You too can be part of the area’s #1 Digital News Channel
- 98,000 users per month (Scarborough 2018)
- 4.72 Million+ page views each month
- Has more than 610,000 Unique Users each month
- Over 54k facebook followers
- Over 12,000 twitter followers

Let us create a unique digital solution

*just for your business!*
Digital display ads are shown in various positions on our website – on each page and within news stories. Ads are shown on desktop and mobile.

Shout your message from the rooftop with these large format digital ads!

**REVEAL ADS** are shown when a reader comes to a page and then rolls up as the reader scrolls past.

**FLOAT BAR ADS** stay on the bottom of your screen even as you scroll for content.

**EXPANDED BANNER ADS** allow for large text and art to make your message stand out.
These digital display ads are shown on national websites to a user in a geographic region you define, and are shown based on what a user is searching for or reading about online. Targeted display ads allow your ads to be shown to people who have visited your competitors and even those who have visited your website before!
Newsletters

Be in the know and up to date with a wide variety of opt in newsletters

**DAILY HEADLINES** – delivered on weekdays at noon and 8AM on the weekends, this newsletter is packed with timely news.

**NEWS ALERTS** – delivered right to your inbox as the big stories occur.

**OBITUARIES** - delivered each day at 8AM.

**WEEKENDER** - All about what’s happening in and around the Fredericksburg area every weekend. Delivered every Thursday afternoon.

**HOUSE & HOME** - Covers aspects of home ownership from buying advice to design ideas and helpful tips. Delivered every Friday morning.

**SPORTS** - Find out all that’s happening with High School Sports in our region. Delivered every Saturday morning.

**FREDERICKSBURG BUSINESS INSIDER** - The very best business news delivered early every weekday morning. Keep up with local real estate transactions, business tips and more.
Email marketing is very effective at helping business owners and consumers stay connected. Connect with our large, opted in and engaged audience and let us deliver your message to them.

We practice strict email hygiene protocols and are can-spam compliant.
Increase engagement and expand your reach!

Reach the audience in your desired geography and demographic group by targeting:

- B2B
- B2C
- INCOME
- EDUCATION LEVEL
- SHOPPING HABITS
- HEALTH AND FITNESS
- HOME VALUE
- AGE OF VEHICLE
- INTERESTS AND HOBBIES
- AND SO MUCH MORE...

Rebroadcast options available

Targeted Email Marketing provides you with up to the minute tracking and analytics

The emails are 100% opt-in and permission-based. Every consumer and business email has consented to receive emails from advertisers.
OVER 90% OF PEOPLE USE VIDEO WHEN MAKING A PURCHASING DECISION.

We offer a 30-45 second custom, professionally voiced over video for your business.

We will place your video on our homepage video player on Fredericksburg.com as well as on ads which run throughout our website.

You also get sharing links for your video allowing you to place on your website or share through social media.

DID YOU KNOW?

THE AVERAGE VIDEO ON OUR SITE, REACHES 6.5 PEOPLE EACH TIME IT’S PLAYED.
SPONSORED CONTENT

Sponsored content allows you to publish your blog or article in the Free Lance-Star and/or on Fredericksburg.com. Clearly marked as a paid advertisement, the link will live in the sponsored content section of Fredericksburg.com for up to a year.
Contests are a great way to engage with our community!

We are able to host a variety of different interactive contests and promotions including:

- PHOTO CONTESTS
- VIDEO CONTESTS
- BALLOTS
- SWEEPSTAKES
- QUIZZES
- SURVEYS

Contests offer a variety of ways for you to engage including logo placement, website or social media links, coupon or offer placements and even the opportunity to poll users on your behalf.
Social Media
AD CAMPAIGN

Target your audience on Facebook with unique and well-crafted ads!

Our dedicated Facebook team can set up and manage your campaign which targets people who are likely to be interested in your products.
Directory

Directory is a powerful tool in helping ensure your website is seen by search engines.

Having a business directory on Fredericksburg.com can help keep your business visible. Because verified news sites like Fredericksburg.com are crawled frequently by Google and other search engines, it offers you and your business the opportunity to stay at the top of your game.

YOUR DIRECTORY IS OPTIMIZED TO BE FOUND IN SEARCH.

Plus, you can even upload photos and videos!

1340 Central Park Blvd, Suite 100 | Fredericksburg, VA 22401 | 540-374-5460 | advertising@freelancestar.com
Search Engine Optimization is the process of affecting the online visibility of a website or a web page in a web search engine’s organic results.

Businesses affect their SEO in lots of ways including maintaining an optimized website.

But, there are important things you should do outside of your website to ensure you are visible too including directory correction and reputation management.

**WE CAN HELP**

with off-page SEO including an optimized business directory page on Fredericksburg.com, listing correction services and a robust, user friendly dashboard where you can monitor your reviews and mentions, see your directory accuracy and view the results of any digital campaigns you are running.
An impactful and effective way to engage with potential customers!

Have your ad present in paid search when a potential customer searches for something you provide!

Administered & monitored by our Google Premier Partner team, your AdWords campaign is in great hands with BH Media.

_Let us take the worry and stress away!_
You only get one chance to

MAKE A FIRST IMPRESSION!

Your website should be clean, vibrant, up to date and easily navigable.

Let our team of website professionals design, host and manage your website to maximize your online presence.

FREE website quotes available
Have you had a digital check-up recently?

We offer a FREE, no obligation snapshot of how your business looks online.

Call or email today to schedule a visit with one of our digital specialists.

We can help maximize your digital footprint!

fredericksburg.com
Power by The Free Lance-Star

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