

WRAP UP YOUR HOLIDAY ADVERTISING

With the perfect package...



Elegant Living

- Upscale glossy full-color magazine
- Direct mailed to top 12,000 income households

The Holidays, – a Seasonal Showcase, Part I & II

- Timely seasonal tabloid publications
- Reaching 100,000+ holiday readers

The Frederick News-Post print edition

- Your full-color ads in the daily FNP, reaching 45,000 paid circulation households
- Targeted frequency when you need it most

FrederickNewsPost.com

- Your ad featured front and center on homepage
- Over 8 million page views per month
- Links to your website

FNP TV

- Your message on primetime local Channel 10 programming
- Twice a day for 6 weeks = 84 airings

The Frederick News-Post

Call your account executive today and wrap up your holiday advertising early: 301-662-1163

Wrap up your holiday advertising with an **FNP HOLIDAY PACKAGE**

Choose from three premium options, all designed to maximize your advertising exposure, minimize your planning time and help you reach over 100,000 potential shoppers.



Deadline for these special holiday packages: October 7

Call your account executive today and wrap up your holiday advertising early:

301-662-1163

These special rates exclude all other discounts.

We've made up our list.
We've checked it all twice.
Join us to make your experience nice.

Happy Holidays!

The Frederick News-Post

Package Number One:

FNP Full Color Print Ads

- 1/3 page advertisement in **Elegant Living** - our life-style magazine targeting top-tier income achievers. Elegant Living publishes in mid-November and is mailed to 12,000 quality-conscious households.
- 2 column x 5" advertisement in **The Holidays, – a Seasonal Showcase Part I**, the first of our two tabloid publications aimed directly at our 45,000 paid circulation customers. The Holidays Part I features gift ideas of every kind, home decorating, cooking and designs, entertaining inspirations and every way to gear up for the season. Publishes November 12
- 2 column x 5" advertisement in **The Holidays, – a Seasonal Showcase Part II**, a follow-up tabloid publication highlighting the excitement of the season as the momentum builds, reminding your customers that time is of the essence to find the perfect gift, gild your cottage or your castle, make the exquisite holiday meal and discover the lasting joys of the season... with still a little time to spare. Publishes December 3
- 2 column x 5" advertisement printed FOUR more times in the pages of **The Frederick News-Post** (new copy is permitted). We'll place your ads for you in advance, so you can concentrate on the season. Advertise from November 1 through December 31.

Your Advertising Value: \$1,915

Package Number Two:

All the FNP full color print ads above, PLUS your 300 x 250 or 728 x 90 banner ad highlighted on **FrederickNewsPost.com's** Home Page, from November 13 through December 25. With over 8 million page views per month, 'tis the season's best way to be seen. Your banner ad will rotate on the Home Page with other advertisers on one of the most widely viewed local news websites in mid-Maryland.

Your Advertising Value: \$2,450

Package Number Three:

All the FNP full color print ads above, plus your 300 x 250 or 728 x 90 banner ad highlighted on **fredericknewsPost.com's** Home Page, AND your 30-second commercial on **FNP TV**. Put your ad on TV Local Channel 10 from November 11 through December 23. As the holidays unfold, your commercial will be viewed twice a day between 7:00 and 8:00 p.m. - all around town by the 62% of households who watch cable TV. (Commercial inventory is limited.)

Your Advertising Value: \$3,600

(add still-image commercial production for \$350)