

# GUIDE TO VIRGINIA'S CIVIL WAR

# 2012

BATTLEFIELDS & SITES

## Advertising rates & related information ADVERTISING RATE CARD NO. 24 • EFFECTIVE SEPT 1, 2011



**2011**  
Vol XIX  
★★★

**INFO BY REGION**

Central Virginia 3-13  
Tidewater 15-19  
Valley & Mountains 22-29  
Southside 30-32  
Northern Virginia 33-37

**CALENDAR**

Summer Events Highlights 14

**- DRIVING TOURS -**

Overland Campaign 12-13  
Peninsula Campaign 15  
Lee's Retreat 32

**ON THE WEB**

www.CivilWarTraveler.com/EASTVA

GUIDE TO  
**VIRGINIA'S CIVIL WAR**  
BATTLEFIELDS & SITES  
150 YEARS AGO

**FIASCO on the POTOMAC**  
The Battle of Ball's Bluff

By James A. Morgan, III

**Battered and disorganized,** the Union and Confederate armies kept their distance from each other in the weeks following the July 21, 1861, Battle of First Manassas.

The Union army used the Potomac River as a kind of defensive moat while the Confederates established a line behind Ball Run and the Occoquin River. Some 25-30 miles separated the main bodies of the armies although the Confederates maintained small forces close to the Union lines to observe their activities and movements.

One of these detachments, 2,200 men commanded by Confederate Col. Nathan "Shanks" Evans, was posted at Leesburg, watching the Potomac crossing points for several miles upriver and downstream from the town. The considerably larger Union force on the other side had the same relatively passive assignment.

In October, however, Evans



**Death of Col. "Shanks" Evans** on the Ball's Bluff battlefield became concerned about a possible Federal attempt to envelop his small force. Gen. Charles P. Stone's Federals on the other side of the river were greatly reinforced early that month and soon numbered some 12,000 men. Another 12,000 Union soldiers were camped in nearby Leesburg.

Langley assumed the same time, pouring 24,000 enemy troops within fairly easy striking distance of Evans's small Southern command at Leesburg.

When skirmishing broke out upriver at Hagers Ferry Oct. 15-16, Evans seems to have believed that the envelopment he

feared was about to begin. As a result, he abandoned Leesburg on Oct. 17. Hearing of this retreat, Gen. George McClellan, now in command of all Union forces, ordered Gen. George McClellan's division, then at Langley, to probe westward toward Leesburg.

PLEASE TURN TO PAGE 2

**Ball's Bluff 150th anniversary events**

**A** reenactment on the historic battlefield highlights a weekend commemoration of the Battle of Ball's Bluff Oct. 22-23. Other activities include a living history camp at nearby Moore's Park and a visit by the HistoryMobile traveling exhibit.

The Ball's Bluff reenactment is set for 2 pm Saturday at the Ball's Bluff Battlefield Regional Park, just off Route 15 near Leesburg. Visitors are advised to arrive early at Moore's Park to take in the living history camps and grab a ride to the reenactment via shuttle buses. General admission tickets are \$5 and are available online only. Organizers have limited attendance to 3,000 spectators.

Sunday's activities include more living history at Moore's Park and a reenactment of the Battle of Dranesville.

For ticket sales, the complete schedule, directions, a history and much more, see [www.150ballbluff.com](http://www.150ballbluff.com).

Map of Virginia, pages 20-21



Quantity: 80,000

Schedule: One edition published late February.

Distribution: Throughout 2012. Mailed by the Virginia Tourism Corp to those requesting Civil War travel information and distributed on a limited basis to battlefields, museums and Civil War sites throughout the state.

Advertising Deadlines: Jan. 15, 2012 (space reservation)  
Feb. 1, 2012 (materials)

**WEB TILES ON CIVILWARTRAVELER.COM** Size: 120x172 pixels  
\$50 per month per page. Details: [CivilWarTraveler.com/adrates](http://CivilWarTraveler.com/adrates)

**Full Page**  
57 x 66 picas

<b>\$3,500</b>	57 x 66 picas 9.5" x 11"
----------------	-----------------------------

**1/2 Page**  
H – 57 x 32 picas      V – 28 x 66 picas

<b>\$2,000</b>	28 x 66 picas 4.67" x 11"
9.5" x 5.33"	

**1/4 Page**  
H – 57 x 15 picas      V – 28 x 32 picas

<b>\$1,200</b>	28 x 32 picas 4.67" x 5.33"
9.5" x 2.5"	

**1/8 Page**  
H – 28 x 15 picas      V – 13.5 x 32 picas

<b>\$800</b>	2.25" x 5.33"
4.67" x 2.5"	
28 x 15 picas	

# Page One History Publications

PO Box 4232 • Richmond Va 23220  
Phone 804-399-5737  
Email dpierce@civilwartraveler.com

www.CivilWarTraveler.com

Editor & publisher	Don Pierce	804-399-5737	dpierce@civilwartraveler.com
Associate publisher / web & design	Norma Pierce	804-403-1221	npierce@civilwartraveler.com

## Mechanical information

The tabloid publications are printed on newsprint with an 85-line screen; designers should allow for 25–30 percent dotgain. The image area is 9.5 inches wide by 11 inches deep, including folios. For best results, use measurements in picas: 57 picas wide by 66 picas deep. The format is four columns, each 13.5 picas wide, with a 1-pica margin between columns. Bleeds beyond the image area are not available.

## Advertising policy

Page One History Publications welcomes paid advertisements but reserves the right to reject an advertisement or terminate an advertising contract for any reason. Additional terms of business:

### Contracts:

Advertisers agree to pay for the contracted space plus any necessary production charges. The advertiser is further obligated to provide Page One Publications with suitable advertising materials by the deadline. Page One Publications is obligated to publish the advertiser's advertising materials, provided they are suitable for adequate reproduction and within the bounds of good taste and not of a nature to put Page One Publications in jeopardy of legal action of any kind.

### Deadlines and production:

Advertisements requiring no production work can be accepted if they are received by the deadline date listed above. Advertisements that require typesetting, layout or cross-platform translation must be received at least one week earlier than the camera-ready deadline, and there will be additional charges beyond the advertising space rates to cover the cost of preparing the advertisements.

### Format preferred:

Adobe Acrobat PDF for high-resolution output by electronic transfer. Or Adobe Indesign (Macintosh) with all fonts and graphics supplied on CD or by electronic transfer. Can work with most other formats, but additional time may be required.

### Terms of payment:

Due within 30 days of invoice. A 2 percent per month FINANCE CHARGE will be added 30 days after the billing date for an annual percentage rate of 24 percent.

### Discounts:

15 percent to recognized agencies.

### Ink colors:

Four-color process printing is available on all pages.

E-news from CivilWarTraveler.com reaches 4,800 self-subscribers monthly