

# Reach 8 Out of 10 Households by Advertising in the Potomac News/Manassas Journal Messenger and the PW PULSE!\*

## FULL PAGE SPECIAL

### Woodbridge Zone

**\$595**

w/ existing 52 week contract

**\$995**

w/ no contract  
(add \$200 for Full Color)

### Manassas Zone

**\$495**

w/ existing 52 week contract

**\$895**

w/ no contract  
(add \$200 for Full Color)

### Gainesville Zone

**\$495**

w/ existing 52 week contract

**\$895**

w/ no contract  
(add \$200 for Full Color)

### BUY ALL ZONES!

**\$895**

w/ existing 52 week contract

**\$1,395**

w/ no contract  
(add \$300 for Full Color)

## HALF PAGE SPECIAL

### Woodbridge Zone

**\$395**

w/ existing 52 week contract

**\$595**

w/ no contract  
(add \$100 for Full Color)

### Manassas Zone

**\$295**

w/ existing 52 week contract

**\$495**

w/ no contract  
(add \$100 for Full Color)

### Gainesville Zone

**\$295**

w/ existing 52 week contract

**\$495**

w/ no contract  
(add \$100 for Full Color)

### BUY ALL ZONES!

**\$495**

w/ existing 52 week contract

**\$795**

w/ no contract  
(add \$150 for Full Color)

## FRONT PAGE ADVERTISING\*\*

### Corner Suite (3.2"x1.7")

#### 1 Zone

52 weeks = \$322.80

26 weeks = \$445.31

OPEN RATE = \$538.31

#### 2 Zones

52 weeks = \$430.40

26 weeks = \$593.75

OPEN RATE = \$717.75

#### 3 Zones

52 weeks = \$520.04

26 weeks = \$693.75

OPEN RATE = \$817.75

### Bottom Row (10.875" x 2")

#### 1 Zone

52 weeks = \$459.68

26 weeks = \$581.04

OPEN RATE = \$775.17

#### 2 Zones

52 weeks = \$612.90

26 weeks = \$774.72

OPEN RATE = \$1,033.56

#### 3 Zones

52 weeks = \$712.90

26 weeks = \$874.72

OPEN RATE = \$1,133.56

TARGETED ZIP CODE DISTRIBUTION					
Zip Code	Town	PN/MJM	PW Pulse	Combined Penetration %	Median Household Income
22191	Woodbridge	2264	10500	80.5% of households	\$62,000
22192	Lake Ridge	3367	12500	76.6% of households	\$90,000
22193	Dale City	3734	13000	72.5% of households	\$78,000
22025/22026	Dumfries/Montclair	1813	7500	94.9% of households	\$61,000
<b>WOODBIDGE ZONE TOTALS</b>		<b>11,178</b>	<b>43,500</b>	<b>54,678 households</b>	<b>\$72,750</b>
20109	Manassas	1130	6750	59.9% of households	\$63,000
20110	Manassas	3277	8000	79.0% of households	\$83,000
20111	Manassas	1257	2650	43.4% of households	\$90,000
20112	Manassas	1721	5000	91.0% of households	\$103,000
<b>MANASSAS ZONE TOTALS</b>		<b>7,385</b>	<b>22,400</b>	<b>29,785 households%</b>	<b>\$84,750</b>
20136	Bristow	544	7557	100% of households	\$100,000
20143	Catharpin	51	300	57.5% of households	\$110,000
20155	Gainesville	619	9043	100% of households	\$116,000
20169	Haymarket	441	6006	100% of households	\$119,000
20181	Nokesville	533	1600	80.4% of households	\$97,000
<b>GAINESVILLE ZONE TOTALS</b>		<b>2,188</b>	<b>24,506</b>	<b>26,694 households</b>	<b>\$108,400</b>
<b>GRAND TOTAL</b>		<b>20,751</b>	<b>90,406</b>	<b>111,157 households</b>	<b>\$88,633</b>

\*79.83% average penetration in zip codes 22191, 22192, 22193, 22025, 22026, 20109, 20110, 20111, 20112, 20136, 20143, 20155, 20169, 20181

\*\*Advertisers with existing 52 week contracts take an additional 25% off the 52 and 26 week rate.