# Blue Ridge LEADER & LOUDOUN Today

www.blueridgeleader.com  blueridgeleader

# 2027 Rate Sheet

**Revised dimensions as of August 2025**

The Blue Ridge Leader is a monthly newspaper and online resource serving Loudoun County.

**We mail to 17,000 plus homes and an additional 5,000 editions are bulk dropped throughout the county.**

## Display Ad Pricing

| | Size (WxH) | Price* (B&W) | Price* (Color) |
|---|---|---|---|
| ⅛ Page | 4.85" x 2.625" | – | $250 |
| ¼ Page | 4.85" x 5.42" | – | $375 |
| Bonus ¼ Page | 4.85" x 8.25" | – | $460 |
| ½ Page Horizontal | 9.875" x 5.42" | – | $525 |
| ½ Page Vertical | 4.85" x 11" | – | $525 |
| Inside Full Page | 9.875" x 11" | – | $965 |
| Back Page** | 9.875" x 11.25" | – | $990 |
| Inside Banner Ad/Runner | 9.875" x 1.875" | – | $450 |
| Front Cover Banner** | 9.875" x 1.875" | – | $525 |
| Special Front Box** | 2.34" x 2.5" | – | $415 |
| Business Card 6 months | 3.2" x 1.7" | $250 | $375 |
| Shop Local Box | 2.95" x 3.1" | – | $150 per box |
| Classified Ad | 2.34" x 1.46" | $60 | $90 |

*Rates are based on advertiser-supplied camera ready art.*
*Any ad canceled after deadline is to be paid in full.*

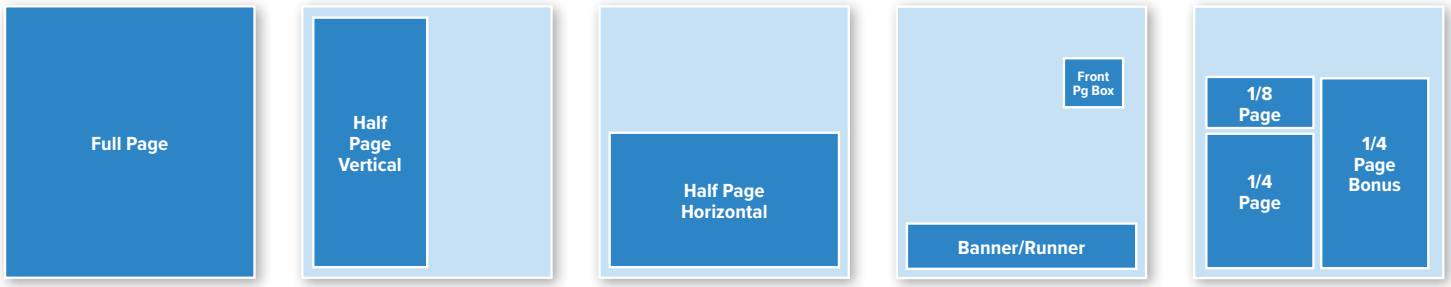
## Display Ad Specifications

### If you are supplying a finished ad:

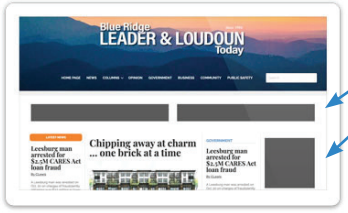
- Camera-ready ads must be provided as a PDF
- All lettering must be 100% black, NOT rich black
- All fonts should be embedded or outlined
- Turn off OPI when creating PDFs making certain that all layers have been flattened prior to creation
- All ads MUST be at least 300 dpi in resolution and CMYK
- Publisher, Word and Powerpoint files are NOT acceptable
- AI-generated files are NOT acceptable
- Canva files must adhere to guidelines listed at blueridgeleader.com/ad-submission-guidelines

### If we're creating your ad for you:

- All images, including photographs, logos and other graphics MUST be submitted at 300 dpi resolution and CMYK
- JPEG files acceptable for images, logos and graphics
- DO NOT send images downloaded from a website
- An additional fee for art creation will be imposed
- 1-2 proofs provided




## Online Ads




| | Size (pixels/WxH) | Price* |
|---|---|---|
| Top of Home Page | 728 x 90 | $250 |
| Side Bar Box | 250 x 250 | $200 |

### Acceptable file formats for web ads

Artwork for online ads should be submitted in one of the following formats: JPG, PNG, GIF. File size not to exceed 40kb

## Inserts

Contact us for pricing.

Must be mailed to:

**The Washington Post – Dulles Facility**
**22630 Lockridge Road**
**Dulles, VA 20166**
**713-916-2440**

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*** Based upon availability*