

2017 DIGITAL MEDIA KIT



ABOUT US



The Free Lance-Star has long been a print and digital marketing resource for local and national advertisers. Whether you prefer traditional print media services or demand the latest in cutting edge technology....

Free Lance-Star will deliver! Our mission is simple:

Provide our clients with digital marketing solutions that connect them with new customers to increase revenue.

Our programs are cost effective, time tested, and provide results!

Free Lance-Star's dedicated staff works with each client to create comprehensive multi-media campaigns. Our goal is to make ourselves invaluable to each of our clients by providing strategic solutions, creating awareness, increasing sales, and improving customer satisfaction.

Our suite of digital solutions includes:

- Traditional web and mobile banner advertising campaigns
- Targeted web and mobile banner advertising campaigns
- Site / Search targeting
- Geo-targeting
- Keyword targeting

To learn more about these products or to receive a **FREE Digital Analysis** contact your sales representative **540-374-5460**

AUDIENCE PROFILE

How many and how much do people read Fredericksburg.com

Total Sessions - 1,023,105

Total Users - 396,078

Total Page Views - 2,610,550

How people read Fredericksburg.com

Mobile Users - 52%

Desktop Users - 38%

Tablet Users - 10%

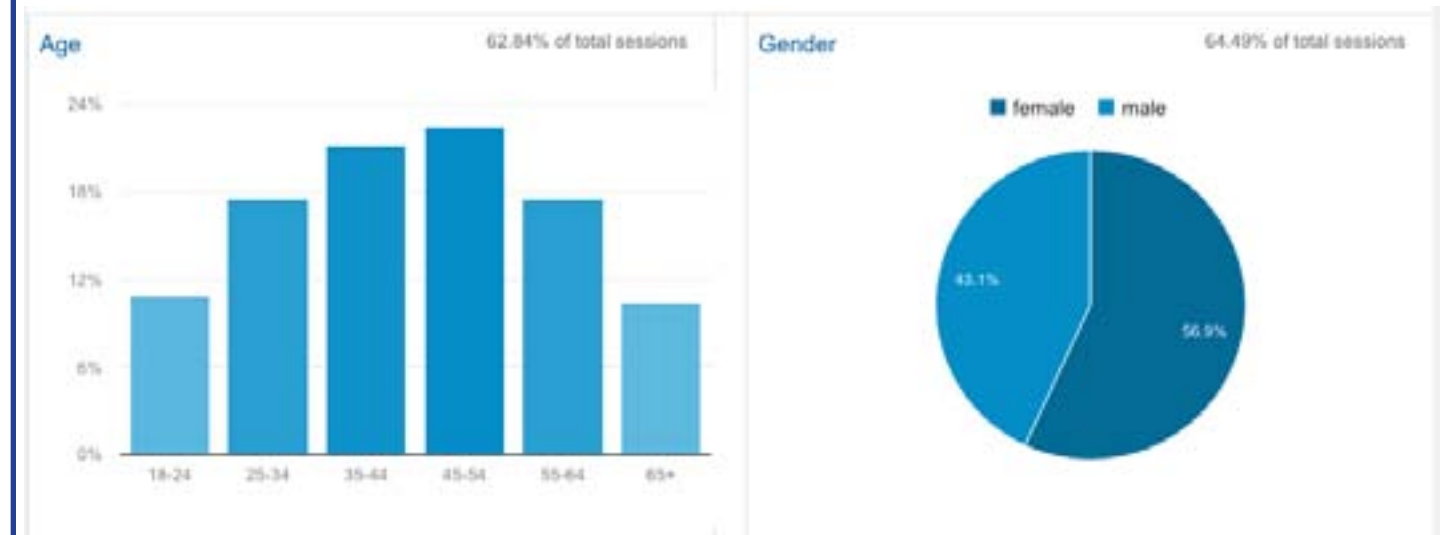
How people find Fredericksburg.com

Direct navigation - 42%

Organic Search - 24%

Social - 23%

All Other - 11%



Source: Google Analytics, September 2016



MEDIUM RECTANGLE/
BIG BOX
300x250

HALF PAGE
300x600



MOBILE
300x90



Fly fishing and writing go hand-in-hand at UMW

PENCIL
960x30
EXPANDS TO
960x415

FEATURE BLOCK
500x333

DISPLAY & TARGETED BANNER ADVERTISING OPPORTUNITIES

DISPLAY BANNER AD TYPES AND SIZES

LEADER BOARD 728x90	BIG BOX (BANNER OR VIDEO) 300x250	HALF PAGE 300x600	MOBILE 300x50
------------------------	--------------------------------------	----------------------	------------------

TARGETED DISPLAY ADVERTISING OPPORTUNITIES

Target	Size(s)	Cost	Max Available
Sitewide	728x90, 300x600, 300x250	\$10 (CPM)	
Homepage Expandable Pencil	960x30 expands to 960x415	\$1,000/week	1 per week
Homepage Feature Block	490x276	\$1,000/week 1	per week
News Expandable Pencil	970x90 expands to 970x250	\$200/day	1 per day

INTERNET MARKETING & ONLINE ADVERTISING DEFINED

UNIQUE VISITORS

When a person visits a web site, they are considered to be a "unique" visitor. If that same person logs off and logs back on several times within that 24-hour period, their computer is not counted again.

PAGE VIEW

When a single page on an internet site is loaded.

IMPRESSIONS

When a person logs on to a computer and the page fully loads, displaying an ad. The loaded page is counted as one page view or one impression.

250 ad displays equals 250 impressions.

ABOVE THE FOLD

If a customer says they want placement above the fold, they are telling you that they want their ad to be seen without visitors having to scroll down.

BRANDING

A marketing technique that enables consumers to remember a business name, logo, slogan, etc. If a business has done a good job with branding, consumers will remember them when they are ready to buy their products/services.

ROS/ROA—RUN OF SITE/RUN OF AUDIENCE

This is the term used when an ad runs throughout your web site without targeting a specific content section.

COST PER THOUSAND (CPM)

This is how some advertisers calculate the cost for online advertising. If the CPM rate is \$10 and an advertiser wants his ad to appear 10,000 times, the advertiser would pay \$100.

CLICK THROUGH RATIO (CTR)

Click through ratios are based on impressions. If an advertiser buys 5,000 impressions (or ad views) and 50 people click on the ad, the click through ratio would be 1%.



INTERACTIVE AD SUBMISSION GUIDELINES



AD UNITS	In Pixels
Big Box/Medium Rectangle	300x250
Half Page	300x600
Leaderboard	728x90
Mobile Ad	300x50

COLOR FORMAT: RGB
RESOLUTION: 72 DPI

INTERACTIVE ADS CAN BE STATIC OR ANIMATED:

- Static ads should be saved as JPG
- File size should be no larger than 40k.
- Please include the linking URL in the accompanying e-mail when submitting ad file