

**Display Advertising**

Phone: 540/374-5460  
 Fax: 540/373-8450  
 Digital Ads: flsads@freelancestar.com

# The Free Lance-Star

616 Amelia Street, Fredericksburg, VA 22401  
 www.FreeLanceStar.com

**Classified Advertising**

Phone: 540/374-5001  
 Fax: 540/374-5537  
 E-mail: classifieds@freelancestar.com

The rates listed do not apply to agencies and third party buying services.

## The Free Lance-Star

**Retail Advertising Rates**

Rates are per column inch

Monday-Friday

First Insertion.....\$27.40  
 Subsequent Insertion\*\*.....\$24.66

Saturday

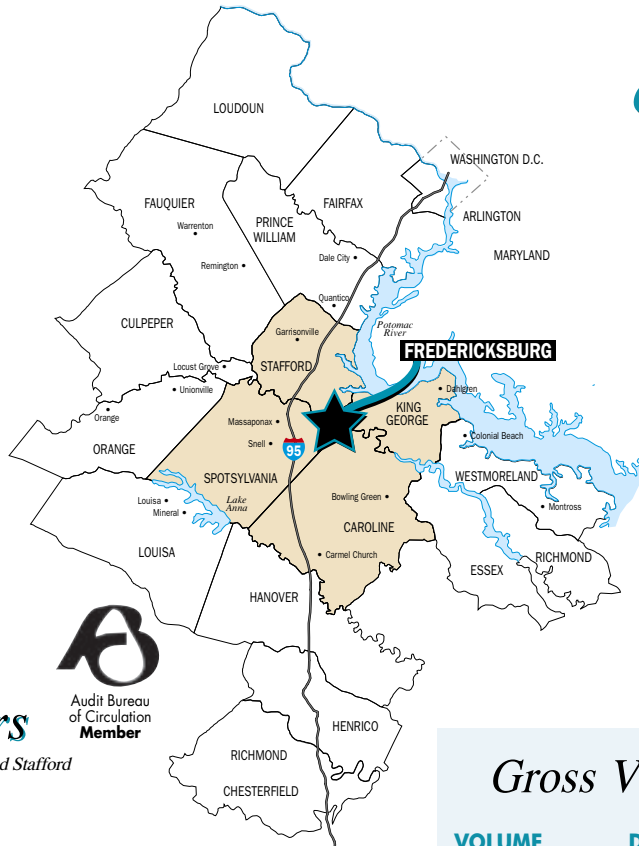
First Insertion.....\$30.10  
 Subsequent Insertion\*\*.....\$27.09

Sunday or WEEKENDER

First Insertion.....\$31.50  
 Subsequent Insertion\*\*.....\$28.35

\*\*Same copy, all dates on original order, no substitutions.

*In print,  
 online and  
 on target!*



Circulation	
<b>The Free Lance-Star</b>	
Monday-Friday	46,015
Saturday	48,307
Sunday	50,299
<b>Star Weekly Newspapers</b>	
TMC Printed on Tuesdays	
Spotsy/City	33,568
Stafford	33,569
<b>Total Star Weekly</b>	<b>64,137</b>

Reach an additional  
**64,000+ homes**  
 with the Star Weeklies!

## Star Weekly Newspapers

Delivered by mail every Thursday in Spotsylvania/Fredericksburg and Stafford to non-subscribers of The Free Lance-Star

**Spotsy/City Star Weekly**  
**or Stafford Star Weekly**

Full Run Star Weeklies.....\$30.00  
 Pick-up Rate\* from FLS for both Star Weeklies...\$18.00  
 Solo Rate for each Star Weekly.....\$20.00  
 Pick-up Rate\* for each Star Weekly.....\$13.00

\*Valid for ads picked up from The Free Lance-Star within 7 days of FLS order.

## Extras

Zoned every Tuesday in The Free Lance-Star

Spotsylvania/Fredericksburg Extra.....\$10.40  
 Stafford Extra.....\$10.40

## Classified Advertising Rates

Rate Card 51-3

**Classified In-line Advertising**

Rates per line of type

Daily	First Insertion....\$2.74	Subsequent Insertion.....\$2.46
Saturday or Sunday	First Insertion....\$3.16	Subsequent Insertion.....\$2.84
Long-term frequency (contract required)		12-day/mo. minimum.....\$2.00

**Help Wanted/Recruitment Rates**

Rates per line of type

Daily \$3.35 per line  
 Saturday or Sunday \$3.80 per line

**Star Weekly Newspapers Classified Advertising\***

Rates per line for consecutive insertions

Non-Recruitment.....\$1.90 Recruitment.....\$2.45

\*Ads must run in The Free Lance-Star to run in the Star Weekly and/or the Internet.

LOGOS: Your company logo can be included in your in-line classified ad.  
 PHOTOS: Include a photo in your in-line advertisement for \$10.00.  
 INTERNET RATES: Additional 20% per line. Legal advertising quotes include online rate unless notified.  
 COMPOSING FEE FOR LEGAL ADVERTISING: \$50.00  
 BLIND BOX NUMBERS: Replies may be sent to a confidential box number, c/o The Free Lance-Star, for an additional charge of \$50. Blind box replies are mailed to you or can be picked up at The Free Lance-Star with photo ID.

★ 3-line minimum ad size. Average 5 words per line. Count 10 lines per column inch.  
 ★ \$10.00 minimum ad charge.



Audit Bureau of Circulation Member

## Gross Volume Discount\*

VOLUME	DISCOUNT
Up to \$1,000	None
\$1,000-\$2,000	10% on volume over \$1,000
\$2,000-\$3,000	\$100+ 12% on volume over \$2,000
\$3,000-\$4,000	\$220+ 14% on volume over \$3,000
\$4,000-\$5,000	\$360+ 16% on volume over \$4,000
\$5,000-\$6,000	\$520+ 18% on volume over \$5,000
Over \$6,000	\$700+ 20% on volume over \$6,000

\*ROP volume discount applies to monthly billing over \$1,000 for display advertising and color charges.

**Classified Display**

Rates are per column inch

Monday-Friday	First Insertion ...\$27.40	Subsequent Insertion.....\$24.66
Saturday	First Insertion....\$30.10	Subsequent Insertion.....\$27.09
Sunday	First Insertion....\$31.50	Subsequent Insertion.....\$28.35

**Classified Help Wanted and Recruitment Display Rates**

Rates are per column inch

Monday-Friday Insertion Rate...\$31.50  
 Saturday Insertion Rate...\$34.75  
 Sunday Insertion Rate...\$36.29

**Sunday Classified Front Page Rates**

Rates are per column inch and include full color

Non-contract	Top.....\$103.00	Bottom.....\$54.60
13-Week Contract	Top.....\$93.75	Bottom.....\$43.25
26-Week Contract	Top.....\$83.45	Bottom.....\$37.10

**Star Weekly Combo Rates (non-recruitment)**

Display and Multi-column Classified Ads

Per column inch.....\$18.00

**Star Weekly Help Wanted/Recruitment Rates**

Display and Multi-column Classified Ads

Per column inch.....\$19.00

# Preprint Rates

Preprints are accepted Monday–Sunday

Insert Size	Cost per Thousand	Insert Size	Cost per Thousand
Single Sheet	\$41.80	38 to 48 tab pages	\$73.40
4 tab pages	\$46.90	50 to 60 tab pages	\$78.50
6 to 10 tab pages	\$52.00	62 to 72 tab pages	\$83.60
12 to 16 tab pages	\$57.00	74 to 84 tab pages	\$88.70
18 to 24 tab pages	\$63.20	86 to 96 tab pages	\$93.80
26 to 36 tab pages	\$68.30	96 over	call for rates

ADD \$7.00 per thousand for Monday–Saturday orders totaling less than 35,000 pieces in The Free Lance–Star.

MINIMUM DISTRIBUTION REQUIREMENTS: Monday–Friday 5,000; Saturday 10,000. Sunday orders totaling less than 50,000 accepted, full distribution pricing applies.

PREPRINT RATES are not subject to gross volume discount.

FREQUENCY AGREEMENTS are available for more than 14 annual preprint frequency. Call Wayne George at 540/374-5465, for minimum or maximum sizes, standards of acceptance, quantity requirements and reservations.

TOTAL HOUSEHOLD COVERAGE in Spotsylvania, Stafford and Fredericksburg is available. Please ask your sales representative for details.

## Color Rates

Color available in spartan red, cyan, magenta, yellow

THE FREE LANCE–STAR	BLACK+1	BLACK+2	BLACK+3
Broadsheet Page	\$310	\$450	\$600
Double Truck	\$440	\$600	\$1,140
FULL RUN STAR WEEKLY ONLY	BLACK+1	BLACK+2	BLACK+3
Spotsy/Fredericksburg or Stafford	\$255	\$335	\$420
FULL RUN STAR WEEKLY PICK-UP FROM FLS	BLACK+1	BLACK+2	BLACK+3
	\$230	\$300	\$375
ZONE STAR WEEKLY ONLY	BLACK+1	BLACK+2	BLACK+3
	\$130	\$170	\$215
ZONE STAR WEEKLY PICK-UP FROM FLS	BLACK+1	BLACK+2	BLACK+3
	\$120	\$150	\$195
EXTRAS	BLACK+1	BLACK+2	BLACK+3
Spotsy/Fredericksburg or Stafford	\$130	\$170	\$215

## Terms and Conditions

CHARGES: Digital Camera—\$5.00 first picture, \$2.00 for each additional picture. Group photos (4 or more people) \$30.00 per picture.

ACCEPTANCE: Publication constitutes final acceptance of advertising submitted to The Free Lance–Star. The newspaper reserves the right to discontinue publication of any advertisement at any time, for any reason.

CORRECTIONS: Errors in advertisements should be reported as soon as possible. The Free Lance–Star cannot be responsible for more than one incorrect insertion. Check your proof carefully to avoid printed errors.

## Deadlines

### Retail & Classified Display Ads

Ads to Run	Copy to FLS
Monday.....	Wednesday, 5 p.m.
Tuesday.....	Thursday, 5 p.m.
Wednesday.....	Friday, 12 noon
Extras.....	Wednesday, 5 p.m.
Thursday.....	Monday, 12 noon
WEEKender.....	Monday, 12 noon
Friday.....	Tuesday, 12 noon
Saturday.....	Tuesday, 5 p.m.
Town & County.....	Monday, 12 noon
Sunday.....	Wednesday, 12 noon
TV Star.....	Monday, 12 noon
Star Weeklies.....	Thursday, 5 p.m.
Star Saver Coupons.....	Monday, 12 noon

### Display Cancellation

Advertisements may be canceled until 12 noon, 2 working days prior to publication. An ad ordered but not yet published is subject to a cancellation charge (minimum \$15.00).

### Classified In-Line

Ads to Run	Copy to FLS without proof
Monday.....	Friday, 5 p.m.
Tuesday.....	Monday, 5 p.m.
Wednesday.....	Tuesday, 5 p.m.
Thursday.....	Wednesday, 5 p.m.
Friday.....	Thursday, 5 p.m.
Saturday.....	Friday, 5 p.m.
Sunday.....	Friday, 5 p.m.

ADS SUBMITTED by fax, e-mail or online\* must be received by 4:00 p.m.

CLASSIFIED CALL CENTER HOURS:  
Monday–Friday 8:30 a.m.–5:00 p.m.

LOBBY HOURS: Monday–Friday 9:00 a.m.–5:00 p.m.

\*Place classified ads online by visiting [freelancestar.com](http://freelancestar.com) and clicking "place a classified ad".

### CLASSIFIED IN-LINE CANCELLATION

After an ad is ordered, it may be canceled before it runs, but there may be a one-time charge for composition. To cancel for next publication, call 540/374-5001 by 5 p.m., Monday through Friday. A cancellation number will be given. You will be charged accordingly.

## Standard Page Sizes

STANDARD BROADSHEET PAGE is 21½" deep. Ads measuring over 19" deep will be charged full column. Minimum size is 1" deep for each column in width: 1x1", 2x2", 3x3", etc.

TABLOID PAGE is 11" deep. Ads measuring over 8" deep will be charged full column. Minimum size is 1" deep for each column in width.

CLASSIFIED AND CLASSIFIED DISPLAY PAGE is 21½" deep. Ads measuring over 18" deep will be charged full column. Minimum classified display ad with border is 4", 1x4", 2x2", then addition 1" per column (3x3", 4x4", etc.)

## Mechanical Requirements

### Standard Broadsheet 6 Column Format

Columns	Inches	Picas
1	1¼"	10.8
2	3¾"	22.1
3	5½"	33.6
4	7⅞"	44.11
5	9¾"	56.4
6	11¼"	67.9

### Tabloid 5 Column Format

Columns	Inches	Picas
1	1⅞"	11.6
2	4"	24
3	6⅞"	36.6
4	8⅞"	49
5	10¾"	61.6

### Classified 9 Column Format

Columns	Inches	Picas
1	1⅜"	7.2
2	2⅞"	14.9
3	3⅞"	22.4
4	4⅞"	29.11
5	6⅞"	37.6
6	7½"	45.1
7	8¾"	52.8
8	10"	60.3
9	11¼"	67.10

# The Free Lance-Star

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Phone: 540/374-5460 • Toll Free: 800/877-0500, ext. 5460