

The Exponent  
**Telegram**

The Weston  
**Democrat**



The  
Preston County  
News & Journal

THE GARRETT COUNTY

**REPUBLICAN**

MINERAL  
NEWS AND TRIBUNE

THE MOUNTAIN  
STATESMAN

THE  
RECORD DELTA

The  
JACKSON  
*Star & Herald*

River Cities  
Tribune & Register

The BRIDGEPORT  
News

The FAIRMONT  
News

NCWV  
*Life*  
Magazine

THE  
STATE  
JOURNAL

The Preston  
Penny Saver

UPSHUR COUNTY  
VALUE GUIDE

BARBOUR COUNTY  
VALUE GUIDE

**BLUE &  
GOLD  
NEWS**  
BLUEGOLDNEWS.COM

Doddridge  
**XTRA**

Harrison  
**XTRA**



# WV News

West Virginia's News

COVERING  
THE STATE OF  
WEST VIRGINIA



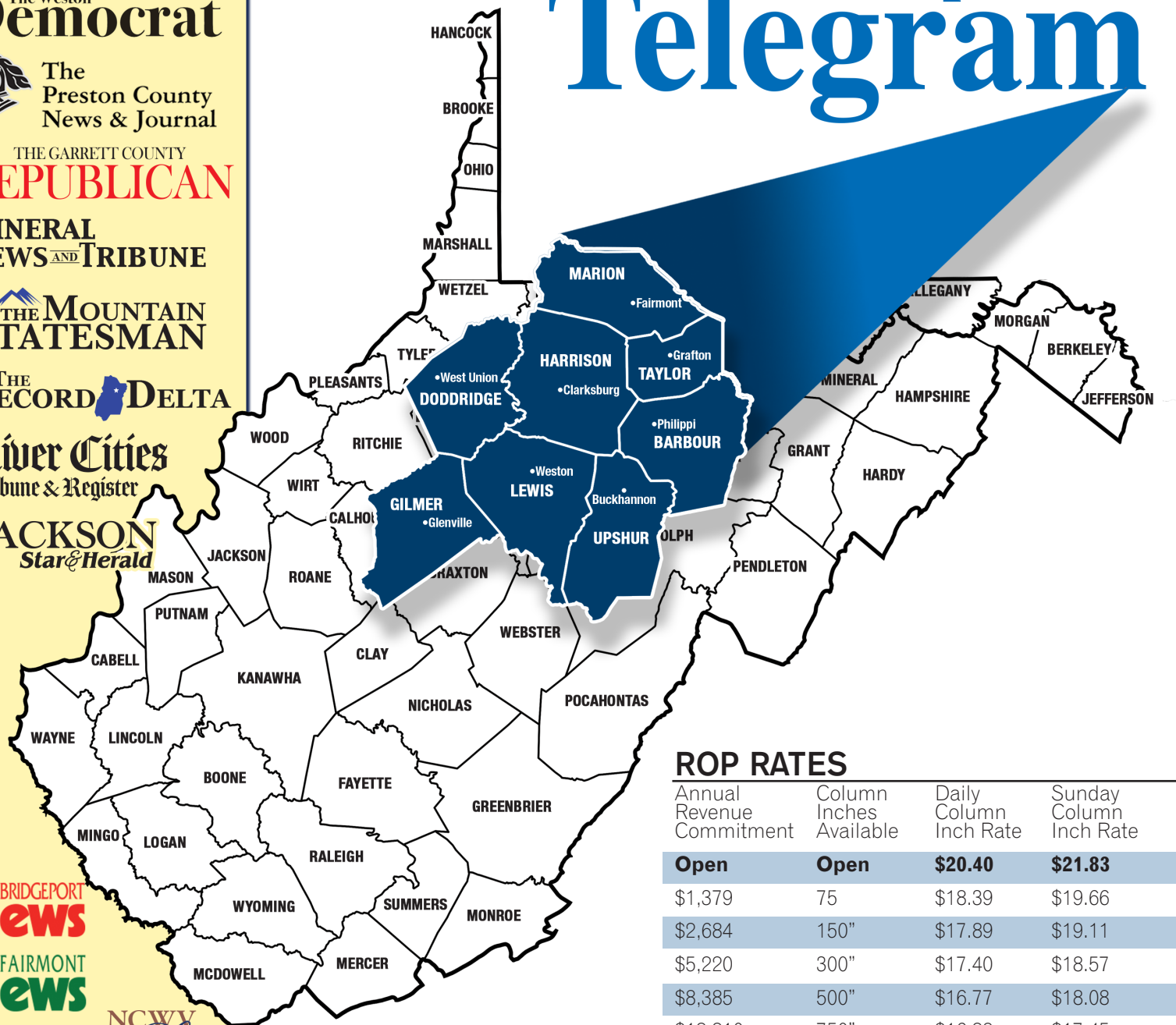
West Virginia's News

# 2023

RATE CARD & MEDIA KIT  
[wvnews.com](http://wvnews.com)



# The Exponent Telegram



## ROP RATES

Annual Revenue Commitment	Column Inches Available	Daily Column Inch Rate	Sunday Column Inch Rate
<b>Open</b>	<b>Open</b>	<b>\$20.40</b>	<b>\$21.83</b>
\$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

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

## 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

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				
	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

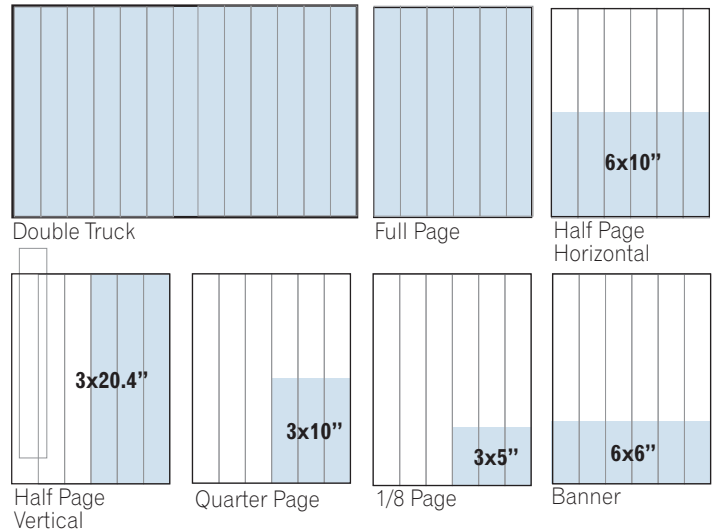
### PREMIUM TABLOID (*Bridgeport News, Fairmont News, YBB*)

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

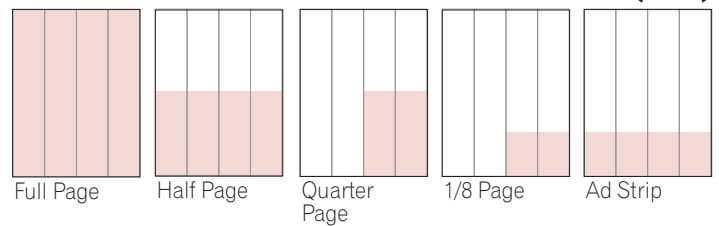
### PREMIUM MODULAR TABLOID (SPECIAL SECTIONS)

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

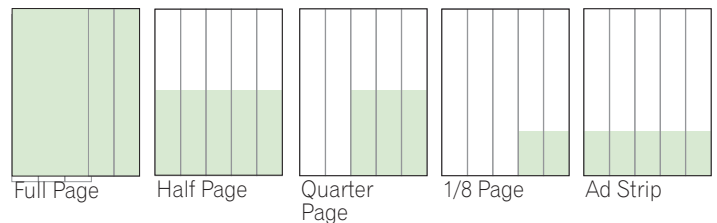
### Retail & Classified - Broadsheet Format



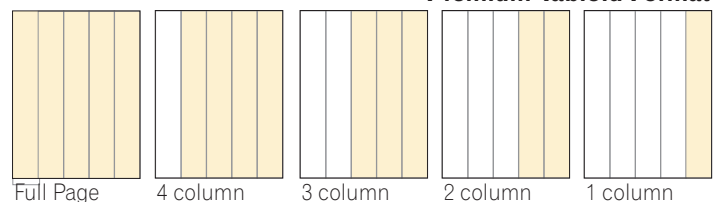
### Premium Tabloid Format (4 Col)



### Premium Tabloid Format (5 Col)



### Premium Tabloid Format







## 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 2022**

**Q2 Summer 2022**

**Q3 Fall 2022**

**Q4 Winter 2022**

### Publishing Date

March 27, 2023

June 26, 2023

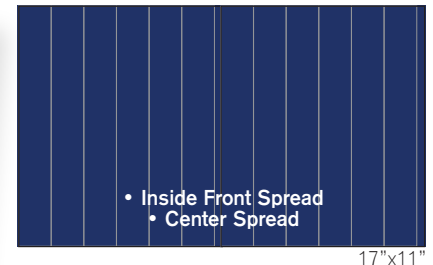
September 18, 2023

December 18, 2023

# NCWV Life Magazine

## MECHANICAL SPECIFICATIONS

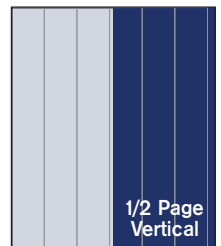
Back Cover	8.5"x11"
Inside Back Cover	8.5"x11"
Inside Front Spread	17"x11"
Center Spread	17"x11"
Full Page	8"x10.5" (border) 8.5"x11" (cut) 8.75"x11.25" (bleed)
1/2 Page Vertical	3.9375"x10.5"
1/2 Page Horizontal	8"x5"
1/4 Page Vertical	3.9375"x5"



17"x11"



8"x10.5"/8.5"x11"



3.9375"x10.5"

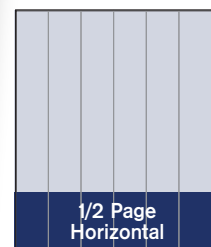
\*Full Page with white border: 8"x10.5"

\*Full Page with bleed: 8.5"x11" / 9"x11.5"

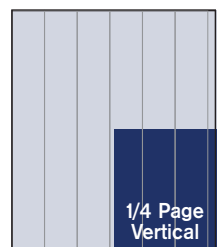
Safe area: 8"x10.5"

Bleed cut: 8.5"x11"

Full bleed: 9"x11.5"



8"x5"



3.9375"x5"

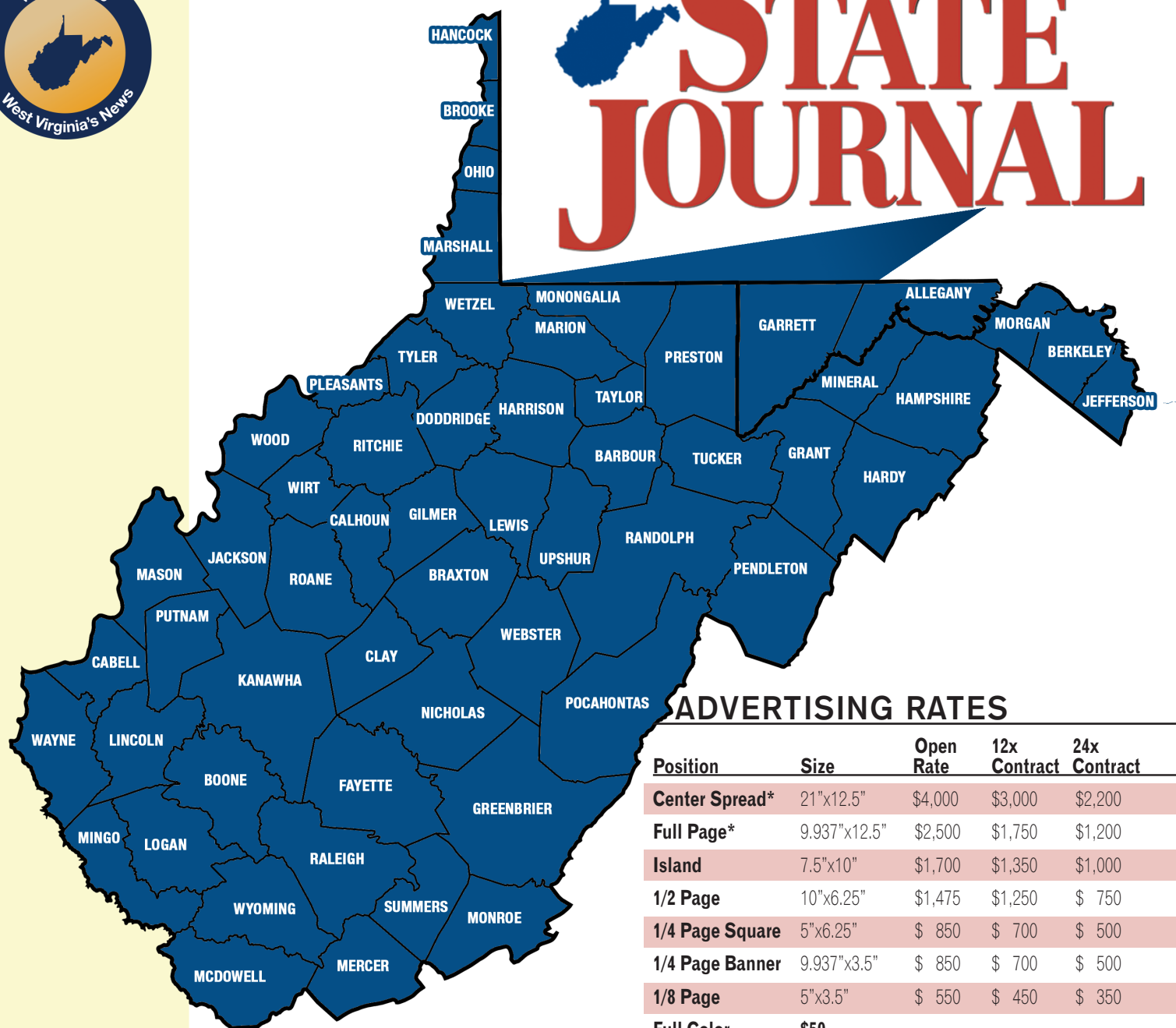


2023

statejournal.com



# THE STATE JOURNAL



## ADVERTISING RATES

Position	Size	Open Rate	12x Contract	24x Contract
Center Spread*	21"x12.5"	\$4,000	\$3,000	\$2,200
Full Page*	9.937"x12.5"	\$2,500	\$1,750	\$1,200
Island	7.5"x10"	\$1,700	\$1,350	\$1,000
1/2 Page	10"x6.25"	\$1,475	\$1,250	\$ 750
1/4 Page Square	5"x6.25"	\$ 850	\$ 700	\$ 500
1/4 Page Banner	9.937"x3.5"	\$ 850	\$ 700	\$ 500
1/8 Page	5"x3.5"	\$ 550	\$ 450	\$ 350

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. **15,000 distribution** to local leaders and business folks in West Virginia. Also, get ads on our website reaching over **21,000 uniques**, **25,000 opt-in e-newsletters** 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"	\$ 750

## DEADLINES

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

The Exponent  
**Telegram**

The Weston  
**Democrat**

The  
Preston County  
News & Journal

THE GARRETT COUNTY  
**REPUBLICAN**

MINERAL  
NEWS AND TRIBUNE

THE MOUNTAIN  
**STATESMAN**

THE RECORD  
DELTA

River Cities  
Tribune & Register

The  
**JACKSON**  
Star & Herald

THE BRIDGEPORT  
**News**

THE FAIRMONT  
**News**

THE  
**STATE JOURNAL**

NCWV  
*Life*  
Magazine

The Preston  
**Penny Saver**

UPSHUR COUNTY  
VALUE GUIDE

BARBOUR COUNTY  
VALUE GUIDE

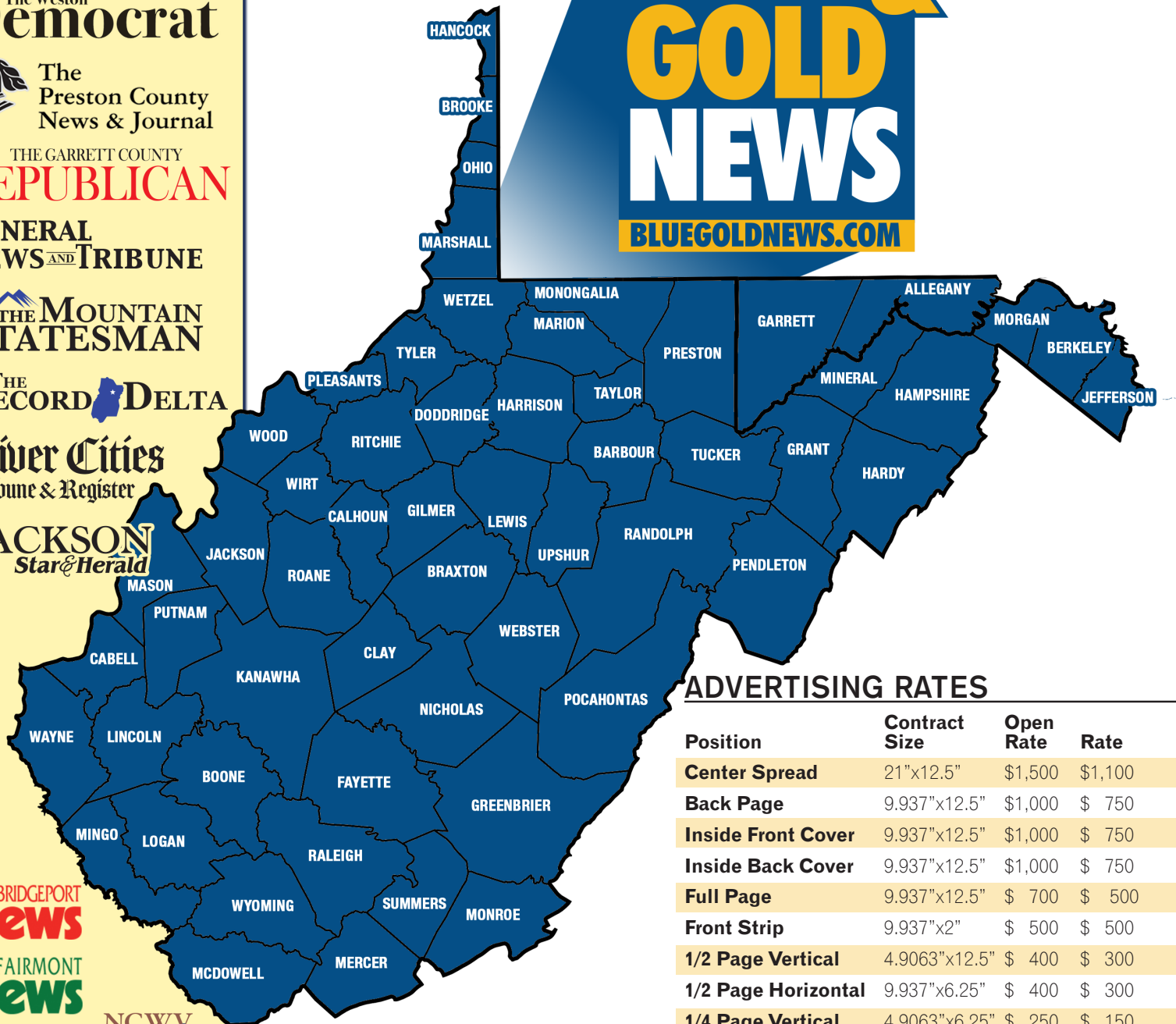
Doddridge  
**XTRA**

Harrison  
**XTRA**

**BLUE & GOLD NEWS**  
BLUEGOLDNEWS.COM

2023

**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**

The Weston  
**Democrat**

 The  
Preston County  
News & Journal

THE GARRETT COUNTY  
**REPUBLICAN**

MINERAL  
NEWS AND TRIBUNE

 THE MOUNTAIN  
STATESMAN

THE  
RECORD DELTA

River Cities  
Tribune & Register

The  
JACKSON  
Star & Herald

THE FAIRMONT  
**News**  
THE BRIDGEPORT  
**News**

NCWY  
*Life* Magazine  
THE  
STATE  
JOURNAL

 The Preston  
**Penny Saver**

UPSHUR COUNTY  
VALUE GUIDE

BARBOUR COUNTY  
VALUE GUIDE

 Doddridge  
**XTRA**

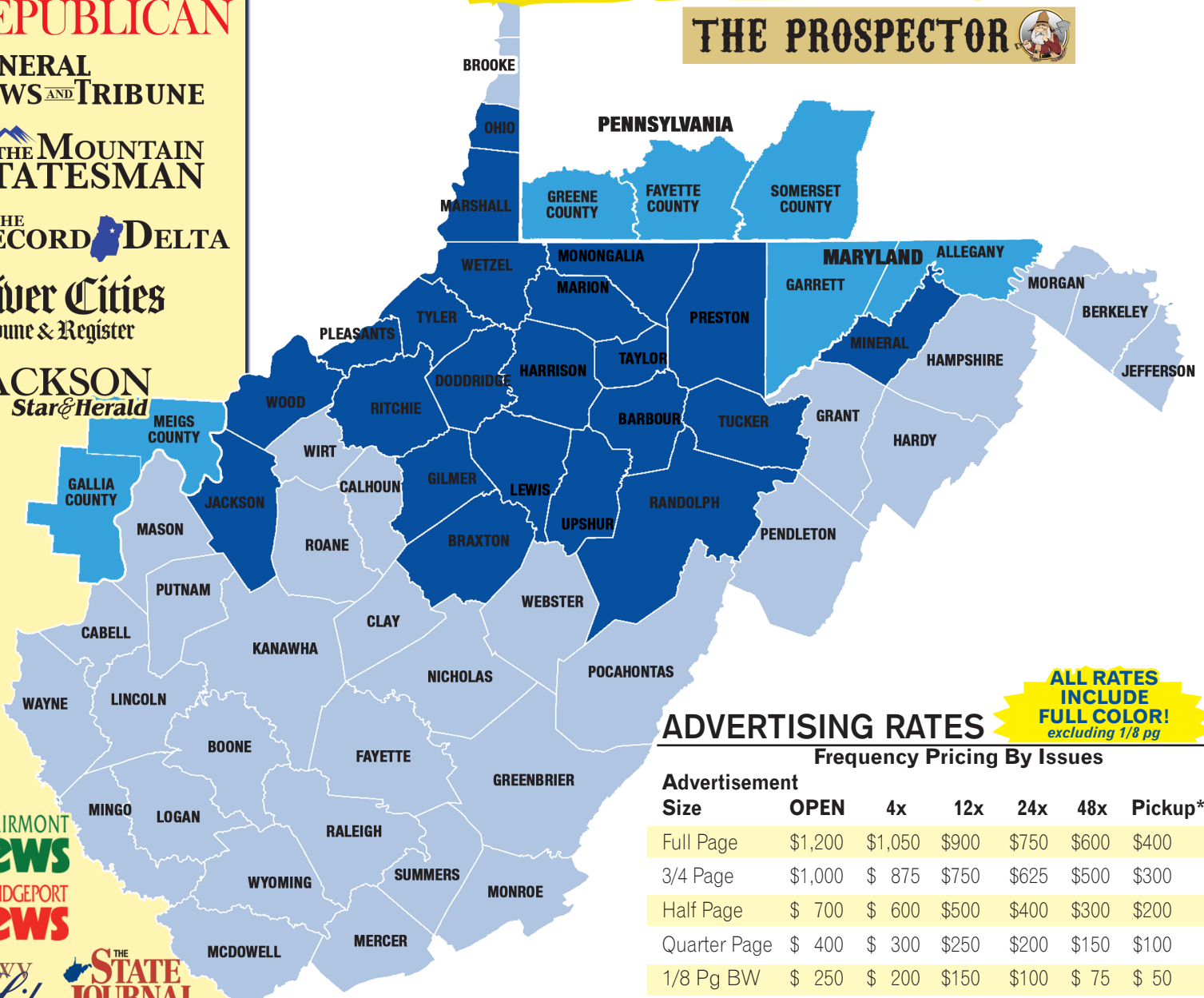
 Harrison  
**XTRA**

**BLUE & GOLD NEWS**  
BLUEGOLDNEWS.COM

2023

*Your*  
**Bulletin Board** *Buy • Sell • Trade*  
**YBB.COM**

**THE PROSPECTOR** 



**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

**ALL RATES INCLUDE FULL COLOR!**  
excluding 1/8 pg

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

The Exponent Telegram  
Fairmont News  
Preston Journal  
Harrison Xtra

The State Journal  
Bridgeport News  
Preston News  
Doddridge Extra

Weston Democrat  
Penny Saver

**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

## BILLING INFORMATION

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### **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 - GENERAL PROVISIONS

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### **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.



## POLICY - GENERAL PROVISIONS, cont'd

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### **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**

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.

Policy - General Provisions

## CONTRACT AND COPY REGULATIONS

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1. Contracts are not valid until signed by the Advertising Director or the Publisher.
2. No verbal agreements are recognized.
3. Contracts not completed will be short rated. Rebates are not given.
4. Credits for errors in advertisements allowed for the first insertion only.
5. 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.
6. 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.
7. 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.
8. All local rates are non-commissionable.

# DEADLINES

	<b>ROP Ad Space/Ad Copy Reservation/Deadline</b>	<b>Classified Liners &amp; Ad Space Reservation</b>	<b>Ad Copy Approval Deadline</b>
<b><i>Exponent Telegram</i></b>			
WV News Sunday	4pm Thursday	4pm Thursday	3pm Friday
WV News Sunday Lifestyles (E-Section)	11am Monday	–	3pm Wednesday
Tuesday	4pm Friday	4pm Friday	3pm Monday
Wednesday	4pm Monday	4pm Monday	3pm Tuesday
Thursday	4pm Tuesday	4pm Tuesday	3pm Wednesday
Friday	4pm Wednesday	4pm Wednesday	3pm Thursday
Saturday	2pm Thursday	2pm Thursday	3pm Friday
<b><i>Jackson Star &amp; Herald</i></b>			
Tuesday (Jackson Herald)	11am Friday	10am Friday	11am Monday
Friday (Jackson Star)	3pm Tuesday	2pm Tuesday	12pm Thursday
<b><i>Mineral News &amp; Tribune &amp; Today's Shopper</i></b>			
Tuesday (Mineral Tribune)	11am Friday	10am Friday	11am Monday
Friday (Mineral News)	3pm Tuesday	2pm Tuesday	12pm Thursday
Saturday (Today's Shopper)	3pm Thursday	–	3pm Friday
<b><i>River Cities Tribune &amp; Register</i></b>			
Tuesday (River Cities Tribune)	11am Friday	10am Friday	11am Monday
Friday (River Cities Register)	3pm Tuesday	2pm Tuesday	12pm Thursday
<b><i>Preston News &amp; Journal &amp; Pennysaver</i></b>			
Tuesday (Preston Journal)	3pm Friday	2pm Friday	12pm Monday
Friday (Preston News)	3pm Wednesday	2pm Wednesday	12pm Thursday
Saturday (Pennysaver)	3pm Friday	2pm Friday	12pm Monday
<b><i>Record Delta</i></b>			
Wednesday	10am Monday	10am Monday	12pm Tuesday
Saturday	9am Thursday	9am Thursday	12pm Friday
Barbour County Value Guide	10am Friday		5pm Monday
Upshur County Value Guide	10am Friday		5pm Monday
<b><i>Mountain Statesman</i></b>			
Wednesday	10am Monday	10am Monday	12pm Tuesday
Saturday	9am Thursday	9am Thursday	12pm Friday
<b><i>Weston Democrat</i></b>			
Wednesday	10am Friday	10am Friday	12pm Monday
<b><i>Fairmont News</i></b>			
Wednesday	3pm Friday	–	3pm Tuesday
<b><i>Bridgeport News (2x/mo)</i></b>			
Wednesday	12pm Friday	–	3pm Tuesday
<b><i>Garrett County Republican</i></b>			
Thursday	5pm Friday	4pm Friday	3pm Wednesday
<b><i>Your Bulletin Board / The Prospector</i></b>			
Thursday	5pm Tuesday	5pm Tuesday	3pm Wednesday
<b><i>Harrison &amp; Doddridge Xtra's</i></b>			
Saturday	3pm Thursday (1wk prior)	–	12pm Friday
<b><i>State Journal</i></b>			
Monday (2x/month)	5pm Tuesday	–	3pm Thursday
<b><i>WV Wheels</i></b>			
Sunday (1x/month)	5pm Tuesday	–	3pm Thursday





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