

# TARGETED LEADER BOARD ADS

**YOUR BEST CUSTOMERS**

*could be just a*

**CLICK AWAY**

Cut through the virtual clutter with a top of the page leader board ad in your choice of locations on [Fredericksburg.com](http://Fredericksburg.com)—a high-traffic local site averaging

**5 MILLION IMPRESSIONS Monthly!**

*This is a cost-effective way to target your message to your best consumer prospects 24/7!*

The screenshot shows the homepage of fredericksburg.com. At the top, there are logos for RE/MAX, KIA, and FUG. A search bar is visible with the text "Google Custom Search". The main navigation bar includes links for "THE FREE LANCE-STAR", "ENTERTAINMENT", "COMMUNITY", "EDTALK", "PICS/VIDEO", "REAL ESTATE", "CLASSIFIEDS", "JOBS", "WHEELS", "STAR DIRECTORY", and "SHOPPING". A large green arrow points to a leader board advertisement at the top of the page. The ad features a woman's face on the left and a man's face on the right, with the text "SHE MARRIED HIM??!! AND THEY HAVE 7 KIDS??!" and "clajsmates.com". Below the ad is a "Real Estate" section with a "New listings" subsection. A prominent real estate listing is shown for "Water Front 2.3 Ac-Lake Anna" with a photo of a lake and a house. The listing is by "SUSAN MERKS LONG & POSTER - SPOTSYLVANIA" and is priced at "\$349,900".

**GET ON BOARD**

For as little as

**\$7-\$10 per thousand impressions\***

*\*Ad cost based on open rate and specific section placement.*

Price includes all creative plus a link to your website. Minor copy changes will be made as needed.

Contract rates are available.

Call your advertising representative today for more information! **540/374-5460**

**The Free Lance-Star**

**fredericksburg.com**

In print, online and on target