



The 2024 Local Scoop

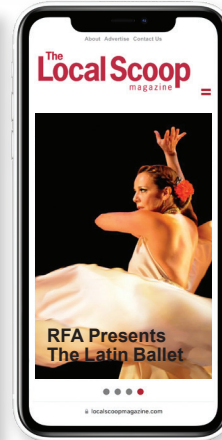
Best Kept Secrets of the Northern Neck,
Middle Peninsula & Greater Williamsburg

The Local Scoop's reach stretches from the Northern Neck, through the Middle Peninsula, and to greater Williamsburg. We spotlight stories about people, places and events that define our lifestyle and our culture.



MISSION

The Local Scoop is an inspiring, informative lifestyle magazine and small business champion that fosters connections through compelling editorial and unique advertising opportunities and resource sections.



REACH

- Find the latest print issue at 350+ locations across the Northern Neck, Middle Peninsula and select Williamsburg outlets.
- Readers from Northern Virginia, Charlottesville, Richmond, greater Williamsburg, Virginia Beach and almost everywhere in-between visit our mobile-friendly digital edition at LocalScoopMagazine.com, clicking through to advertisers' websites.
- Engaged social media followers read and share informative Local Scoop posts on Facebook and Instagram.

FEATURES

MAIN STREET

Highlighting Locally Owned Small Businesses and the People Behind Them

GOOD VIBES

Promoting Music · Art · Culture · Experiences

INSTA TRENDS

Local Shopping · Fashion · Home and Garden · Gifts

GOOD EATS

Local Dining · Food Trucks · Take-out · Recipes

REAL ESTATE

Local Housing Trends · Featured Listings

EXCLUSIVE HOME SECTION (Summer issue only)

Spotlighting Exceptional Homes, Local Realtors, Builders, Architects and Interior Designers

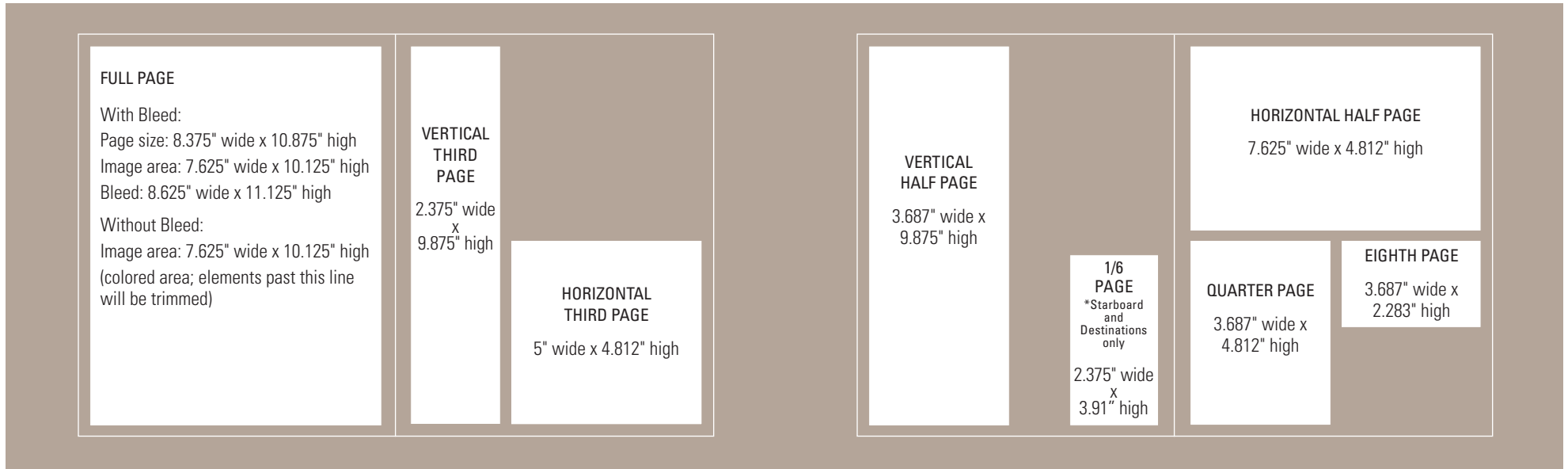
STARBOARD (Summer issue only)

Small Space Advertising Opportunity for Marine-related Businesses

DESTINATIONS (Fall/Holiday issue only)

Dining, Lodging and Attractions Resource Guide
Small Space Advertising Opportunity

PRINT AD SPECIFICATIONS



ARTWORK SPECIFICATIONS

Display Ad Specifications

Form: PDF

Size: See chart for dimensions

Resolution: 300 dpi for color art, 1200 dpi for bitmap art

Line screen: 150 lines per inch

Color: CMYK

Submission: Send PDF to morgan@localscoopmagazine.com

Space Reservation and Artwork Deadlines

Reserve now. Ad space is limited.

Spring 2024	January 19, 2024
Summer 2024	April 19, 2024
Fall/Holiday 2024	August 23, 2024

Publication Dates

Spring 2024	March 15, 2024
Summer 2024	June 7, 2024
Fall/Holiday 2024	October 11, 2024

Ad Proofs

PDFs of ads created by The Local Scoop will be emailed to advertisers for approval prior to going to press.

Contact

Morgan Sanders

morgan@localscoopmagazine.com

804-450-0556

Advertising Order and Contract

Morgan Sanders, Sales Representative
804-450-0556, morgan@localscoopmagazine.com

THIS ADVERTISING AGREEMENT (the “Agreement”) is made between The Local Accent, LLC T/A The Local Scoop (“Publisher”), Post Office Box 1671, Kilmarnock, Virginia 22482 and the undersigned advertiser (the “Advertiser”) for 2024 issues of The Local Scoop.

ADVERTISER: PLEASE PROVIDE THE FOLLOWING INFORMATION FOR YOUR ONLINE BUSINESS DIRECTORY LISTING.

Business name: _____

Office phone: _____

Physical address: _____

Website: _____

ADVERTISER: PLEASE COMPLETE.

Contact name: _____

Contact title: _____

Mailing address: _____

Phone: _____

Contact email: _____

Choose a category for your online business directory listing.

- ☐ Art & Antiques
- ☐ Churches
- ☐ Financial/Insurance Services
- ☐ Lodging
- ☐ Professional Services
- ☐ Sporting Goods
- ☐ Assisted Living
- ☐ Clothing & Accessories
- ☐ Food, Dining & Drinks
- ☐ Marine Services
- ☐ Real Estate
- ☐ Travel
- ☐ Attractions
- ☐ Construction Services
- ☐ Funeral Services
- ☐ Medical Care
- ☐ Recreation
- ☐ Weddings & Special Events
- ☐ Automotive
- ☐ Education
- ☐ Home & Garden
- ☐ Nonprofit Organizations
- ☐ Retirement Living
- ☐ Beauty, Health & Wellness
- ☐ Entertainment
- ☐ Legal Services
- ☐ Pet Care
- ☐ Shopping & Gifts

SIZE	RATE	1x	2x	3x	SUB-TOTAL
Inside Front Cover		\$2950	\$2700	\$2480	
Inside Back Cover		\$2950	\$2700	\$2480	
Back Cover		\$2950	\$2700	\$2480	
Full Page		\$2300	\$2100	\$1940	
Half Page Vertical or Horizontal		\$1450	\$1310	\$1155	
Third Page Vertical or Horizontal		\$1095	\$995	\$910	
Quarter Page		\$895	\$815	\$745	
Eighth Page		\$550	\$500	\$465	
*FREE Directory Listing on LocalScoopMagazine.com with any size display ad.					
Special, discounted pricing is offered for the Real Estate Section. Pricing is per issue.					
Real Estate Section Full Page	\$1325				
Real Estate Section Half Page	\$985				
Real Estate Section Quarter Page	\$625				
*All ad materials created in-house for Local Scoop advertisers become the property of those advertisers.					Total

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804-450-0556, morgan@localscoopmagazine.com

Creative Services

☐ Advertiser will create and supply artwork. Please review specifications and deadlines.

☐ Advertiser’s advertising agency or other designee will create and supply artwork.

Agency name: _____

Contact name: _____

Phone: _____

Email: _____

☐ I want The Local Scoop to create my ad for FREE. ☐ Pick-up existing The Local Scoop ad from _____ issue of _____

Method of Payment

I want to advertise in the following issue(s): ☐ Spring 2024 ☐ Summer 2024 ☐ Fall/Holiday 2024

I want to pay for my ad insertion(s) by:

☐ Prepayment in full by credit card or check. No discounts apply. Payment is non-refundable. If payment is stopped, cancelled or not approved, the Publisher may refuse to publish any advertising until the balance is paid in full.

☐ Interest-free installment payment by credit card. If scheduled payments are stopped, cancelled, not approved or not received by the due date, the total remaining balance under the Agreement will become due and payable immediately. The Publisher may refuse to publish any advertising until the balance is paid in full.

CREDIT CARD PAYMENT SCHEDULE

\$_____/month for _____ months. Payments will be processed the first of each month. The last payment will be processed on December 1, 2024.

For payment by credit card:

Name on card: _____ ☐ MasterCard® ☐ VISA® ☐ Discover® ☐ Amex®

Card number: _____ Exp. Date: _____ Security Code: _____ Zip Code: _____

NOTES REGARDING PAYMENT SCHEDULE: _____

Agreed and Accepted by:

The Local Accent, LLC T/A The Local Scoop

Advertiser/Assigned Agency

Name: _____

Name: _____

Title: _____ Date: _____

Title: _____ Date: _____

PLEASE READ THE TERMS AND CONDITIONS ON THE FOLLOWING PAGE AND INITIAL.

Special instructions from advertiser: _____

Terms and Conditions

1. The Publisher reserves the right to edit, revise, or decline to publish any listing, advertisement or other content for any reason.
2. Neither the Publisher nor its affiliates shall have any liability whatsoever by reason of error for which they may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for so much of the space occupied by the advertisement as is materially affected by the error.
3. The Publisher does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
4. The advertiser and advertising agency jointly and severally assume liability for all content (including text representation, illustrations, updates and links to other Internet content) of advertisements published and also assumes responsibility for any claims arising there from made against the Publisher and its affiliates, including all costs associated with defending any such claim.
5. All advertising copy that may be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement."
6. All positions are at the option of the Publisher. In no event will adjustments, reinstatements or refunds be made because of the position in which an advertisement has been published. Publisher will try to accommodate position requests but cannot guarantee that they will be followed.
7. Advertiser shall be the exclusive owner of any and all right, title, and interest including copyright in any advertising generated by the Publisher, its employees or agents pursuant to this agreement, and any advertising and/or promotional materials relating thereto. Advertiser retains ownership of all advertising in the form delivered to the Publisher, and any existing trade and service marks of Advertiser.
8. The Publisher will not be responsible for errors appearing in advertisements provided by the Advertiser or its advertising agency or from a third party designated by the Advertiser or advertising agency as a source for material to be published.
9. Cancellations, corrections, changes of advertising dates and/or changes of advertising content cannot be guaranteed between the time the order is placed and the initial publication.
10. The Publisher does not assume any liability for the return of any material in any medium in connection with advertising unless a specific written request is received to hold such material for a period not exceeding seven (7) days.
11. Orders are accepted by the Publisher subject to the foregoing terms and conditions. Terms, conditions, rates or agreements not set forth herein or in the then current rate schedules are not binding. Customer service representatives and sales representatives are not authorized to modify any of these terms and conditions. Any modification of these terms and conditions is effective only if set forth in a separate written agreement signed by a duly authorized representative of the Publisher. The Publisher is not bound by any promises or representations made by its sales representatives unless set forth in writing and signed by an officer of the Publisher.
12. The Publisher shall not be liable to the advertiser for any technical malfunction, computer error or loss of data or other injury, damage or disruption to advertisements or web sites or the service.
13. Advertiser shall at all times defend, indemnify and hold harmless Publisher and its officers, directors, shareholders, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors, and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses arising out of or related to the content of Advertiser's advertisements served by the Publisher pursuant to this Agreement and/or any materials to which users can link through those advertisements.

Advertiser's Initials: _____

Date: ____/____/____