

FREDERICKSBURG

FREE
PRESS

THE TRUTH IS FREE. AND LOCAL
FREDERICKSBURGFREEPRESS.COM

The Region's Fastest Growing Source of *Local, Factual, and Independent* News

sponsorship kit

SPRING/SUMMER 2024

Sponsorships begin July 1st

Sponsorship Benefits

Positive brand association: Corporate sponsors can benefit from the positive image associated with supporting a nonprofit news website that is dedicated to providing accurate and high-quality journalism.

Increased visibility: Sponsors can reach a targeted and engaged audience of readers who trust and value the content provided by Fredericksburg Free Press.

Prominent acknowledgment: Sponsors receive recognition on our website and daily newsletters, including prominent logo placement and embedded links.

Support for a cause and impactful community engagement: Sponsors showcase their dedication to advancing quality journalism and an independent press by sponsoring Fredericksburg Free Press, helping to advance our community's awareness and engagement.

VIP Invitations to and recognition at Free Press Events

FREE NO PAYWALL.
EVER.

FAIR ALL FACTS.
NO OPINIONS.

NONPROFIT THE COMMUNITY
COMES FIRST. ALWAYS.

The Facts

THE FREE PRESS BY THE NUMBERS

- Newsroom launched on February 19, 2024
- 143K+ unique monthly website users*
- 225k+ monthly website page views*
- 6,300+ daily newsletter subscribers*
- Approx. 40% open rate (industry avg: 27%)
- Almost 200,000 newsletters sent monthly*
- 26,000 social media followers*



OUR AUDIENCE

The Fredericksburg Region:

- includes the City of Fredericksburg, and Stafford, Spotsylvania, Caroline and King George Counties
- is the Fourth Largest Region in Virginia by population
- is the Fastest Growing Region in Virginia (five consecutive years)
- currently has 380,000 residents

Fredericksburg is Virginia's fastest growing market with access to 60% of the nation's population and global markets, boasting a highly educated labor force, lower cost of business and enviable quality of life.

Regional unemployment decreased to 3.2% in the first quarter of 2024 and remains well below the national rate of 3.8%. The Region's median household income is \$106,300. Economic growth predictions indicate an increase over 12 months in the 3.1% GDP, the 6.4% consumer spending growth, and the 2.4% retail sales growth.**



* As of May 31, 2024. All community reach indicators increase significantly every month.

** Source: MARKETBEAT, Retail Q1 2024 Report, Cushman & Wakefield/Thalhimer

Daily Sponsors

Website & Newsletter

Logo prominently displayed in the top right corner of both the website and the daily newsletter

- Sponsors may choose to be a Sole Sponsor or Dual Sponsor of the day.
- Pricing is locked in for duration of sponsorship.
- Links to sponsors' websites are embedded.
- Sponsors must commit to a minimum of 3 months, with discounted pricing available for 6-month and 1-year sponsorships.
- Sponsors may indicate their preference for the day of the week to be a Daily Sponsor of the news, although the Free Press may rotate the days in consultation with the Sponsor for multi-month sponsorship.

newsletter placement



City announces road closures for Sunday's Historic Half
Anticipate several road closures Sunday morning beginning at 12:01 a.m.
[Read story »](#)

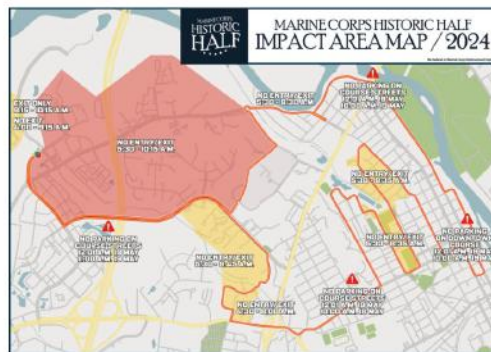


website placement



THE TRUTH IS FREE. AND LOCAL.

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City announces road closures for Sunday's Historic Half

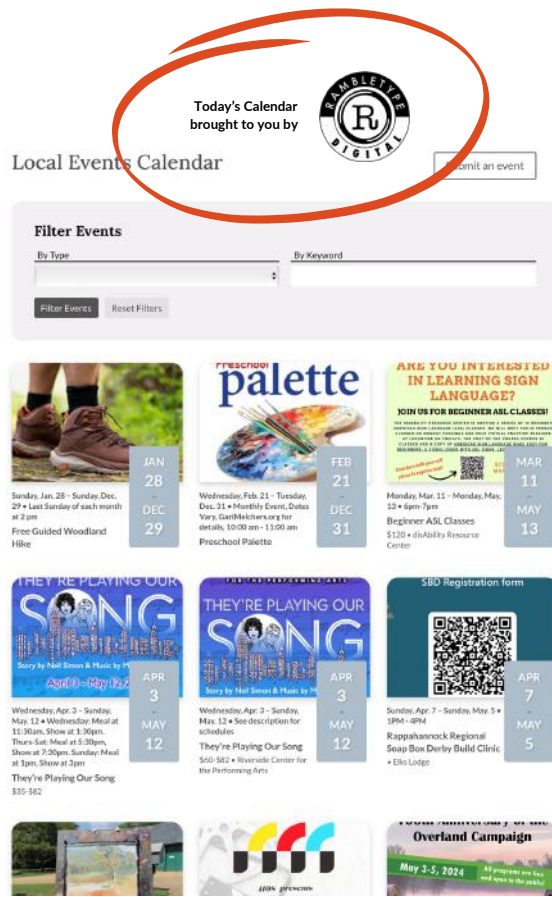
by [FFP staff](#) | May 13, 2024
Anticipate several road closures Sunday morning beginning at 12:01 a.m.



'Zombie' data center project still has life in Caroline County

by [Taft Coghill Jr.](#) | May 12, 2024
Proposed amendment to comprehensive plan to allow data centers in Jericho Road area is back before the board of supervisors after three previous rejections.

Local Events Calendar



Logo prominently displayed at the top of the Local Events Calendar Page

- Sponsors may indicate their preference for the day of the week to be a Daily Sponsor of the Local Events Calendar, although the Free Press may rotate the days in consultation with the Sponsor for multi-month sponsorship.
- Sponsors must commit to a minimum of 3 months, with discounted pricing available for 6-month and 1-year sponsorship.
- Pricing is locked in for duration of sponsorship.
- Links to sponsors' websites are embedded.
- Fredericksburg Free Press does not charge to publish events.

Obituaries

Logo prominently displayed at the top of Obituary Page

- Fredericksburg Free Press will soon launch its daily Obituary Page.
- Sponsors must commit to a minimum of 3 months, with discounted pricing available for 6-month and 1-year sponsorship.
- Pricing is locked in for duration of sponsorship.
- Links to sponsors' websites are embedded.
- Fredericksburg Free Press does not charge to publish obituaries.

Pricing

Website & Newsletter

Duration	Sole Sponsor	Dual Sponsor
3 months	\$3,500	\$1,900
6 months	\$6,000	\$3,300
1 year	\$10,000	\$6,000

Local Event Calendar

Duration	1 day/week
3 months	\$1,900
6 months	\$3,500
1 year	\$6,600

Obituaries

Duration	1 day/week
3 months	\$2,400
6 months	\$4,300
1 year	\$7,700



Seth Silber
email: sponsor@fredericksburgfreepress.com

Send Logo in GIF/JPEG/PNG
Provide clickable URL

We reserve the right to reject any ads that do not align with our mission.

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