

The Exponent
Telegram

The BRIDGEPORT
News
The FAIRMONT
News

The Weston
Democrat

 The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWY
Life
Magazine

 THE
**STATE
JOURNAL**

**BLUE &
GOLD
NEWS**
BLUEGOLDNEWS.COM

**YOUR
BULLETIN BOARD**
The BUY-SELL-TRADE Weekly

 The Preston
Penny Saver

XTRA
Harrison

XTRA
Doddridge



WV News

West Virginia's News

COVERING THE STATE OF WEST VIRGINIA



West Virginia's News

2021

RATE CARD & MEDIA KIT

wvnews.com

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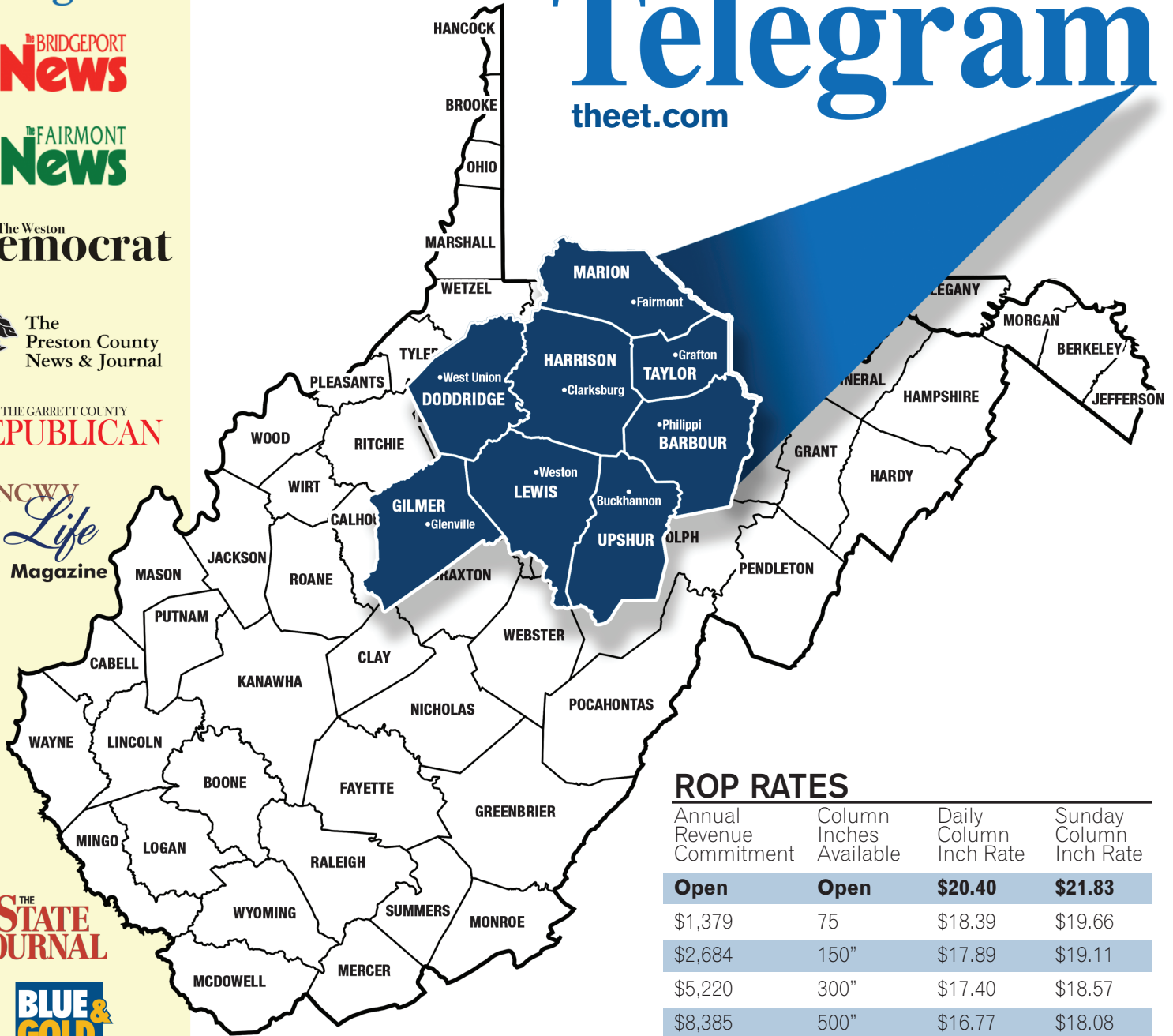
The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021

The Exponent
Telegram
theet.com



ROP RATES

Annual Revenue Commitment	Column Inches Available	Daily Column Inch Rate	Sunday Column Inch Rate
Open	Open	\$20.40	\$21.83
\$1,379	75	\$18.39	\$19.66
\$2,684	150"	\$17.89	\$19.11
\$5,220	300"	\$17.40	\$18.57
\$8,385	500"	\$16.77	\$18.08
\$12,210	750"	\$16.28	\$17.45
\$15,980	1000"	\$15.98	\$17.14
\$23,685	1500"	\$15.79	\$16.90
\$38,725	2500"	\$15.49	\$16.60
\$76,450	5000"	\$15.29	\$16.40
\$112,425	7500"	\$14.99	\$16.11
\$148,100	10,000"	\$14.81	\$15.87
\$181,250	12,500"	\$14.50	\$15.49
\$214,950	15,000"	\$14.33	\$15.29
National	\$25.68 Daily and Sunday		

Distribution

The Exponent Telegram circulates to **16,500** households on Sunday and **12,500** Tuesday through Saturday with a total audience of **50,000** among those households. Also, get ads on our website reaching over **300,000** uniques a month.

6 Days A Week Publication

Sunday, Tuesday, Wednesday, Thursday, Friday, and Saturday
Broadsheet Format

Note: Dollar Volume includes Preprint Revenue, Display Ad Revenue and Color

ROP DEPTH REQUIREMENTS

Ads with column depth of over 19 inches will be charged the full column depth of 21 inches. Ads for special tabloid sections that are over 9 inches in depth will be charged for the full column depth of 12 inches. Minimum size accepted 2 column x 1 inch.

FRONT PAGE STICK ON ADVERTISEMENTS

- High Impact Advertising
- Front Page Visibility
- Instant Recognition
- A Convenient "Keeper" As A Reminder and Call To Action

Size: 3 inch x 3 inch
 1-4 colors, Print & Insert

Call your account executive today for pricing and availability.

PRE-PRINTED INSERTS

Advertisers may choose full run for daily or Sunday distribution. If total market coverage is what you want, we can supplement our subscriber delivery with C.A.S.S. mailed delivery in our Saturday TMC products, Harrison County Xtra and Doddridge County Xtra.

Exponent Telegram Preprint Rates

Tab Size	CPM
Single Sheet.....	\$57 CPM
Up to 12 Tab	\$64 CPM
16 to 24 Tab	\$69 CPM
28 to 40 Tab	\$74 CPM
48 to 60 Tab	\$79 CPM
64+	\$84 CPM
Quantities Needed Daily	12,500
Quantities Needed Sunday	16,500*
Thanksgiving.....	20,000*

*Full Run Required

Full run distribution figures are based on average gross circulation and are more applicable than the ABC Audit figures which are based only on average paid circulation.

- a.** Preprints contracted for a twelve month period.
- b.** Placement of inserts in our products will result in credit toward fulfillment of advertiser's ROP contract covering display advertising. The amount of credit resulting from the placement of an insert will use the amount in dollars paid for the insert divided by the advertiser's contract rate in effect at the time the insert is placed.
- c.** To obtain maximum protection for your insert keep the paper size within the range of our 10.5"x11" folded newspaper.
- d.** Broadsheet preprinted advertising sections should be half folded. Tabloid size or small preprinted pieces should be flat.

e. Deliveries should be at our dock ten (10) days prior to date of distribution. Deliveries earlier than 17 days prior to the date of distribution increase the chances of damage due to excessive handling of skids.

f. The receiving department is open from 9 a.m. to 4 p.m. Monday thru Friday, 324 Hewes Avenue, Clarksburg, WV. No deliveries will be accepted by other personnel.

g. Preprinted inserts are accepted by reservation only. Quantity needed will be stated at the time of reservation.

h. For accurate identification of your skids, please display each skid with a copy of the insert on two sides of the skid and the quantity of inserts on each skid

i. Preprinted inserts will not be inserted into the paper on Monday and Saturday, except on National Holidays.

CLASSIFIED RATES

	DAILY	SUNDAY				
	\$16.27 pci	\$18.18 pci				
			One Day	3x	6x	24X
3 Lines			\$10.89	\$15.12	\$28.80	\$108.00
4 Lines			\$14.52	\$20.11	\$38.17	\$144.00
5 Lines			\$18.15	\$26.47	\$35.88	\$180.00
6 Lines			\$21.79	\$30.16	\$57.25	\$216.00
7 Lines			\$25.42	\$35.19	\$66.80	\$252.00
Per Line			\$ 3.63	\$ 1.68	\$ 1.60	\$ 1.50

NATIONAL GROSS

\$4.08 per line \$22.00 pci

Rates are consecutive days only. No refunds or credits on cancellation.

COLOR RATES ROP and Classified

Color charges do not include flap charges and "scanner" charges for full color photos and slides. Color scanner charges depend on the sizes and number of photos. Price quotations are available upon request.

COLOR CHARGE

	Open Rate	4x	8x	12x	24x
1 Color	\$175.00	\$148.00	\$140.00	\$125.00	\$100.00
2 Color	\$225.00	\$190.00	\$175.00	\$157.00	\$130.00
Full Color	\$300.00	\$255.00	\$240.00	\$210.00	\$185.00

Color separations may incur additional productions charges.

MECHANICAL SPECIFICATIONS

Offset Printing Process

ROP & CLASSIFIED ADVERTISING

Column	Inches
1 column.....	1.6458
2 column.....	3.4167
3 column.....	5.1875
4 column.....	6.9583
5 column.....	8.7292
6 column.....	10.5
Full Page.....	10.5 x 20.4
Double Truck.....	21.5 x 20.4

PREMIUM TABLOID (State Journal)

Column	Inches
1 column.....	2.3837
2 column.....	4.8993
3 column.....	7.4149
4 column.....	9.937
Full Page.....	9.937 x 12.5
Double Truck.....	20.375 x 12.5

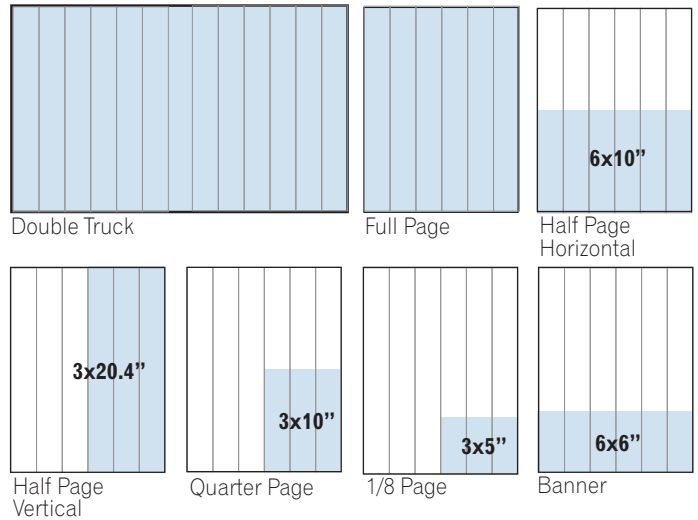
PREMIUM TABLOID (BPN, FMN, YBB)

Column	Inches
1 column.....	1.875
2 column.....	3.875
3 column.....	5.875
4 column.....	7.875
5 column.....	9.937
Full Page.....	9.937 x 12.5
Double Truck.....	20.375 x 12.5

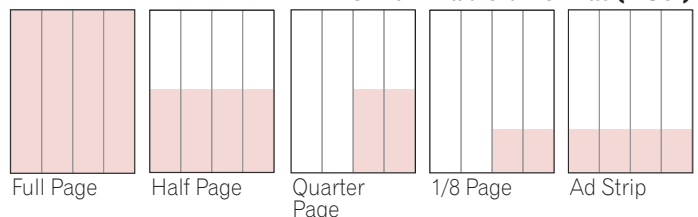
PREMIUM MODULAR TABLOID (SPECIAL SECTIONS)

Column	Inches
1 column.....	1.5521
2 column.....	3.2292
3 column.....	4.9063
4 column.....	6.5833
5 column.....	8.2604
6 column.....	9.937
Full Page.....	9.937 x 12.5
Double Truck.....	20.375 x 12.5

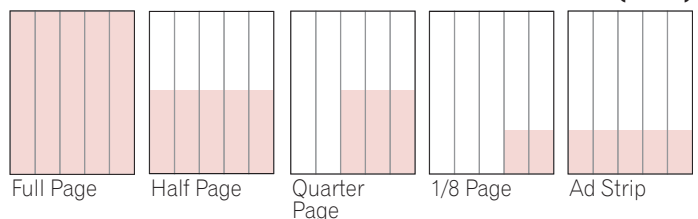
Retail & Classified - Broadsheet Format



Premium Tabloid Format (4 Col)



Premium Tabloid Format (5 Col)



DEADLINES

Exponent Telegram

Sunday
 Sunday Classified
 Sunday Real Estate
 NCWV People (E-Section)
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday

Ad Space Reservation

4pm Thursday
 4pm Thursday
 Noon Wednesday
 11am Monday
 4pm Friday
 4pm Monday
 4pm Tuesday
 4pm Wednesday
 2pm Thursday

Ad Copy Approval

3pm Friday
 3pm Friday
 3pm Friday
 3pm Tuesday
 3pm Monday
 3pm Tuesday
 3pm Wednesday
 3pm Thursday
 3pm Friday

Edition

State Journal
 Weston Democrat
 Bridgeport News
 Fairmont News
 Preston Journal
 Preston News
 Blue and Gold News
 Garrett Co. Republican
 Your Bulletin Board

Ad Space Reservation

5pm Tuesday
 10am Friday
 Noon Monday
 3pm Friday
 Noon Friday
 3pm Wednesday
 5pm Wednesday
 5pm Monday
 5pm Tuesday

Ad Copy Approval

3pm Thursday
 Noon Friday
 3pm Tuesday
 3pm Tuesday
 Noon Monday
 Noon Thursday
 3pm Friday
 3pm Wednesday
 3pm Wednesday

The Exponent
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The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021

The BRIDGEPORT
News

bridgeportwvnews.com



ADVERTISING RATES

Open Rate	\$8.00 per column inch
Pick-Up Rate	\$2.75 per column inch
Full Color	\$50
Pre-Print Rate	\$200.00 flat rate

DEADLINES

Ad Space Reservation	Ad Copy Approval
Noon Monday	3pm Tuesday

Distribution

The Bridgeport News reaches 3,000 households each week with an audience of more than 7,500. This sought after neighborhood in Harrison County has the best school district in the state of West Virginia and an average household income of more than \$70,000. Also, get ads on our website reaching over 10,000 uniques a month.

Wednesday Publication
50x Weekly
Premium Tab Format

A sample page from The Bridgeport News dated February 14, 2018. The main headline is 'Ag On The Move visits Simpson Elementary to provide lessons about agriculture' by Victoria L. Coan. The article describes a visit by a group called 'Ag On The Move' to Simpson Elementary School. The group, led by Doreen Coffer, aims to promote agriculture and give children inside and outside lessons. The article includes a photo of children in a classroom working in pairs to conduct experiments together. Other elements on the page include a 'MATCH' section, a 'FOCUS' section about Liberty's Devin Barbee, and a 'SPORTS' section about Benson Bassell. There are also advertisements for 'Attention Current Exponent Telegram Subscribers' and 'Blue & Gold News'.

A sample page from BRIDGEPORT Sports, dated Friday, February 14, 2018. The headline is 'Be grapplers win 3 regional titles'. The article reports that South Harrison's Devin Barbee won a 52-kilogram title at the final over Region Central's Devin Barbee. Another article mentions Benson Bassell qualified for the state tournament with a fourth-place finish. There are photos of athletes and a small photo of a person in a uniform. The page also includes a 'MATCH' section and a 'FOCUS' section.

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The Exponent
Telegram

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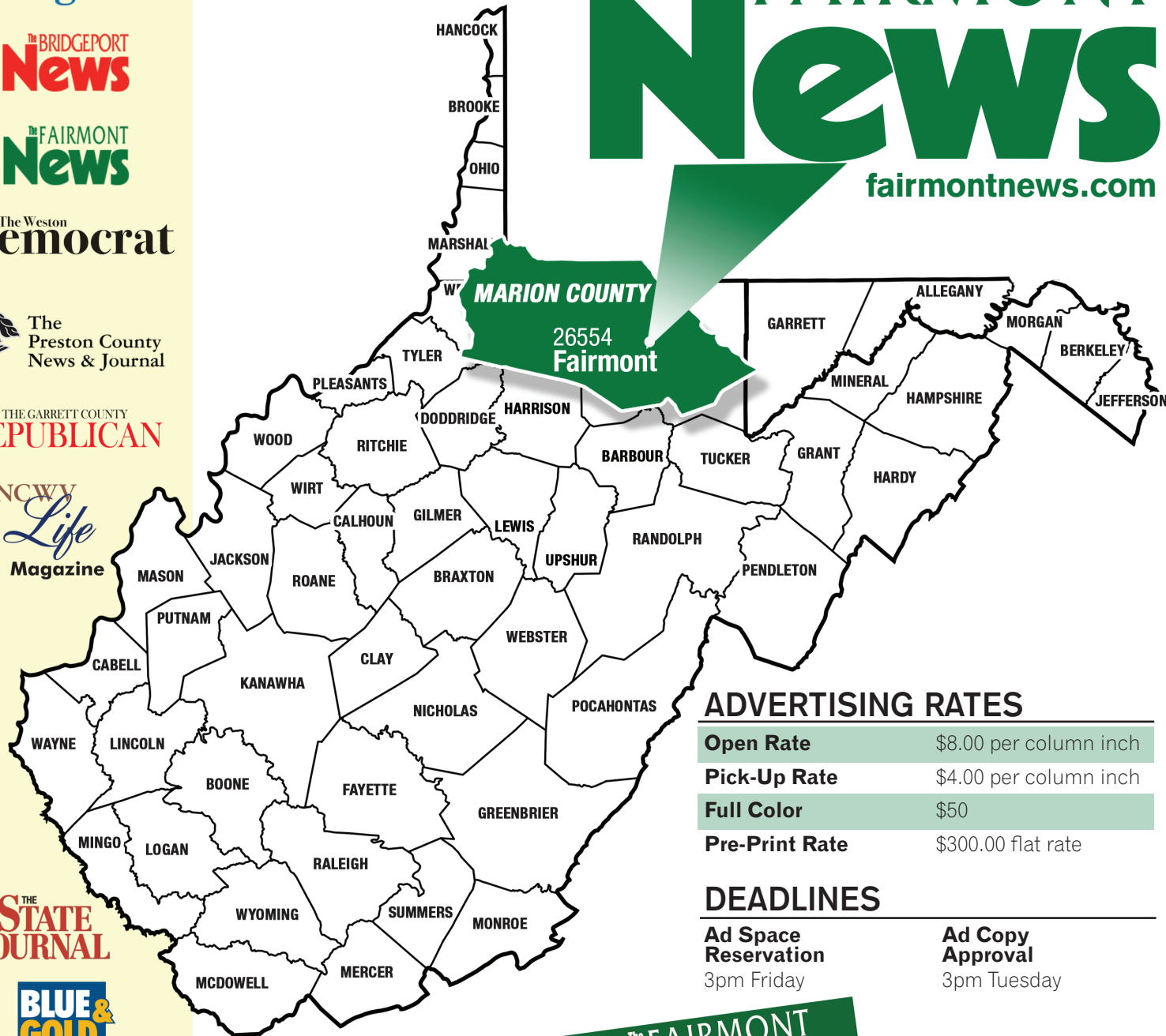
Harrison
XTRA

Doddridge
XTRA

2021

The FAIRMONT
NEWS

fairmontnews.com



ADVERTISING RATES

Open Rate	\$8.00 per column inch
Pick-Up Rate	\$4.00 per column inch
Full Color	\$50
Pre-Print Rate	\$300.00 flat rate

DEADLINES

Ad Space Reservation	3pm Friday
Ad Copy Approval	3pm Tuesday

Distribution

The Fairmont News circulates to 6,700 households in Marion County every Wednesday with an audience of over 15,000. Also, get ads on our website reaching over 20,000 uniques a month.

Wednesday Publication
50x Weekly
Premium Tab Format

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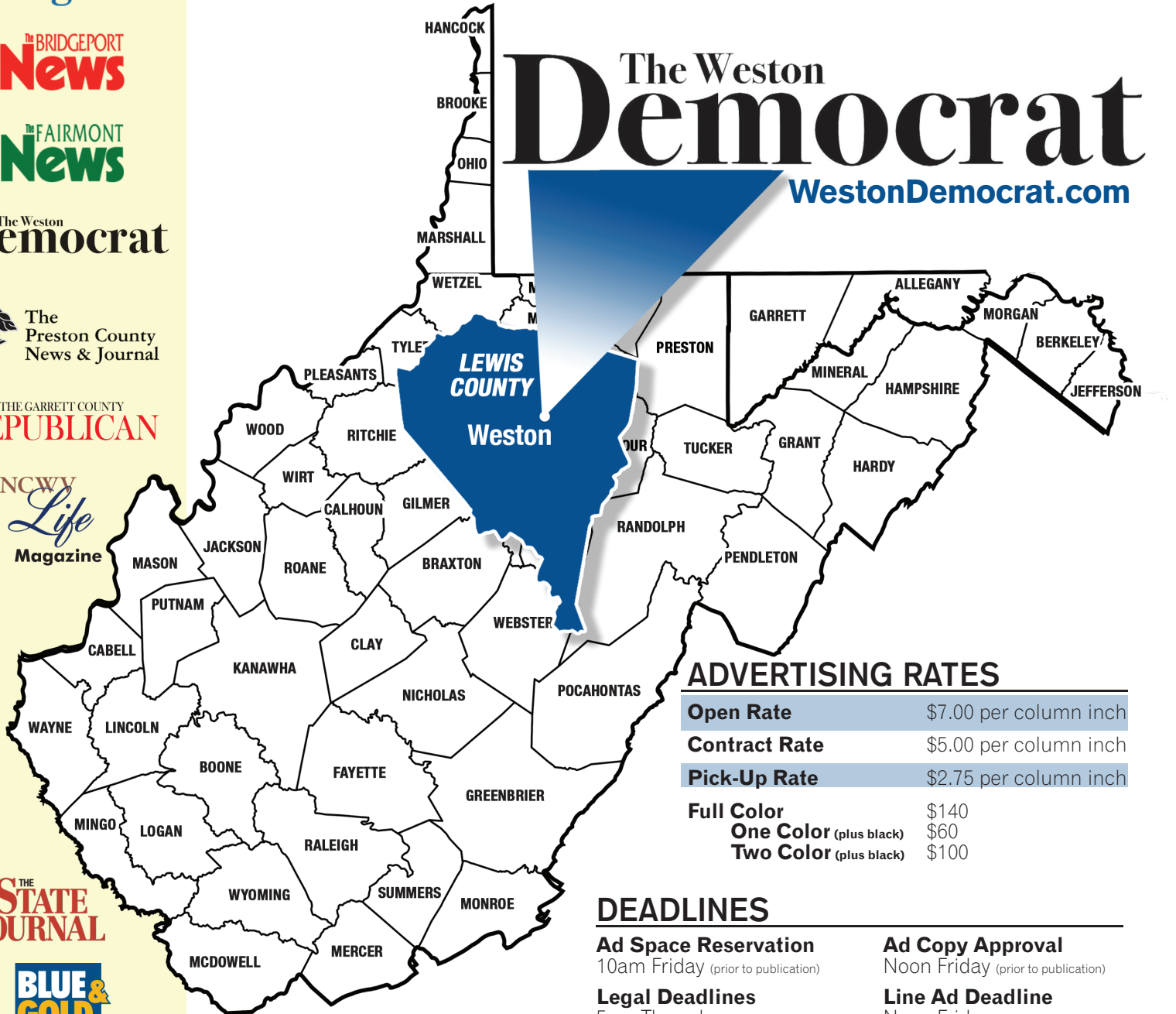
Harrison
XTRA

Doddridge
XTRA

2021

The Weston Democrat

WestonDemocrat.com



ADVERTISING RATES

Open Rate	\$7.00 per column inch
Contract Rate	\$5.00 per column inch
Pick-Up Rate	\$2.75 per column inch
Full Color	\$140
One Color (plus black)	\$60
Two Color (plus black)	\$100

DEADLINES

Ad Space Reservation	10am Friday (prior to publication)
Ad Copy Approval	Noon Friday (prior to publication)
Legal Deadlines	5pm Thursday (prior to publication)
Line Ad Deadline	Noon Friday (prior to publication)

INSERT RATES

Single Sheet (up to 4 pages)	\$55 cpm
4 Full or 8 Tab pages	\$60 cpm
6 Full or 12 Tab pages	\$65 cpm
8 Full or 16 Tab pages	\$70 cpm
10 Full or 20 Tab pages	\$75 cpm
12 Full or 24 Tab pages	\$80 cpm

Distribution

The Weston Democrat circulates to 5,800 households in Lewis County with an audience of more than 15,370. Also, get ads on our website reaching over 29,000 uniques a month.

Wednesday Publication
52x Weekly
Broadsheet Format



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THE BUY-SELL-TRADE Weekly

The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021



The
PRESTON COUNTY
News & Journal

prestonnj.com



Distribution

The Preston News and Journal circulates to 4,000 households on Tuesdays and Fridays with total audience of over 10,000 each of those days. Also, get ads on our website reaching over 30,000 uniques a month. For an up-to-date distribution by zip codes, please contact your advertising representative.

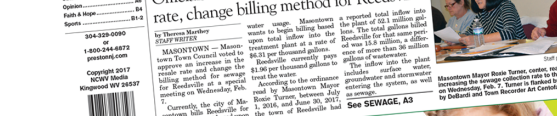
The Preston Journal
Tuesday Publication

50x Weekly • Broadsheet Format

The Preston News
Friday Publication

50x Weekly • Broadsheet Format

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ONLINE POLL
Do you think the...
Get FREE Premium...
ON THE WEB
FIND US ON
INDEX

384-329-0990
1-800-244-6272
prestonnj.com
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WV News
Kingwood #01-2018

208 West Main Street • P.O. Box 587 • Kingwood, WV 26537
 (304) 329-0090 • (800) 244-6872 • Fax (304) 329-2450
prestonnj.com



General Manager

Dave Boden..... 304-288-5078
 dboden@prestonnj.com

ADVERTISING RATES

All Rates Per Column Inch (pci)

1-5 Inches	\$5.50 pci
6-20 Inches	\$5.00 pci
21-45 Inches	\$4.75 pci
46-70 Inches	\$4.50 pci
71-95 Inches	\$4.40 pci
96-129 Inches	\$4.30 pci
Full Color	\$50

Contract Rates

The advertiser agrees to run at least the minimum of number of inches indicated every month for one year.

33 inches per year	\$4.25 pci
60 inches per year	\$4.20 pci
84 inches per year	\$4.15 pci
129 inches per year	\$4.00 pci

Pre-Print Rates

Rates are cost per thousand Inserts (cpm)

1-5 inserts per year	\$75.00 cpm
6-12 inserts per year	\$70.00 cpm
More than 12 per year	\$60.00 cpm
Single Sheet	\$47.00 cpm

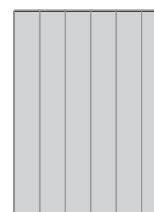
MECHANICAL SPECIFICATIONS

Retail and Classified Advertising

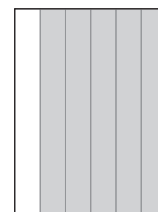
Column	Inches	Column	Inches
1 column.....	1.6458	5 column.....	8.7292
2 column.....	3.4167	6 column.....	10.5
3 column.....	5.1875	Full Page.....	10.5 x 20.4
4 column.....	6.9583	Double Truck.....	21.5 x 20.4



Double Truck



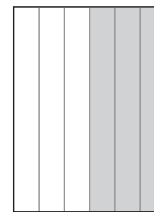
Full Page



5 column



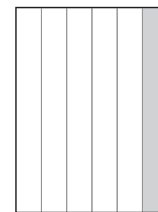
4 column



3 column



2 column



1 column

DEADLINES

The Preston Journal

Ad Space Reservation
 Noon Friday

Ad Copy Approval
 Noon Monday

The Preston News

Ad Space Reservation
 3pm Wednesday

Ad Copy Approval
 Noon Thursday



ADVERTISING RATES

Full Page - Color	\$774.00
Half Page - Color	\$360.00
Quarter Page - B&W	\$180.00
3x5 B&W	\$90.00
2x5 B&W	\$60.00
Open per column inch	\$ 6.00

DEADLINES

Ad Space Reservation 3pm Friday
Ad Copy Approval 3pm Friday
 Week prior to publication date

Distribution

The Preston County Penny Saver circulates to **13,500** households in and around Preston County and are saturated mailed to every household, with over **30,000** audience on Saturday. This is a total market product. This publication contains preprinted inserts as well as display advertising. For an up-to-date distribution by zip codes, please contact your advertising representative.

Saturday In-Home Delivery
 52x Weekly
 Broadsheet Format

The Exponent
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Harrison XTRA

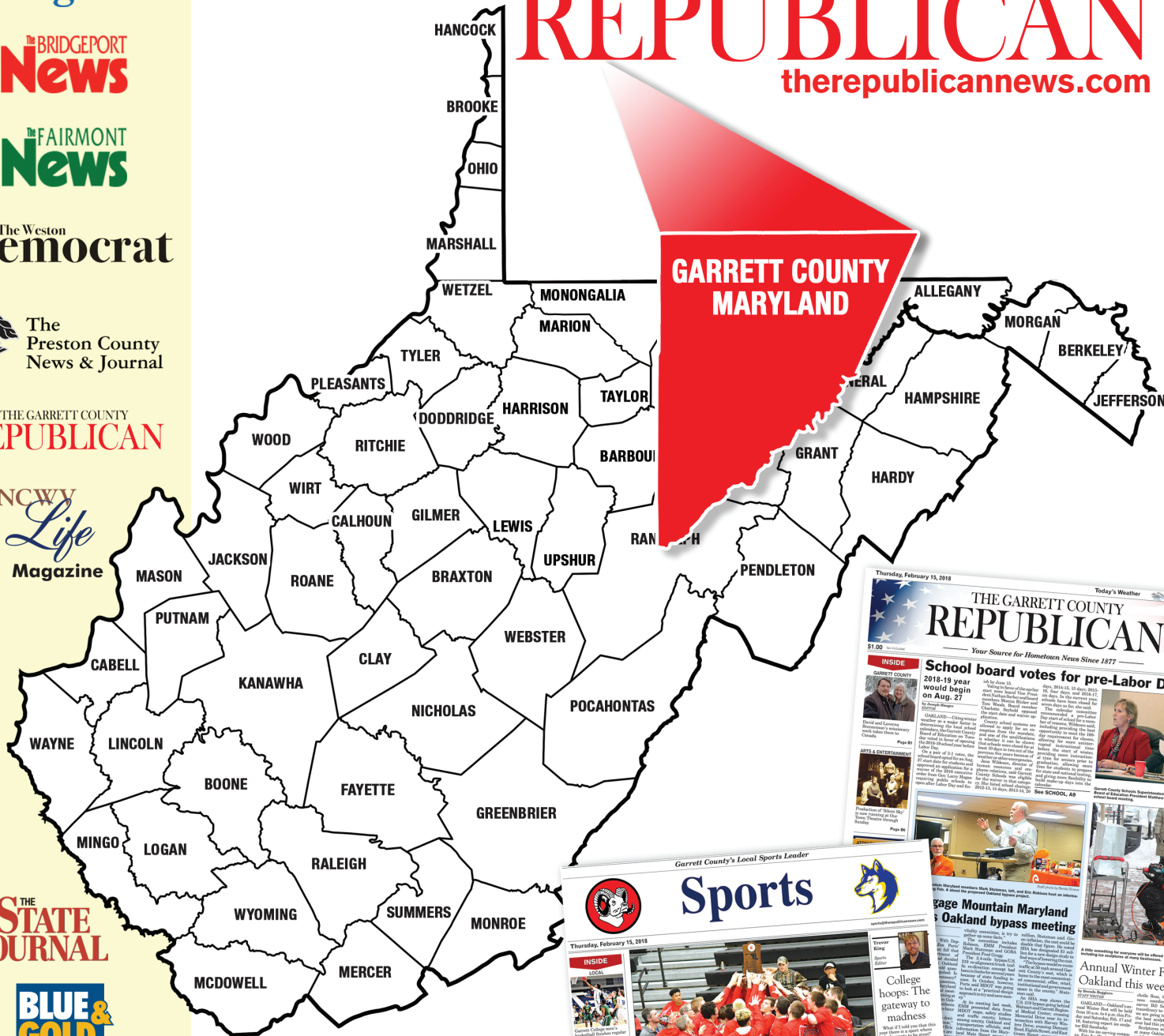
Doddridge XTRA

2021

THE GARRETT COUNTY

REPUBLICAN

therepublicannews.com



Distribution
The Garrett County Republican circulates 7,500 on Thursdays with total audience of over 15,000 each of those days in Garrett County, MD and Deep Creek Lake areas. Also, get ads on our website reaching over 10,000 uniques a month.

Thursday Publication
52x Weekly
Broadsheet Format

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General Manager

Dave Boden.....301-334-3963
 dboden@wvnews.com

ADVERTISING RATES

All Rates Per Column Inch (pci)

Open Rate	\$6.00 pci
Full Color	\$1.80 pci
Spot Color	\$1.20 pci

Retail advertisements created by The Garrett County Republican are the property of The Garrett County Republican and will be released to other publications at the advertisers request and only after publication.

Display Frequency Rates

1x	FULL RATE
2x	5%
3x	10%

Pay full price for the first published ad, receive the above pick-up discounts for ads published consecutively for up to 4 weeks. No copy or size changes permitted for frequency rates.

Classified Display Rates

Open Rate	\$6.50 pci
Full Color	\$2.00 pci
Spot Color	\$1.40 pci

Public Auctions & Notices \$7.50 pci
Classified Line Rate Minimum \$6.30

*Minimum 30 words or less.
 Additional 21¢ per word after minimum the first week.
 For additional weeks, 18¢ per word.*

ROP DEPTH REQUIREMENTS

Ads with column depth of over 19 inches will be charged the full column depth of 21 inches. Ads for special tabloid sections that are over 9 inches in depth will be charged for the full column depth of 12 inches. Minimum size accepted 2 column x 1 inch.

PRE-PRINTED INSERTS

Rates are cost per thousand Inserts (cpm)

Up to 4 pages	\$50.00 cpm
6 pages	\$52.00 cpm
8 pages	\$55.00 cpm
10 pages	\$45.00 cpm
12 pages	\$60.00 cpm
14-16 pages	\$65.00 cpm

***For specifications and delivery details of pre-prints, please refer to page 7.*

MECHANICAL SPECIFICATIONS

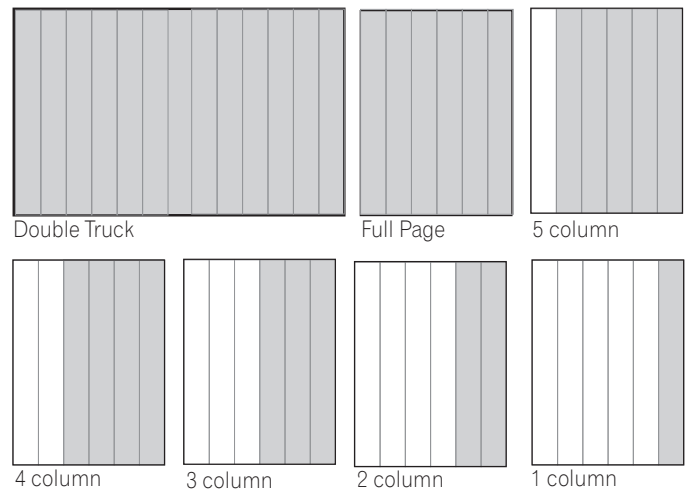
Offset Printing Process

Retail and Classified Advertising

Column	Inches
1 column.....	1.6458
2 column.....	3.4167
3 column.....	5.1875
4 column.....	6.9583
5 column.....	8.7292
6 column.....	10.5

Full Page 10.5 x 20.4
 Double Truck 21.5 x 20.4

Retail and Classified - Broadsheet Format



DEADLINES

Ad Space Reservation
 5pm Monday

Ad Copy Approval
 3pm Wednesday

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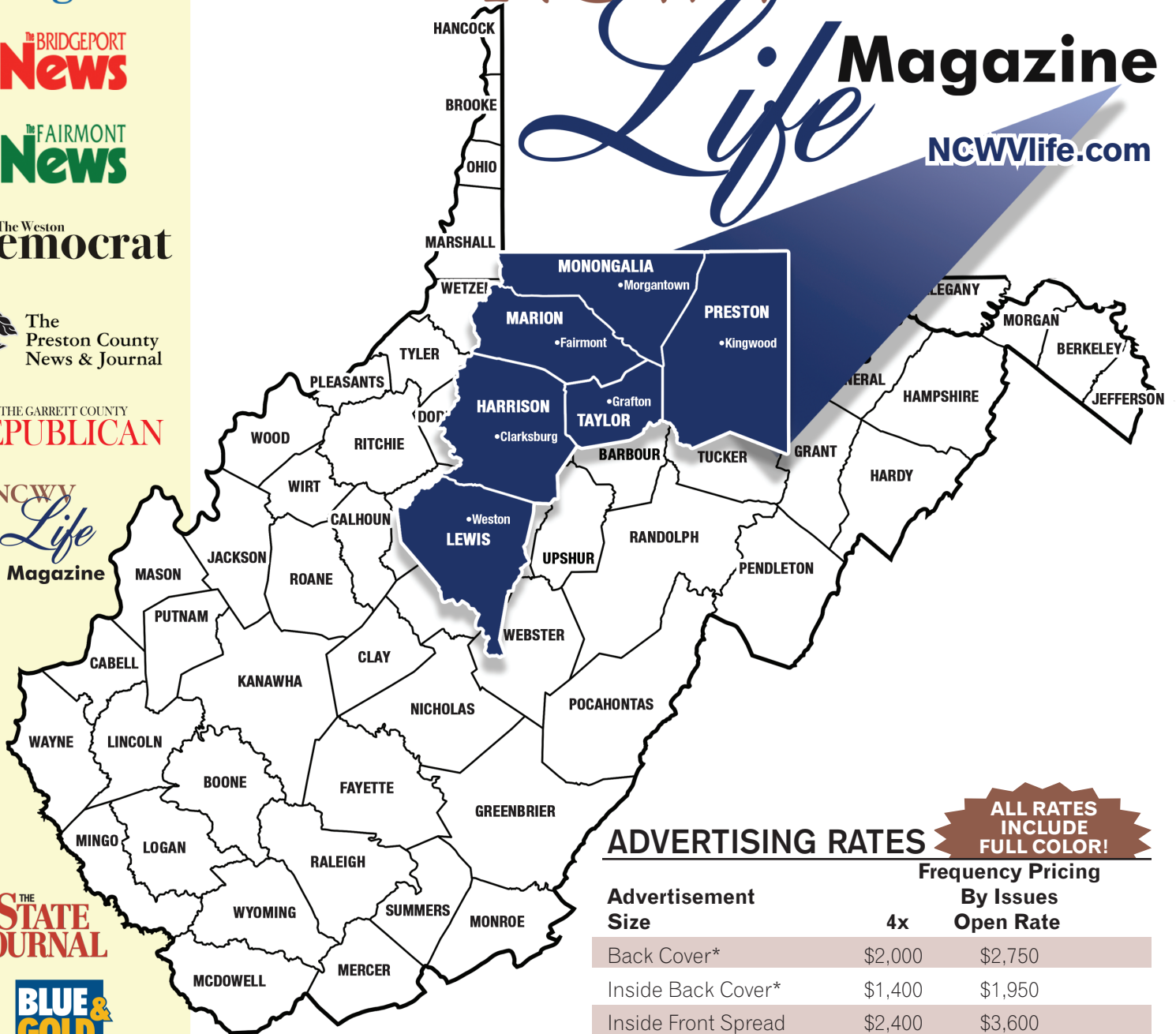
The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021 **NCWV**

Life **Magazine**
NCWVlife.com



ADVERTISING RATES

ALL RATES INCLUDE FULL COLOR!

Advertisement Size	Frequency Pricing	
	4x	By Issues Open Rate
Back Cover*	\$2,000	\$2,750
Inside Back Cover*	\$1,400	\$1,950
Inside Front Spread	\$2,400	\$3,600
Center-Spread*	\$2,400	\$3,600
Full Page*	\$1,200	\$1,800
1/2 Page Vertical	\$ 700	\$ 975
1/2 Page Horizontal	\$ 700	\$ 975
1/4 Page Vertical	\$ 500	\$ 600

Targeted Direct Mail Distribution

Each issue of the *NCWV Life Magazine* will be distributed via multiple channels. The primary method will be **over 12,000** copies that are direct mailed to targeted household with \$125k+ annual household income. In addition, we will utilize carrier delivery in high density, high-income neighborhoods in Bridgeport and Clarksburg.

Quarterly Publication
8.5x11 Hi-Gloss Magazine

Please Note: *Allow 1/4" area for bleed cut. Please do not run copy to the edges of the page.

**Ad pricing is per issue.

***Camera-Ready art will be accepted in PDF or JPEG format only with output resolution of 350 dpi and CMYK color.

****Agency discount of 15% allowed when payment is received.

UPSCALE TARGETED AUDIENCE

NCWV Life Magazine is targeted for the upscale \$125k+ annual household income consumers who appreciate the finer things in life and seek out the best in products and services to compliment their lifestyle. Our readers are the "Movers & Shakers" and two-income professionals that have the disposable income to buy what they want, when they want it.

DEADLINES

Issue

Q1 Spring 2021

Q2 Summer 2021

Q3 Fall 2021

Q4 Winter 2021

Publishing Date

March 8, 2021

June 7, 2021

September 6, 2021

December 6, 2021

Advertising Deadline

February 9, 2021

May 10, 2021

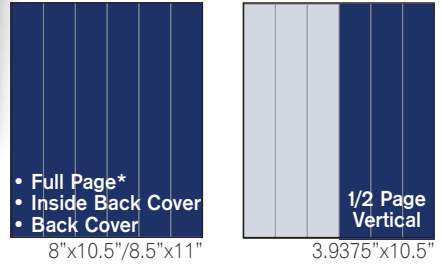
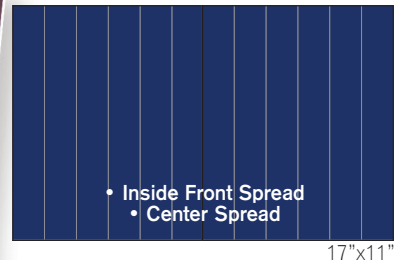
August 9, 2021

November 8, 2021

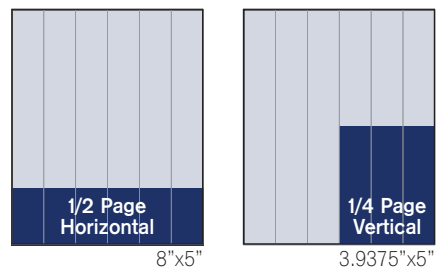
NCWV Life Magazine

MECHANICAL SPECIFICATIONS

Back Cover	8.5"x11"
Inside Back Cover	8.5"x11"
Inside Front Spread	17"x11"
Center Spread	17"x11"
Full Page	8"x10.5" (border) 8.5"x11" (cut) 8.75"x11.25" (bleed)
1/2 Page Vertical	3.9375"x10.5"
1/2 Page Horizontal	8"x5"
1/4 Page Vertical	3.9375"x5"



*Full Page with white border: 8"x10.5"
*Full Page with bleed: 8.5"x11" / 9"x11.5"
Safe area: 8"x10.5"
Bleed cut: 8.5"x11"
Full bleed: 9"x11.5"



The Exponent
Telegram

The BRIDGEPORT
News

The FAIRMONT
News

The Weston
Democrat

The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWV
Life
Magazine

THE
**STATE
JOURNAL**

**BLUE &
GOLD
NEWS**
BLUEGOLDNEWS.COM

**YOUR
BULLETIN BOARD**
The BUY-SELL-TRADE Weekly

The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021

THE
**STATE
JOURNAL**
statejournal.com



ADVERTISING RATES

Position	Size	Open Rate	12x Contract	24x Contract
Center Spread*	21"x12.5"	\$4,000	\$3,000	\$2,000
Full Page*	9.937"x12.5"	\$2,500	\$1,600	\$1,000
Island	7.5"x10"	\$1,700	\$1,150	\$ 750
1/2 Page	10"x6.25"	\$1,475	\$1,050	\$ 650
1/4 Page Square	5"x6.25"	\$ 850	\$ 600	\$ 400
1/4 Page Banner	9.937"x3.5"	\$ 8500	\$ 600	\$ 400
1/8 Page	5"x3.5"	\$ 550	\$ 350	\$ 250

Full Color \$50

*Full Color included (no charge)

Distribution

The State Journal is the only product in West Virginia that covers business, law, legislature, tourism, energy, and much more. **12,000 distribution** to local leaders and business folks in West Virginia. Also, get ads on our website reaching over **90,000 uniques** a month.

Monday Publication

24x Annually (2x per month)
Premium Tab format

GLOSSY PUBLICATIONS

Position	Size	Rate
Center Spread	17"x11"	\$3,500
Full Page	8.5"x11"	\$2,000
1/2 Page-Vertical	3.9375"x10.5"	\$1,250
1/2 Page-Horizontal	8"x5"	\$1,250
1/4 Page-Horizontal	8"x2.5"	\$ 675

DEADLINES

Ad Space Reservation 5pm Tuesday
Ad Copy Approval 3pm Thursday

The Exponent
Telegram

THE BRIDGEPORT
News

THE FAIRMONT
News

The Weston
Democrat

The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWV
Life
Magazine

THE
STATE JOURNAL

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

YOUR BULLETIN BOARD
The BUY-SELL-TRADE Weekly

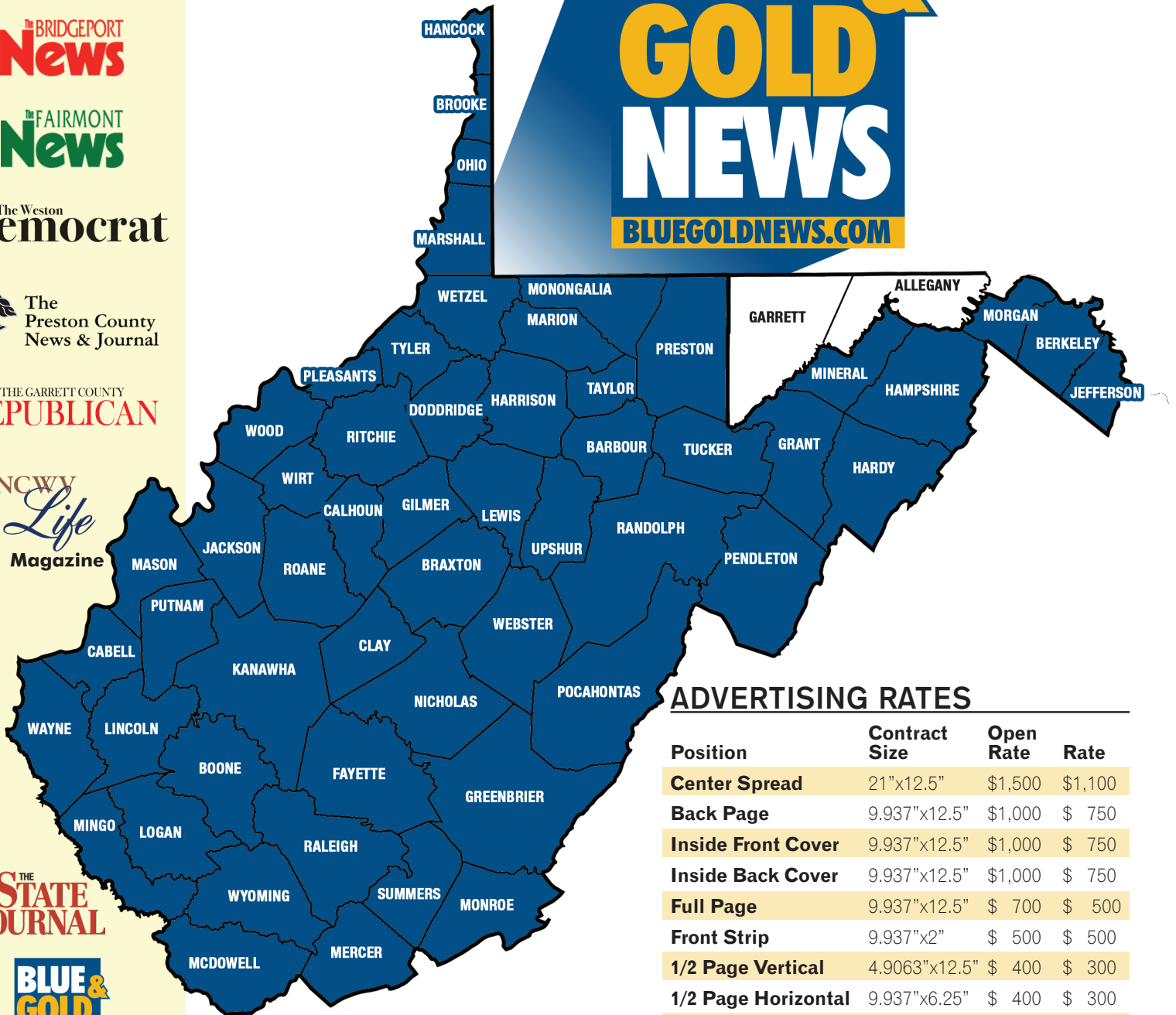
The Preston
Penny Saver

HARRISON XTRA

2021

BLUE & GOLD NEWS

BLUEGOLDNEWS.COM



ADVERTISING RATES

Position	Contract Size	Open Rate	Rate
Center Spread	21"x12.5"	\$1,500	\$1,100
Back Page	9.937"x12.5"	\$1,000	\$ 750
Inside Front Cover	9.937"x12.5"	\$1,000	\$ 750
Inside Back Cover	9.937"x12.5"	\$1,000	\$ 750
Full Page	9.937"x12.5"	\$ 700	\$ 500
Front Strip	9.937"x2"	\$ 500	\$ 500
1/2 Page Vertical	4.9063"x12.5"	\$ 400	\$ 300
1/2 Page Horizontal	9.937"x6.25"	\$ 400	\$ 300
1/4 Page Vertical	4.9063"x6.25"	\$ 250	\$ 150
Full Color		\$50	

GLOSSY PUBLICATION

Position	Size	Open Rate	4X	9X
Center Spread	17"x11"	\$2,400	\$1,800	\$1,500
Back Cover	8.5"x11"	\$2,000	\$1,500	\$1,000
Inside Front Cover	8.5"x11"	\$1,400	\$1,100	\$ 700
Full Page	8.5"x11"	\$1,200	\$ 900	\$ 600
1/2 Page Vertical	3.9375"x10.5"	\$ 700	\$ 550	\$ 350
1/2 Page Horizontal	8"x5"	\$ 700	\$ 550	\$ 350
1/4 Page Vertical	3.9375"x5"	\$ 400	\$ 300	\$ 200

Distribution

Blue Gold News has been Mountaineer fans go to source for WVU athletics for over 30 years. Print distribution at over **10,000** copies are mailed to subscribers in over 40 states with a strong concentration delivered in Morgantown, Fairmont, Clarksburg and Bridgeport. Digital only access via premium subscription is also available.

Monday Publication

26x Weekly
Tabloid format

DEADLINES

Ad Space Reservation 5pm Wednesday
Ad Copy Approval 3pm Friday

The Exponent
Telegram

BRIDGEPORT
News

FAIRMONT
News

The Weston
Democrat

The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWJ
Life
Magazine

THE
STATE JOURNAL

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

YOUR BULLETIN BOARD
The BUY-SELL-TRADE Weekly

The Preston
Penny Saver

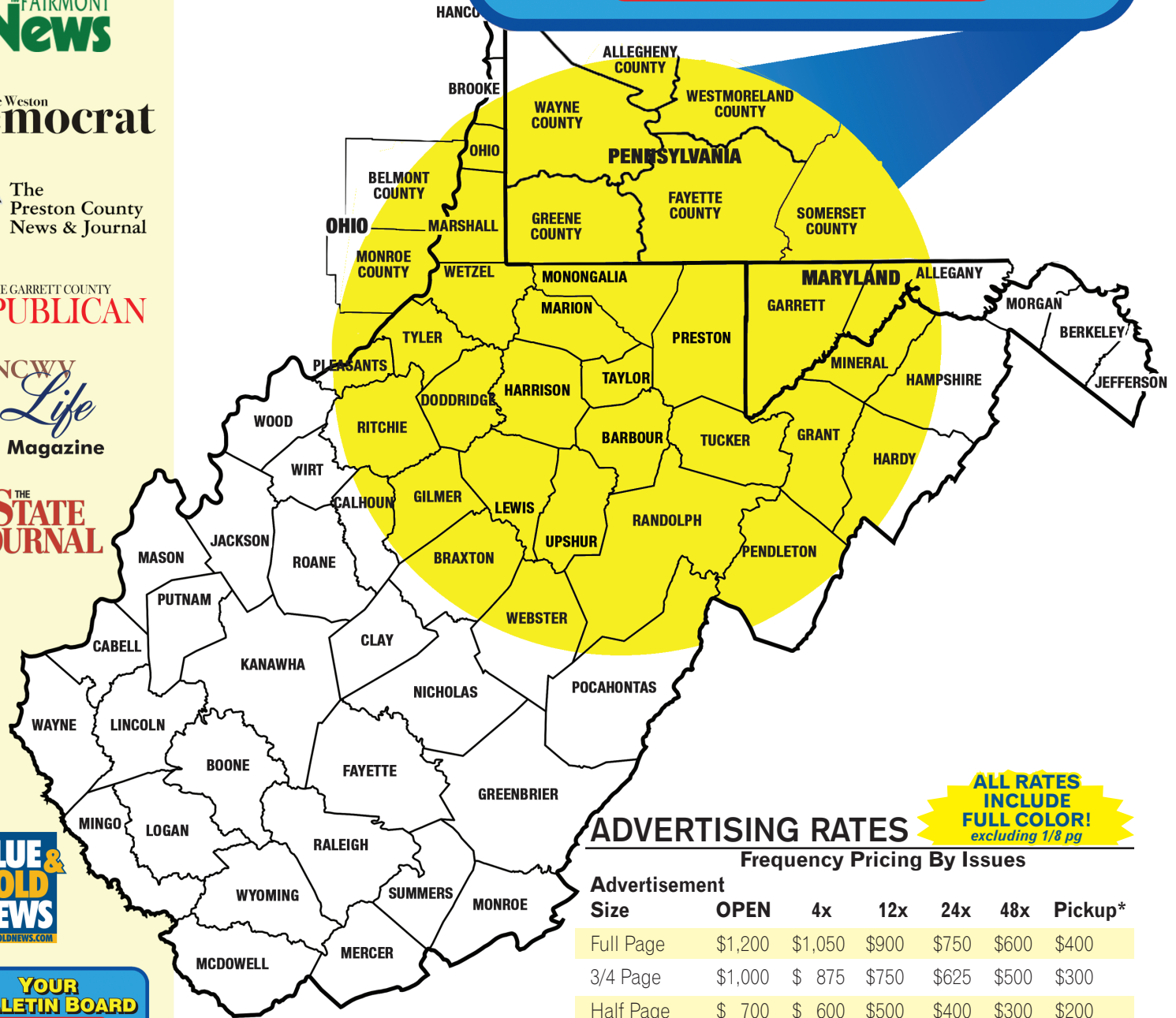
Harrison
XTRA

Doddridge
XTRA

2021

YOUR BULLETIN BOARD

ybb.com/FREEADS



ALL RATES INCLUDE FULL COLOR!
excluding 1/8 pg

ADVERTISING RATES

Frequency Pricing By Issues

Advertisement Size	OPEN	4x	12x	24x	48x	Pickup*
Full Page	\$1,200	\$1,050	\$900	\$750	\$600	\$400
3/4 Page	\$1,000	\$875	\$750	\$625	\$500	\$300
Half Page	\$700	\$600	\$500	\$400	\$300	\$200
Quarter Page	\$400	\$300	\$250	\$200	\$150	\$100
1/8 Pg BW	\$250	\$200	\$150	\$100	\$75	\$50

*Pickup rates may be sold either from or into other WV News Publications

<i>The Exponent Telegram</i>	<i>The State Journal</i>	
<i>Fairmont News</i>	<i>Bridgeport News</i>	<i>Weston Democrat</i>
<i>Preston Journal</i>	<i>Preston News</i>	<i>Penny Saver</i>
<i>Harrison Xtra</i>	<i>Doddridge Extra</i>	

MECHANICAL SPECIFICATIONS

Full Page	9.937" x 12.5"
3/4 Page	7.875" x 12.5"
1/2 Page Vertical	5.875" x 12.5"
1/2 Page Horizontal	5.875" x 6.25"
1/4 Page	3.2292" x 6.25"
1/8 Page	3.2292" x 3"

Thursday Publication

52x Weekly
Premium Tab format

The Exponent
Telegram

BRIDGEPORT
News

FAIRMONT
News

The Weston
Democrat

The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWJ
Life
Magazine

THE
STATE JOURNAL

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

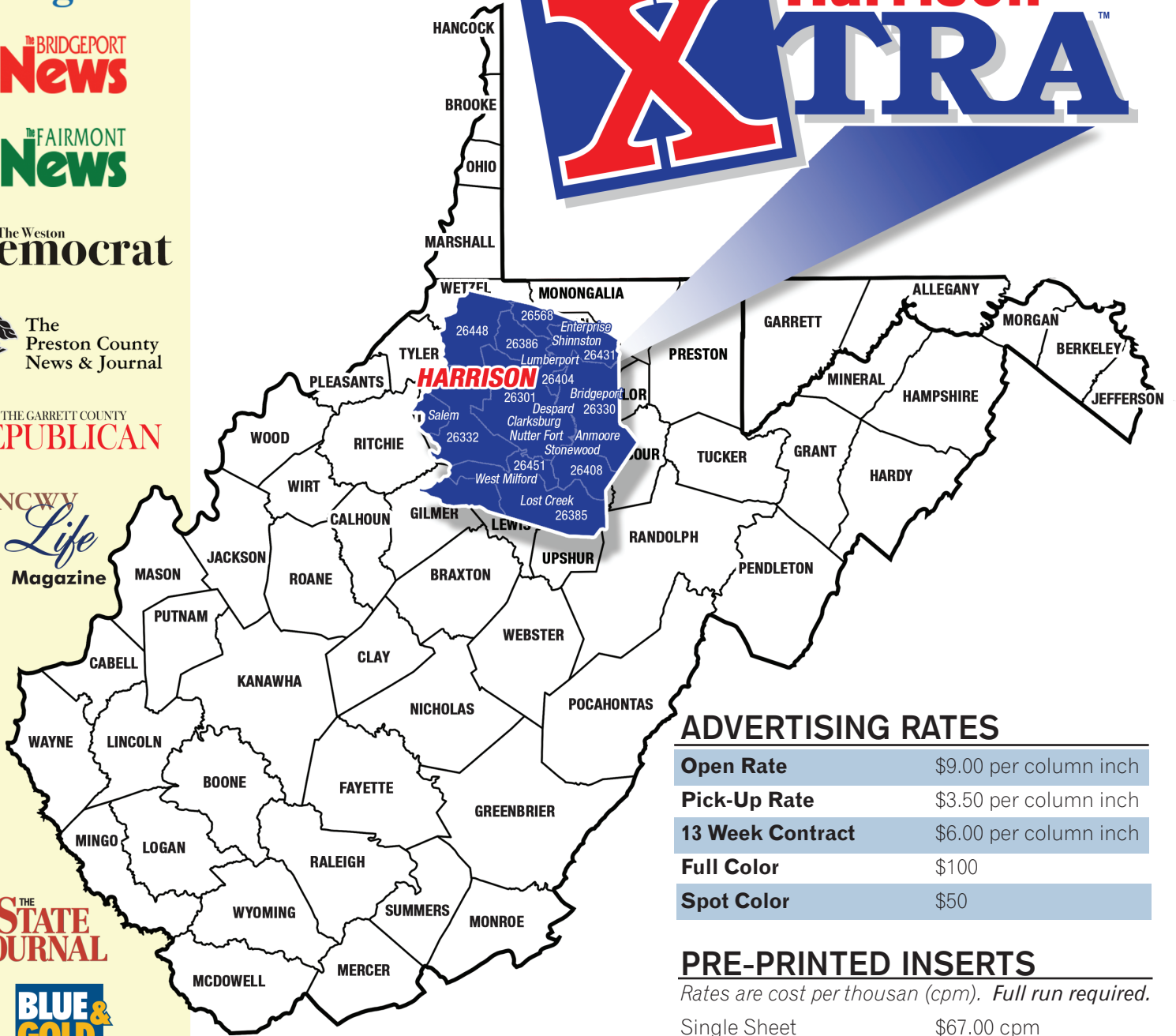
YOUR BULLETIN BOARD
The BUY-SELL-TRADE Weekly

The Preston
Penny Saver

Harrison XTRA

Doddridge XTRA

2021



Distribution

The *Harrison Xtra* circulates to **15,383** households in the Clarksburg/Bridgeport area. This publication is targeted mailed to non-subscribers and are saturated mailed to every household every Saturday, with over **33,000** total audience reach. This is a total market product. This publication contains preprinted inserts as well as display advertising. For an up-to-date distribution by zip codes, please contact your advertising representative.

Breakdown

26330	Bridgeport	3,288	26386	Lumberport	471
26301	Clarksburg	7,364	26404	Meadowbrook	191
26568	Enterprise	289	26431	Shinnston	2,594
26361	Gypsy	202	26438	Spelter	150
26366	Haywood	74	26448	Wallace	502
26339	Hepzibah	258			
				Total	15,383

Saturday In-Home Delivery

52x Weekly
Broadsheet Format

ADVERTISING RATES

Open Rate	\$9.00 per column inch
Pick-Up Rate	\$3.50 per column inch
13 Week Contract	\$6.00 per column inch
Full Color	\$100
Spot Color	\$50

PRE-PRINTED INSERTS

Rates are cost per thousand (cpm). Full run required.

Single Sheet	\$67.00 cpm
Up to 12 page Tab	\$74.00 cpm
16 to 24 page Tab	\$79.00 cpm
28 to 40 page Tab	\$84.00 cpm
48 to 60 page Tab	\$89.00 cpm
64+ pages Tab	\$94.00 cpm

**For specifications and delivery details of pre-prints, please refer to page 7.

DEADLINES

Ad Space Reservation	Ad Copy Approval
2pm Thursday Week prior to publication date	3pm Friday

The Exponent
Telegram

THE BRIDGEPORT
News

THE FAIRMONT
News

The Weston
Democrat

The
Preston County
News & Journal

THE GARRETT COUNTY
REPUBLICAN

NCWJ
Life
Magazine

THE
STATE JOURNAL

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

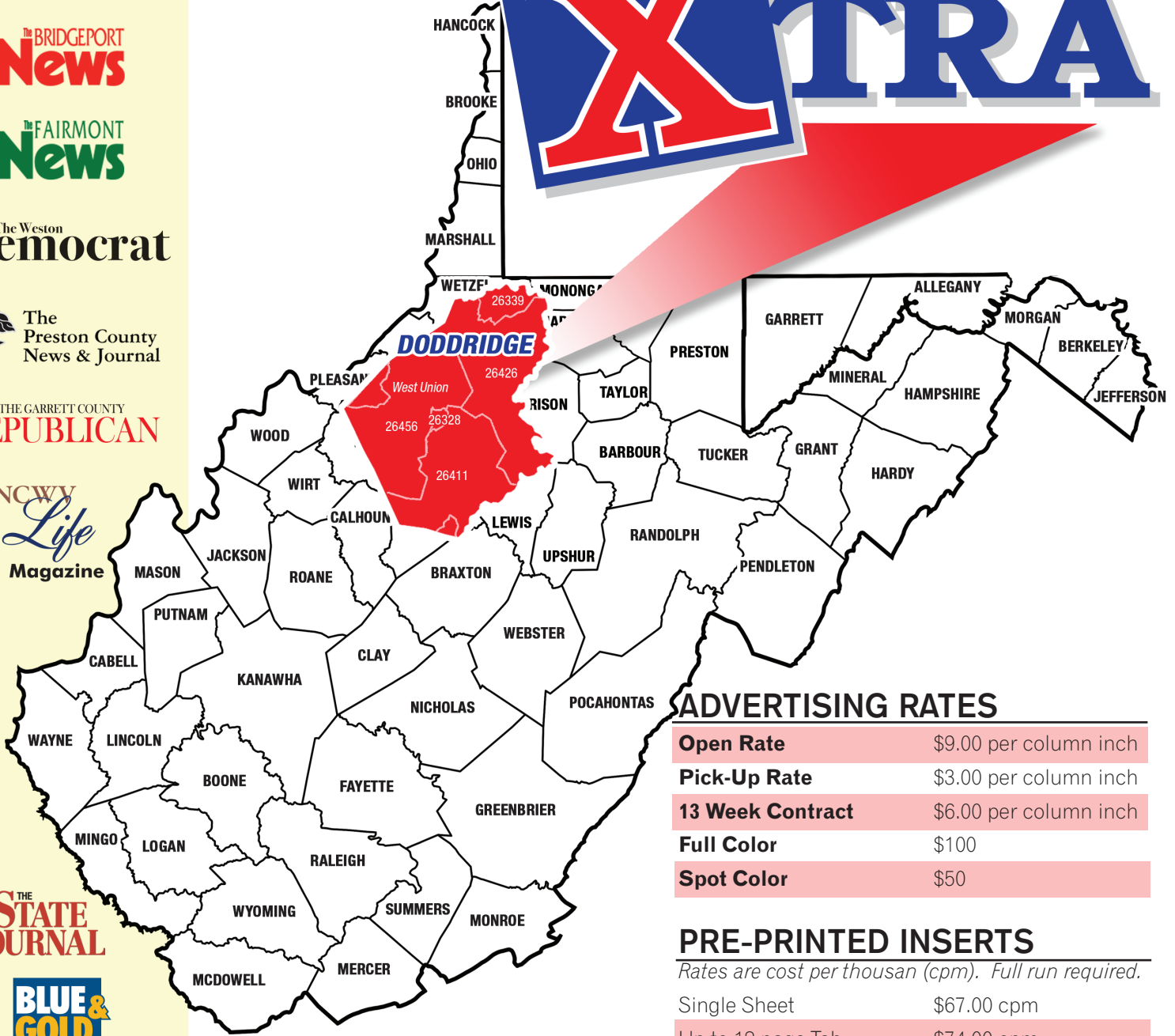
YOUR BULLETIN BOARD
The BUY-SELL-TRADE Weekly

The Preston
Penny Saver

Harrison
XTRA

Doddridge
XTRA

2021



Distribution

The *Doddridge Xtra* is targeted mailed every Saturday to **5,786** households in Doddridge County with total reach audience of over **12,000**. This is a total market product. This publication contains preprinted inserts as well as display advertising. For an up-to-date distribution by zip codes, please contact your advertising representative.

Breakdown

26411	New Milton	277	26438	Smithburg	80
26415	Pennsboro	449	26456	West Union	1,952
26426	Salem RRS	1,318			
	Salem-City	1,710			
					Total 5,786

Saturday In-Home Delivery

52x Weekly
Broadsheet Format

ADVERTISING RATES

Open Rate	\$9.00 per column inch
Pick-Up Rate	\$3.00 per column inch
13 Week Contract	\$6.00 per column inch
Full Color	\$100
Spot Color	\$50

PRE-PRINTED INSERTS

Rates are cost per thousand (cpm). Full run required.

Single Sheet	\$67.00 cpm
Up to 12 page Tab	\$74.00 cpm
16 to 24 page Tab	\$79.00 cpm
28 to 40 page Tab	\$84.00 cpm
48 to 60 page Tab	\$89.00 cpm
64+ pages Tab	\$94.00 cpm

***For specifications and delivery details of pre-prints, please refer to page 7.*

DEADLINES

Ad Space Reservation	Ad Copy Approval
2pm Thursday	3pm Friday
<i>Week prior to publication date</i>	

POLICY - GENERAL PROVISIONS

BILLING INFORMATION

a. Advertising Agency Commission

Commissionable rate for national advertising is available to any recognized advertising agency and will be billed to the advertising agency. All local rates are non-commissionable.

b. Cash Discount

No Cash discounts are allowed.

c. Accounts Without Credit

All advertising is cash with copy until credit is established. Credit is allowed upon approval of a completed credit application. All major credit cards accepted.

d. Terms For Accounts With Credit

Net 30 days from closing date of the statement. Finance charges are computed on a periodic rate of 1.5% per month, which is an annual percentage rate of 18% on any period's balance not paid within 30 days.

e. Delinquent Accounts

On advertising where credit is allowed, when any part of the account for advertising becomes delinquent, the entire amount becomes due and payable. WV News may refuse to publish further advertising of a delinquent account.

f. Contracts

Contracts are non-transferable; only advertising relating to the regular business of the contracted advertiser may be purchased under the advertiser's contract and none of the privileges of the contract may be assigned to another advertiser of business.

POLICY

a. Content/Copy

WV News reserves the right to reject any advertising with content that may be construed as defamatory, invasive of the privacy of others, fraudulent, obscene or otherwise unlawful. In submitting copy, the advertiser represents and warrants that its content is truthful, is not defamatory, is not an invasion of others and is in compliance with federal, state and local laws and regulations.

b. Liability For Error

The liability of WV News for any material error caused by WV News in an advertisement is limited to crediting to the account of the advertiser an appropriate portion of the cost of the advertisement containing the error. The portion will be determined by WV News according to the degree of the error. In no event will the credit be greater than the price of the first advertisement containing the error. Claims for such liability must be submitted to WV News within 30 days after the publication and will not be honored if copy or corrections were submitted to WV News after the deadline for submission. No adjustment of any kind normally will be made for errors that do not affect the value of the advertisement.

c. Circulation/Readership

WV News does not guarantee any given level of circulation or readership for an advertisement.

d. Limitation Of Liability

The advertiser and advertising agency must agree to indemnify and hold harmless WV News from any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities, resulting from any advertisement (including illustrations, text,

layout, positioning, etc.) published at the advertiser's request.

e. Advertisement/News Format

Advertising that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked in all caps, 12 pt. type and center at the top of the page that it is a "Paid Advertisement".

f. Position

All positions are the option of WV News. Generally, WV News will attempt to accommodate an advertiser's request for advertising position whenever possible. In no event will adjustments, reinsertions or refunds be made because of the position in which an advertisement has been published. Classified display ads may or may not appear under specific classifications due to space restrictions.

g. Failure To Insert

The liability of WV News for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

h. Composition Charges

Composition costs associated with production of an advertisement that is set but not used will be paid by the advertiser at the current composition rate of \$25.00 per hour.

i. Late Ad/Preprint Liability

WV News accepts no liability for errors in advertisements placed late by the advertiser or delivered late by a third party designated as the source of material.

j. Cancellation Requirements

Cancellations, changes of insertion dates and/or corrections must conform to published deadlines. Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication. Cancellation of "until further notice" orders must be confirmed in writing.

k. Artwork

WV News is not responsible for the return of printing material/ artwork unless a specific written request is received at the time of placement to hold such material for a period not exceeding 30 days.

l. Incorrect Rates

Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisement will be published and changed at the applicable rates at the time of publication.

m. Special Rates

WV News representatives are not authorized to make any deviations from these published rates and regulations, orally or in writing.

n. Insertion Orders

WV News accepts insertion orders from advertising agencies only according to the terms and conditions this rate card conveys. If an insertion order is submitted including conditions that are not in accordance with the rate card, WV News is not bound to adhere to them.

o. Political

POLICY - GENERAL PROVISIONS

POLICY, cont'd

All political advertising must be accompanied by cash with order and must be designated as "Paid Political Advertising," stating the name of the person authorizing its publication and candidate or candidates in whose behalf it is published. Photo I.D. is required when placing political ads.

CONTRACT and COPY REGULATIONS

- a. Contracts are not valid until signed by the Advertising Director or the Publisher.
- b. No verbal agreements are recognized.
- c. Contracts not completed will be short rated. Rebates are not given.
- d. Credits for errors in advertisements allowed for the first insertion only.
- e. It is the sole discretion of the Advertising Director whether to issue a credit or run a make good for advertisements that have run with errors due to an WV News oversight.
- f. Contracts will be accepted from an individual advertiser or may be drawn to include his/her subsidiaries but cannot include two or more different companies.
- g. WV News reserves the right to revise rates giving 30 days written notice. Such rate increases are applicable to advertising published in this rate card.
- h. All local rates are non-commissionable.



The Exponent
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(304) 626-1430 • (800) 982-6034
www.wvnews.com