

Q: Looking for an Affordable Way to Advertise?

A: Do it in the Potomac News/Manassas Journal Messenger

with the
IMPRESSION PLAN

Frequency Advertising for Smaller Businesses

REACH 50,000 READERS

Here's How It Works:

- Ad **must** run a minimum of three (3) days a week
- Ad **must** run a minimum of four (4) consecutive weeks.
- Ad copy may change one time each calendar week
Sorry, no guaranteed positions

Contact your account executive for special rates in other publications
*Inch rate: \$13.77 p.c.i.

Impressive Special Bonus -

Use the impression plan continuously for 13 weeks and get a free 1/4 page ad. Run continuously for 26 weeks and get a free 1/2 page ad. Run continuously for 52 weeks and get a free full page ad.

Potomac News

(703) 878-8000
FAX (703) 878-3993

Manassas Journal Messenger

(703) 368-3101
FAX (703) 368-9017



2 col. x 4"	\$110.16* per day
2 col. x 3"	\$82.62* per day
2 col. x 2"	\$55.08* per day
1x2	\$27.54* per day

Business: _____ Account #: _____

Address: _____

Phone: _____

Days Selected: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Size: _____ Price: _____ Start Date: _____ End Date: _____

Authorized Signature _____ Date _____

Print Name _____ Newspaper Rep _____ Date _____

Advertising Director _____ Date _____

Larger sizes available upon request, not to exceed 15."

Media General Northern Virginia Newspapers

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