

# Falls Church News-Press

FCNP.COM



Median Household Income  
**\$146,922**



College Graduate  
**79.1%**

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

Phone 703-532-3267

ads@fcnp.com  
www.FCNP.com

# MEDIA KIT 2022



## Print | Digital

TARGET ONE OF THE MOST  
WEALTHY AND EDUCATED AREAS IN V.A.

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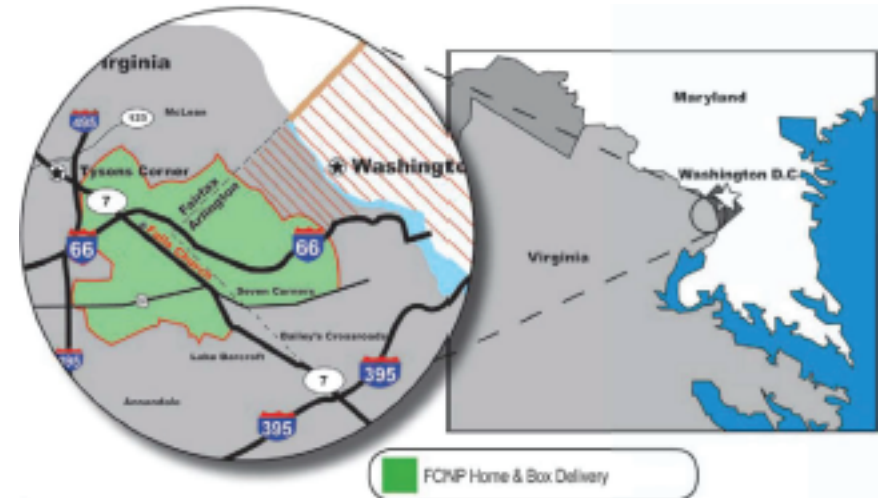
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## The Power of the Falls Church News-Press

The Falls Church News-Press is the go-to resource for the Falls Church area. For more than 30 years, our newspaper, website, eNewsletter and social media outlets have reached tens of thousands of highly educated individuals in Northern Virginia.

### Zip Codes

- 22041 (Bailey's X-roads)
- 22042 (Sleepy Hollow)
- 22043 (Pimmit Hills)
- 22044 (Lake Barcroft)
- 22046 (City of Falls Church)



The Falls Church News-Press is published weekly on Thursday. With a circulation of 9,000 copies per week, the papers 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.

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

- 92% read their local newspaper for community and neighborhood news
- 70% read their local newspaper for local shopping and advertising information

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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** • In addition to weekly editorials from New York Times columnists we offer exclusive commentary on national issues from News-Press owner and columnist Nicholas F. Benton.

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

**Press Pass** • FCNP offers a monthly music feature including weekly interviews with the names you'll want to know today and tomorrow. Bands and singers featured in Press Pass include nationally recognized and local talent.

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

**Community Arts** • Commentary on local theater productions and local art exhibits.

**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 month.

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



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## 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
Full Page	\$1,600	\$1525	\$1450	\$1350	\$1200
2/3 Page	\$1200	\$1140	\$1100	\$1025	\$900
1/2 Page	\$975	\$925	\$900	\$825	\$725
3X 11	\$1100	\$1050	\$1000	\$ 925	\$825
1/3 Page	\$650	\$625	\$600	\$550	\$475
3X6	\$650	\$625	\$600	\$550	\$475
1/4 Page	\$500	\$475	\$450	\$425	\$400
2X6	\$450	\$425	\$400	\$375	\$350
1/8 Page	\$275	\$265	\$250	\$240	\$230
2X4	\$325	\$300	\$285	\$265	\$250
2X2	\$170	\$160	\$150	\$140	\$130

### 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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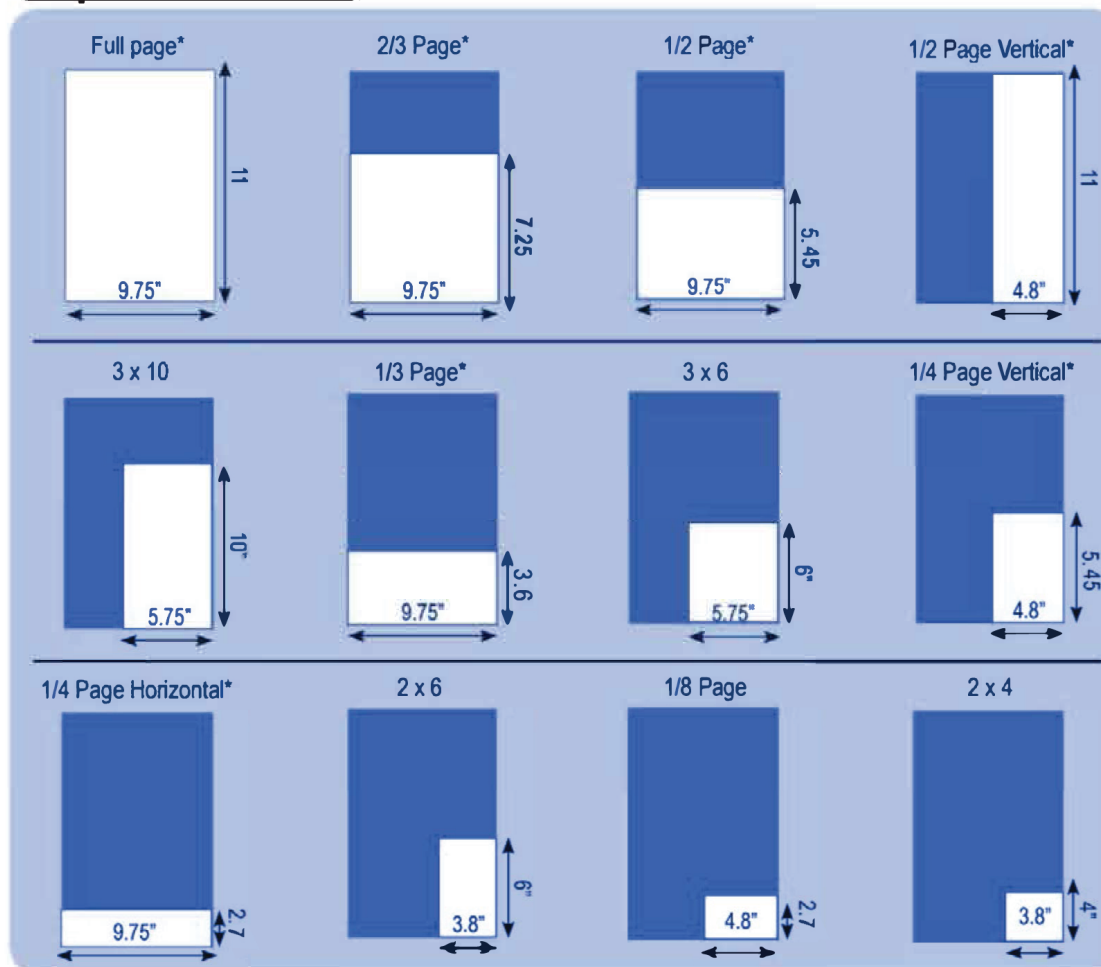
## CAMERA READY AD SPECS:

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 Advertising

THURSDAY, JULY 10TH CONTACT THE NEWS-PRESS SUBMIT A LETTER TO THE EDITOR SUBMIT A CLASSIFIED AD ADVERTISING INFORMATION ▾ SUBSCRIBE

FALLS CHURCH NEWS-PRESS

 **FCNP.com**

728 x 90px  
**\$300/week**

NEWS	COMMENTARY ▾	AROUND F.C.	ARTS & ENTERTAINMENT	BUSINESS	LETTERS	SPORTS	CRIME
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## Citizen-Initiated 'Traffic Calming' Efforts 'Costly & Non-Essential,' City Hall Says

July 9, 2014, 7:56 PM

An angry dust-up at Monday's Falls Church City Council work session about planned delays in the

## Longtime Aide Jody Acosta to Fill in for Kaye & Seek Election



CATHY KAYE, treasurer of the City of F.C. since 2006, resigned last month citing health reasons. (Photo: City of Falls Church) Falls Church City Treasurer...

July 9, 2014, 7:52 PM

0 Comments

## Thousands of Miles & Dollars: F.C. City Cyclist Bikes for Charity



Falls Church resident and avid cyclist Carol Sly (right), preparing to embark upon a 160-mile trek last year to raise funds for the Dana-Farber Cancer...

July 7, 2014, 2:50 PM

0 Comments

## PHOTOS: City of F.C. Celebrates 4th of July

After a wind delay, the annual

search...

320x85  
**\$150/week**

320x210  
**\$250/week**

Average Monthly Page Views 700,000

Average Monthly Unique Ips 70,000

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# Classads Rates

Classified ads can be placed online at :

**fcnp.com/classads**

If you do not have access to a computer you may also call our Classified Department, M-F from 9-1, at (703) 532-3267, ext. 000. If you do not immediately reach someone, please leave a voice message and we will call you back. If it is after 1 PM, your call will be returned on our next business day.

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) or faxed to (703) 342-0347. 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.