

# Warren/Frederick County Report

Ad Rates Effective 1/1/2025 • [wfcreport.com/advertise](http://wfcreport.com/advertise)

## Online Since 2005/Printing Since 2006:

Warren/Frederick County Report is a *very popular* local newspaper distributed in Front Royal/Warren County and Winchester/Frederick County. We print every other Thursday night. The paper is free in major retail/grocery stores and at WFCReport.com



## Full Color Display Ads

Open Rate	\$13.99 per column inch
13 issues per year	\$11.85 per column inch
26 issues - full year	\$9.27 per column inch

## Back Cover - full page, full color

Open Rate	\$900
13 issues per year	\$800
26 issues per year	\$600

## Volunteer Groups (Approval Required)

Color Ads	\$9.27 per column inch
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## National Rates (Agency Commissionable)

Color Ads	\$16.46 per column inch
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## Display Ad Measurements

Size	Inches	Picas
1 Column	1.7667"	10p7.2
2 Columns	3.7"	22p2.4
3 Columns	5.6333"	33p9.6
4 Columns	7.5667"	45p4.8
5 Columns	9.5"	57p0

Columns are 11" tall.

Full Page is 5 columns x 11" or 55 column inches.

**Display Deadline: Tuesday prior to print date.**

**Space Reservation Deadline: Monday prior to print date.**

## Distribution by Zip Code

22601	800	22602	1,300	22603	1,800
22610	85	22630	6,460	22642	170
22645	175	22655	1,210		

**Total: 12,000**

## Print Calendar

● Monday Ad Reservation/Copy Deadline

■ Thursday Print Night

\* Tentative Date

June 2025

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2025

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2025

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2025

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2025

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2025

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2025

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2026

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2026

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2026

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2026

Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

May 2026

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Preprinted Insert Rates

Inserts are priced on a per-thousand basis. (Full-run: 13,000)

Size	Open	13x	26x
Single Sheet/4 Tab	55 (715)	51 (663)	48 (624)
4 Broad/8 Tab	60 (780)	56 (728)	53 (689)
6 Broad/12 Tab	65 (845)	61 (793)	58 (754)
8 Broad/16 Tab	70 (910)	66 (858)	63 (819)
10 Broad/20 Tab	75 (975)	71 (923)	68 (884)
12 Broad/24 Tab	80 (1,040)	76 (988)	73 (949)
14 Broad/28 Tab	85 (1,105)	81 (1,053)	78 (1,014)

Every 4 tab pages over 28, add \$5 per thousand (\$65)

**Deliver one week prior to:** FNP Printing, Warren/Frederick County Report, 351 Ballenger Center Drive, Frederick, MD 21703

## Notes

- All advertising is pre-paid.
- We accept Visa, Mastercard, Discover, Amex, check and cash.
- Warren/Frederick County Report is printed every other Thursday.
- Ad sizes are to within +/- 5%.
- Preferred method of delivery is Adobe PDF (PDF/X-1a:2001). (high resolution, no compression, embedded fonts).
- Payment in full for all ads is due within 10 days of publication. A late charge of 1.5% per month will be charged on any unpaid balances over 60 days past due. A \$30 fee will be charged on all returned checks. In consideration for the extension of credit to the Advertiser herein, the signing party hereby agrees to personally guarantee any debts incurred by Advertiser and further agrees to all terms of this Advertising Contract. In the event this account is placed with a collection agency the undersigned agrees to pay all costs of collections including reasonable attorney's fees.