



northern virginia MEDIA SERVICES



2019 Media Kit

Sun Gazette

The Sun Gazette - Arlington offers **direct mail distribution** to a **well-educated, employed, and extremely affluent audience** in Arlington, VA each Thursday.

Saturation mailing ensures all households are reached in zip codes 22201, 22204, 22205, 22207 and 22213.

Arlington Statistics:

- Resident median age: 34.8 years
- Household median income: \$110,388
- House median value: \$678,100
- Have bachelor's degree or higher: 74.3%
- Married: 48.7%
- Family households: 42.4%
- Unemployment rate: 1.8%

Sources: City-data.com and the Bureau of Labor Statistics, September 2018.

Individual apartments have been eliminated from our distribution, but several buildings receive a stack of copies for their residents. In addition to the direct mail distribution, copies are available for free pick up at 40 high traffic locations in Arlington.

Sun Gazette

The Sun Gazette – Fairfax County offers **direct mail distribution** to a **well-educated, employed, and affluent audience** in Great Falls, McLean, Oakton and Vienna, VA each Thursday.

Saturation mailing ensures all households are reached in zip codes 22066, 22181, 22124, 22182, and 22180.

<u>Statistics</u>	<u>Great Falls</u>	<u>McLean</u>	<u>Oakton</u>	<u>Vienna</u>
• Resident Median Age:	47.9 years	46.3 years	37.7 years	46.3 years
• Household median income:	\$200,000+	\$192,568	\$121,796	\$192,568
• House median value:	\$1,000,000+	\$1,000,000+	\$645,471	\$1,000,000+
• Have bachelor's degree or higher:	81.9%	83%	69.8%	83.0%
• Married:	71.3%	66.3%	58.3%	66.3%
• Family households:	89.2%	78.8%	67.7%	78.8%
• Unemployment rate:	2.3%	2.3%	2.3%	2.3%

Sources: City-data.com and the Bureau of Labor Statistics, September 2018.

Individual apartments have been eliminated from our distribution, but several buildings receive a stack of copies for their residents. In addition to the direct mail distribution, copies are available for free pick up at 55 high traffic locations in these towns.

Premium Placement Opportunities



Front Page Banners:

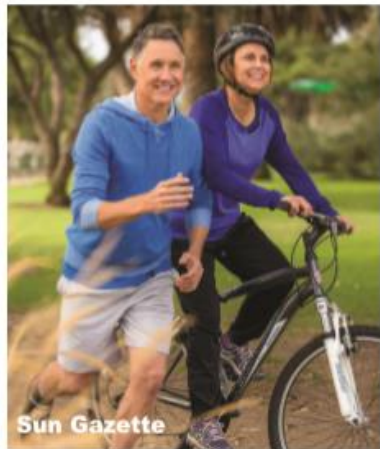
Top Banner (2.8" by 1.5"): only one available per edition. Often sold out far in advance, check with your account executive for current availability.

Bottom Banner (5.45" by 1.6"): only one available per edition. Often sold out far in advance, check with your account executive for current availability.

Sticky Notes: only one available per edition, sticky notes are affixed to the front page of the newspaper. Check with your account executive for current availability.

NEW Community Focus Pages: Your business can sponsor a non-profit organization's story! Only one available per edition. Check with your account executive for current date availability. Please specify if you would like to select the specific non-profit organization or if you are open to sponsoring one that has already submitted information for publication.

Notable Editions



January: Years in Business, Real Estate Guide/Winter Edition

February: Answer Book

March: Best of

April: Real Estate Guide/Spring Edition

May: McLean Days (Fairfax County edition), Celebrating Seniors

June: Family Fun; Real Estate Guide/Summer Edition

July: The Story of Us

August: Healthy Lifestyles

September: Community Guide

October: Real Estate Guide/Fall Edition; Women in Business

November: Giving Back; Happy Holidays pages

December: Happy Holidays pages; Retirement Lifestyles

Please note: ask your account executive for more specific information on any upcoming notable editions.

Advertising Specifications

ROP Column Widths

1 column 2.25" 2 columns 4.7"
 3 columns 7" 4 columns 9.5"

Preferred format: PDF with hi-resolution pictures. Hi-resolution JPG files will also work. Note: please double check your PDF before sending. It is common for borders to be clipped off or pictures converted to lower resolution during distilling.

Cropping: please crop your ad to the exact ad space size or use application-generated crop marks.

Color: CMYK

Photographic images: no less than 200 dpi at 100%.

Dot grain: 85%

Please send black and white files as grayscale.

Advertising Deadlines

- ROP ads are due by 5:00 p.m. Friday for the following week's editions.
- Inserts should be scheduled two Fridays prior and delivered to the printer by the Monday prior.
- Sticky notes should be scheduled three Fridays prior with copy due two weeks prior.





Our editorial content is published on two websites online: sungazette.news and insidenova.com.

Sungazette.news is dedicated exclusively to our two publications, and Inside NoVa features multiple newspapers and offers regional exposure throughout Northern Virginia, Southern Maryland and the District of Columbia.

Check with your account executive on availability.