ***Receiving Ads:*** (in order of preference)

- E-mail: send PDF (with fonts embedded), JPG, PNG, .psd, .ai, .indd formatted files to ads@wspnet.com
- AdSend: mailbox address is VARSP
- FTP
- PDF file on CD

***Line Screen:*** 85 line screen

### ***Net Rates***

All rates on this rat card are NET rates and will be billed accordingly.

### ***Terms of Payment***

Advertisers with an approved credit card application on file will be billed. Your bill will reflect your net rate. Electronic tearsheets will be provided with the invoice for each display ad published unless notified otherwise. Payment is due within thirty days from date of invoice. Advertising placed by an advertising agency is the responsibility of that agency unless specific written instruction places payment responsibility with client.

### ***General Rate Policy***

#### ***Conditions***

The Washington Suburban Press Network reserves the rights to revise its rates stipulated herein at any time. The advertiser shall have the right, within 30 days after notification of any such revision, to cancel an advertising contract without short rate penalty charge, at any date upon which new or higher rates are made effective.

#### ***Cancellation Charge***

Ads cancelled after Friday, 5:00 p.m. for the following publishing week will be charged 50% of the advertising cost.

### ***Contract and Copy Regulations***

• It is understood that individual publishers have the right to reject any advertising. In any event, the advertiser assumes liability for the content of all advertising copy printer and agrees to hold the Washington Baltimore Suburban Press Network and its publishers harmless from all claims arising there from.

• The Washington Suburban Press Network reserves the right to revise all rates on a notice of 30 days to contract advertisers.

• Any advertisers who does not fulfill the advertising level indicated by his contract will be short rated at the level actually earned.

• The Washington Suburban Press Network does not assume any responsibility for ad errors beyond the actual cost of the ad itself. In the event of non-publication of copy furnished, no liability shall exist on the part of the Washington Suburban Press Network and there will be no charge.

• Frequency or dollar volume contract discounts are available only to advertisers with signed contracts.

• All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Washington Suburban Press Network and its publishers from and against any judgments, costs, expenses or disbursements incurred by reason of claims, or suits for libel, violation of privacy, plagiarism, copyright infringement or any other claims or suits based upon the contents of subject matter of such advertisements.

• Advertising which might be construed as editorial manner must be labeled "Advertisement."

• Every effort will be made to obtain positions requested by advertisers; however, position cannot be guaranteed, nor will any adjustment or refunds be made because of positions.

• Inaccurate rates on insertion orders from agencies will be treated as clerical errors and advertisement will be published and charged at the appropriate rate in effect at the time.

• The placing of any matter for publication with the Washington Suburban Press Network will be regarded as acceptance of the provisions of this rate card.

• Advertisements of a political nature must comply with existing federal, state, or local requirements and must identify the sponsor. All political ads must be paid prior to publication.