

2025

The JACKSON Star & Herald

THE MOUNTAIN STATESMAN

MINERAL NEWS AND TRIBUNE

MEDIA KIT

The Exponent Telegram

THE STATE JOURNAL

RATE CARD

River City Tribune & Record

THE GARRETT COUNTY REPUBLICAN

NCWY Life Magazine



BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

The Preston County News & Journal

YOUR Bulletin Board

The Weston Democrat

THE RECORD DELTA

Reaching the Heart of West Virginia and Beyond

THE MORGANTOWN News



THE FAIRMONT News

Connect Your Target Audience with WVNews

WVNews This week

THE BRIDGEPORT News



WV News

West Virginia's News

The Exponent
Telegram

The Weston
Democrat



MINERAL NEWS AND TRIBUNE

THE GARRETT COUNTY
REPUBLICAN

The
JACKSON Star & Herald

River Cities Tribune & Register

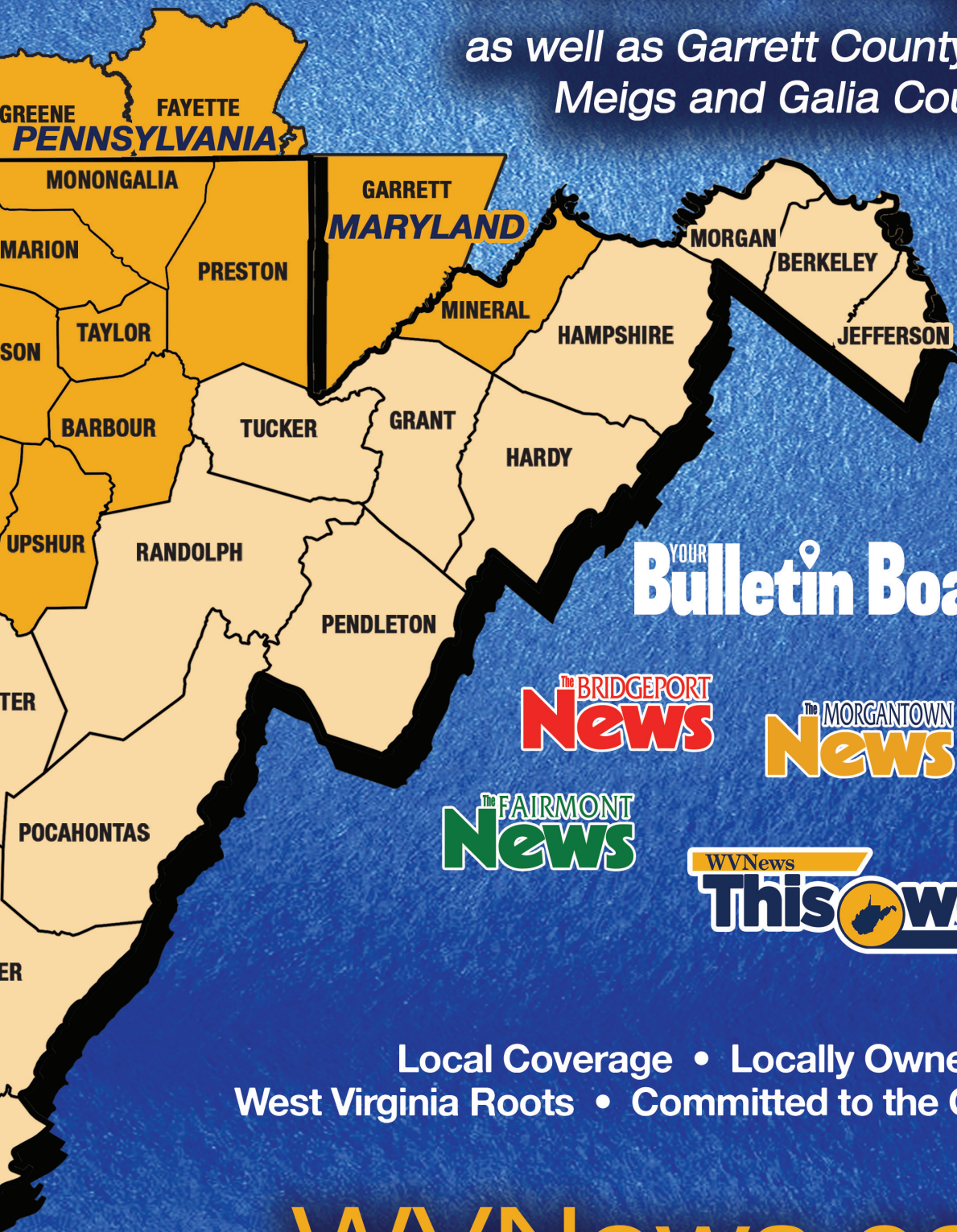
THE RECORD  DELTA

 THE MOUNTAIN STATESMAN



Covering the state of West Virginia

as well as Garrett County, Maryland &
Meigs and Galia Counties in Ohio



YOUR
Bulletin Board



THE BRIDGEPORT
News

THE MORGANTOWN
News

NCWV
Life
Magazine

THE FAIRMONT
News

WVNews
This week

Local Coverage • Locally Owned
West Virginia Roots • Committed to the Community

WVNews.com

MECHANICAL SPECIFICATIONS

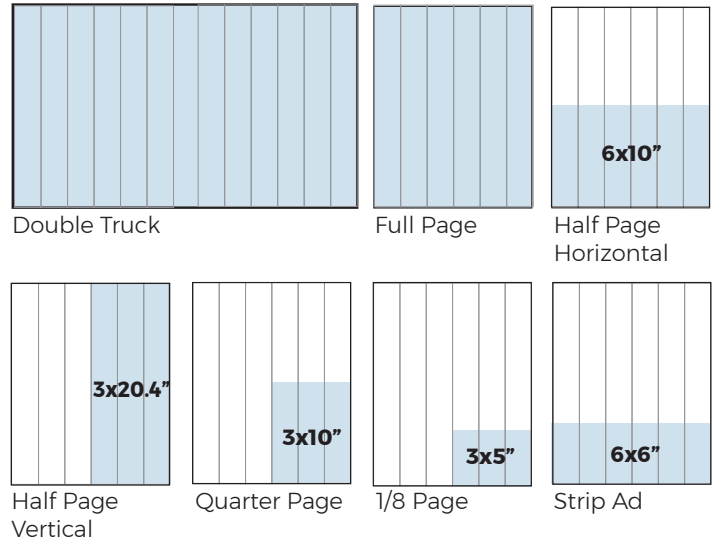
Offset Printing Process

ROP & CLASSIFIED BROADSHEET

Column **Width in 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 20.42"
Double Truck.....	21.5" x 20.42"

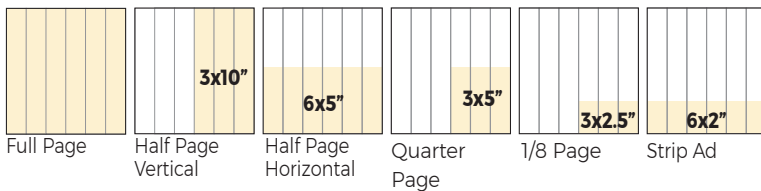
Retail & Classified - Broadsheet Format



6 Column Tabloid (Size of most special publications)

Column **Width in Inches**

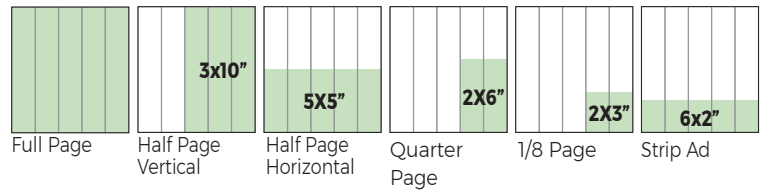
1 column.....	1.5521"
2 column.....	3.2292"
3 column.....	4.9063"
4 column.....	6.5833"
5 column.....	8.2604"
Full Page.....	9.937" x 10"
Double Truck.....	20.5" x 10"



5 Column Tabloid (Your Bulletin Board)

Column **Width in Inches**

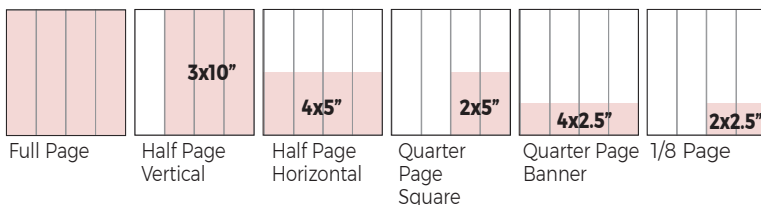
1 column.....	1.875"
2 column.....	3.875"
3 column.....	5.875"
4 column.....	7.875"
Full Page.....	9.937" x 10"
Double Truck.....	20.5" x 10"



4 Column Tabloid (Size of The State Journal Publication)

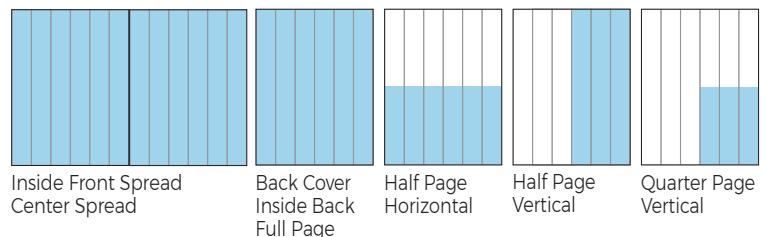
Column **Width in Inches**

1 column.....	2.3837"
2 column.....	5"
3 column.....	7.5"
Full Page.....	10" x 10"
Double Truck.....	20.5" x 10"



Glossy Magazine (Blue Gold News and NCWV Life)

Back Cover (Full Bleed)	(1/2" bleed) Image Area: 9"x11.5" Safe Area: 8"x10.5"
Inside Back Cover (Full Bleed)	
Inside Front Spread (Full Bleed)	
Center Spread (Full Bleed)	
Full Page (Full Bleed)	
Full Page (no bleed - white border).....	8"x10.5"
1/2 Page Vertical.....	3.9375"x10.5"
1/2 Page Horizontal.....	8"x5"
1/4 Page Vertical.....	3.9375"x5"



The Exponent
Telegram

The Weston
Democrat

The
Preston County
News & Journal

MINERAL
NEWS AND TRIBUNE

THE GARRETT COUNTY
REPUBLICAN

THE MOUNTAIN
STATESMAN

THE RECORD
DELTA

River Cities
Tribune & Register

The JACKSON
Star & Herald

THE STATE
JOURNAL

THE FAIRMONT
News

THE BRIDGEPORT
News

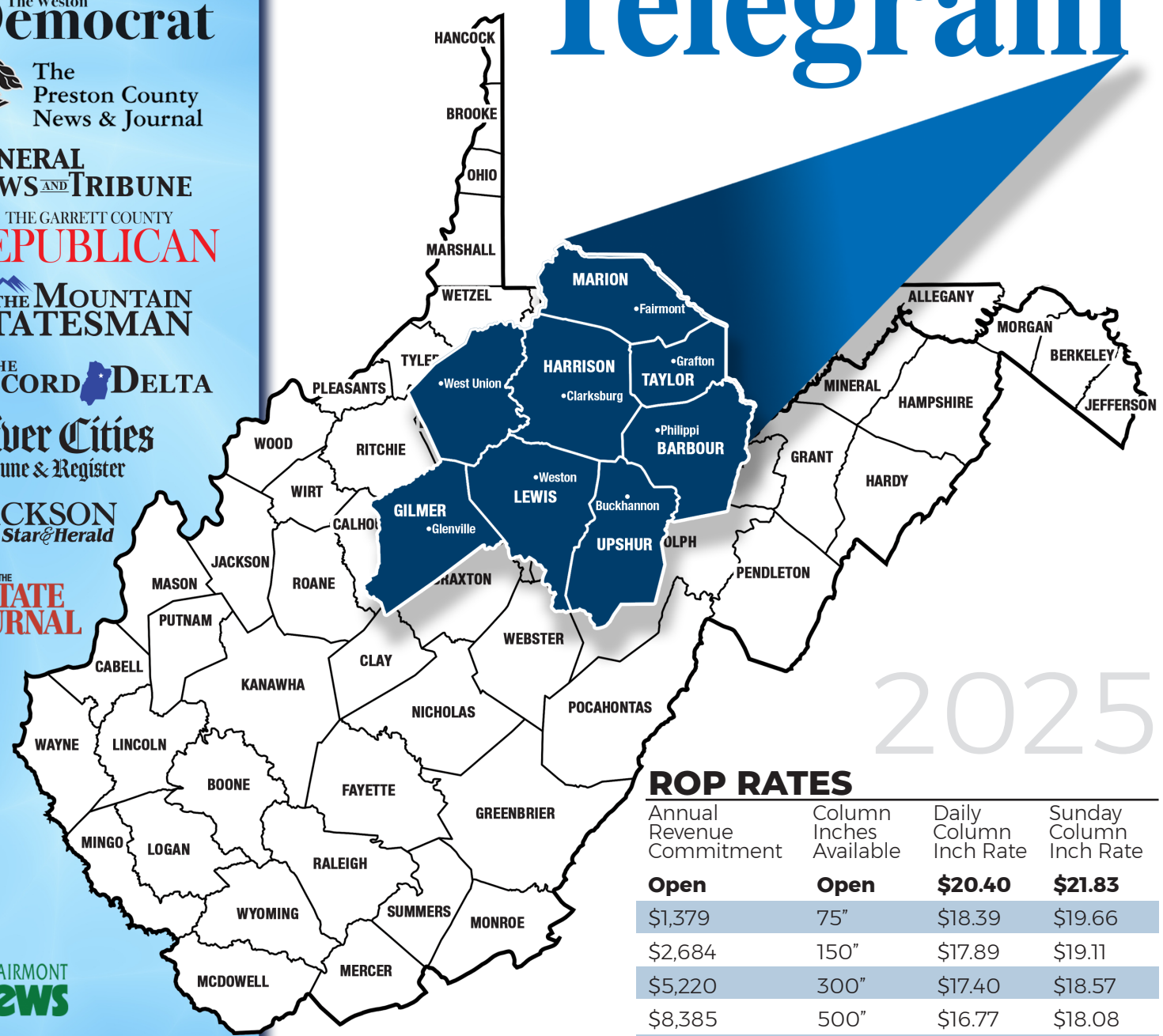
YOUR
Bulletin Board

WVNews
This week

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

NCWV
Life
Magazine

The Exponent
Telegram



2025

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

Distribution

The Exponent Telegram Weekend edition circulates to **16,000** households on Saturday/Sunday and **11,000** Tuesday through Friday with a total net audience of over **50,000** readers. Also, our WV News digital network reaches audience reaches over **1.8 million unique users each month.**

5 Days A Week Publication

Tuesday, Wednesday, Thursday, Friday, and Weekend Edition!

Broadsheet Format

National \$25.68 Daily and Sunday

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 tabloid sections that are over 8 inches in depth will be charged for the full column depth of 10 inches.
- Minimum size accepted 2 column x 2 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 targeted market coverage is what you want, we can supplement our subscriber delivery with C.A.S.S. mailed delivery in our TMC products, WV News This Week (Harrison, Doddridge, Barbour and Upshur counties), The Preston County Pennysaver and Today's Shopper (Mineral County)

WV News 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.

- 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

CLASSIFIED RATES

	DAILY		WEEKEND		
	\$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.

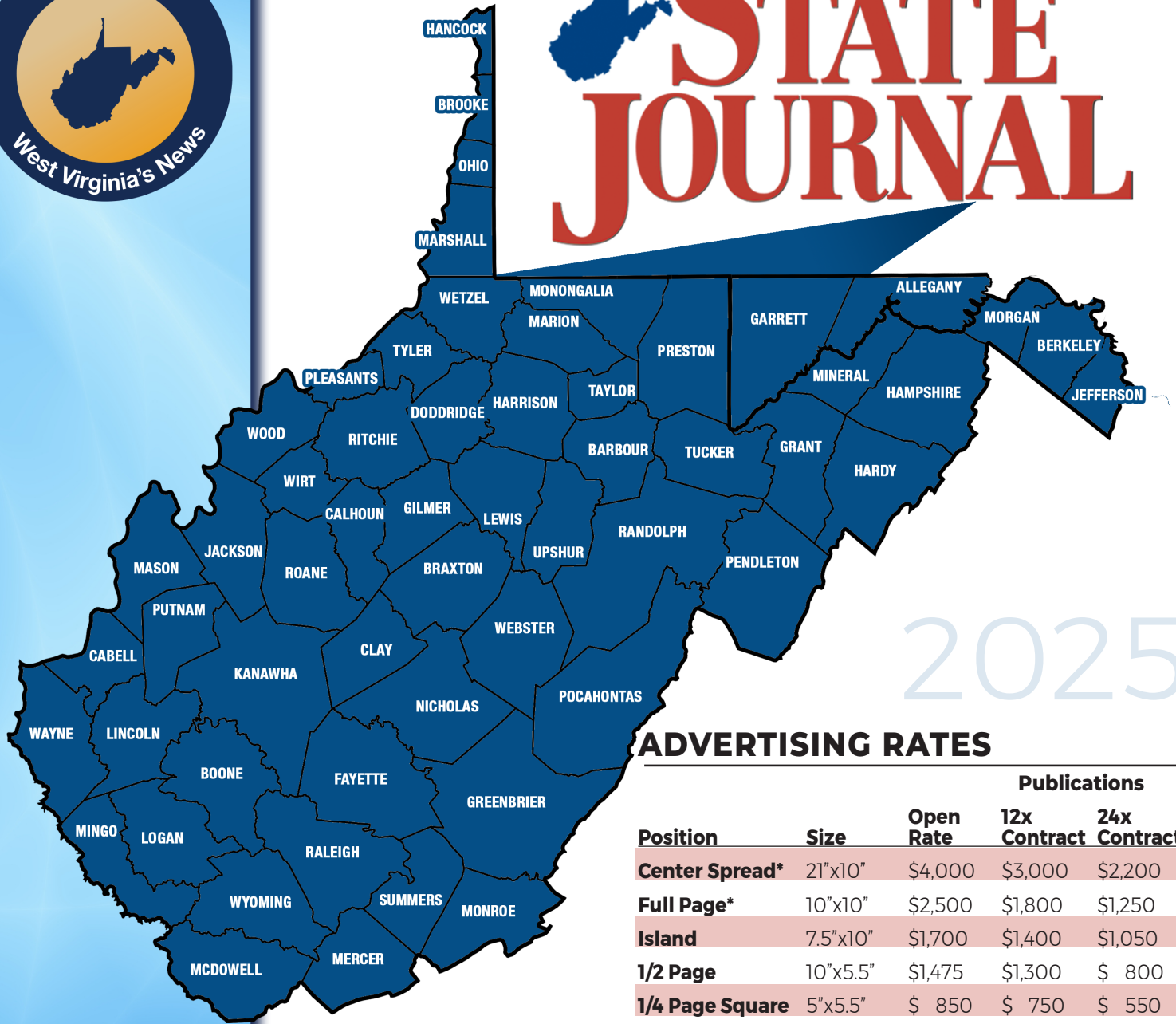
COLOR RATES

	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.



THE STATE JOURNAL



2025

ADVERTISING RATES

Position	Size	Open Rate	Publications	
			12x Contract	24x Contract
Center Spread*	21"x10"	\$4,000	\$3,000	\$2,200
Full Page*	10"x10"	\$2,500	\$1,800	\$1,250
Island	7.5"x10"	\$1,700	\$1,400	\$1,050
1/2 Page	10"x5.5"	\$1,475	\$1,300	\$ 800
1/4 Page Square	5"x5.5"	\$ 850	\$ 750	\$ 550
1/4 Page Banner	10"x2.25"	\$ 850	\$ 750	\$ 550
1/8 Page	5"x2.25"	\$ 550	\$ 500	\$ 400

Full Color **\$100**
 *Full Color included (no charge)

GLOSSY MAGAZINE PUBLICATIONS

ALL RATES INCLUDE FULL COLOR!

Position	Size	Rate
Center Spread**	17"x11"	\$4,000
Full Page**	8.5"x11"	\$2,500
1/2 Page-Vertical	3.9375"x10.5"	\$1,500
1/2 Page-Horizontal	8"x5.25"	\$1,500
1/4 Page-Horizontal	8"x2.5"	\$1,000

**For more details on glossy magazine publications, see page 6

Distribution

The State Journal is the only product in West Virginia that covers business, law, legislature, tourism, energy, and much more. **12,500 distribution** to elected and government officials, local leaders and business owners and executives covering all fifty-five West Virginia counties.

DEADLINES

Ad Space Reservation

5pm Tuesday

Ad Copy Approval

3pm Thursday

Monday Publication

24x Annually
(2x per month)

4 Column

Premium Tab format

The Exponent
Telegram

The Weston
Democrat

The
Preston County
News & Journal

MINERAL
NEWS AND TRIBUNE

THE GARRETT COUNTY
REPUBLICAN

THE MOUNTAIN
STATESMAN

THE RECORD
DELTA

River Cities
Tribune & Register

The JACKSON
Star & Herald

THE STATE
JOURNAL

THE FAIRMONT
News

THE BRIDGEPORT
News

YOUR
Bulletin Board

WVNews
This week

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM

NCWV
Life
Magazine

BLUE & GOLD NEWS
BLUEGOLDNEWS.COM



2025

GLOSSY MAGAZINE PUBLICATIONS ADVERTISING RATES

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

ALL RATES INCLUDE FULL COLOR!

Distribution

Blue Gold News has been Mountaineer fans go to source for WVU athletics for over 30 years. We publish two glossy magazines: Pre-season Football (August) and Pre-season Basketball (November)

They are also distributed through an opted-in email blast to over 100k households in NCWV.

It is also available as a Free access e-edition on wvnews.com, theet.com and bluegoldnews.com. We also offer Premium Digital access by subscription.

Maximize Your Impact

Targeted Print Advertising Across These Unique Publications

Community Newspapers covering Local News, Sports and events

Save money with our packages and multiple-run discounts!

Contact our Sales Team today – we're ready to help your business thrive.



The Weston Democrat

Weekly newspaper published every Wednesday and distributed throughout Lewis County, West Virginia. It covers local news, sports, and events.

Open Rate	\$10pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200



THE RECORD DELTA

Weekly newspaper published every Wednesday and distributed throughout Upshur County, West Virginia. It covers local news, sports, and events.

Open Rate	\$10pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200



THE GARRETT COUNTY REPUBLICAN

Weekly newspaper published every Thursday and distributed throughout Garrett County, Maryland. It covers local news, sports, and events.

Open Rate	\$12.50pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200



River Cities Tribune & Register

Bi-weekly newspaper covering local news, sports, and events in the River Cities area of West Virginia and Ohio. It's printed on Mondays and Fridays.

Open Rate	\$12.50pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200



The PRESTON COUNTY News & Journal

Bi-weekly newspaper printing every Tuesday and Thursday covering local news, sports, and events in Preston County, West Virginia.

Open Rate	\$10pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200



THE MOUNTAIN STATESMAN

Weekly newspaper published every Wednesday and distributed throughout Taylor County, West Virginia. It covers local news, sports, and events.

Open Rate	\$10pci
Full Page	\$375
Half Page	\$250
Quarter Page	\$150
Eighth Page	\$100



MINERAL NEWS AND TRIBUNE

Bi-weekly newspaper printing every Tuesday and Thursday covering local news, sports, and events in Mineral County, West Virginia.

Open Rate	\$10pci
Full Page	\$375
Half Page	\$250
Quarter Page	\$150
Eighth Page	\$100



The JACKSON Star & Herald

Bi-weekly newspaper covering local news, sports, and events in Jackson County, West Virginia. It's printed on Mondays and Fridays.

Open Rate	\$10pci
Full Page	\$375
Half Page	\$250
Quarter Page	\$150
Eighth Page	\$100



The FAIRMONT News

Covering local news, sports, and events in Marion County, West Virginia. Printed every Wednesday.

Open Rate	\$10pci
Full Page	\$750
Half Page	\$500
Quarter Page	\$300
Eighth Page	\$200

DEADLINES

	ROP Ad Space/Ad Copy Reservation/Deadline	Classified Liners & Ad Space Reservation	Ad Copy Approval Deadline
<i>Exponent Telegram</i>			
WV News Weekend	5pm Thursday	4pm Thursday	3pm Friday
WV News Weekend, Lifestyles & Corridor Tuesday	11am Monday 4pm Friday	- 4pm Friday	3p Wednesday 3pm Monday
Wednesday	4pm Monday	4pm Monday	3pm Tuesday
Thursday	4pm Tuesday	4pm Tuesday	3pm Wednesday
Friday	4pm Wednesday	4pm Wednesday	3pm Thursday
<i>Jackson Star & Herald</i>			
Tuesday (Jackson Herald)	11am Friday	10am Friday	11am Monday
Friday (Jackson Star)	3pm Tuesday	2pm Tuesday	12pm Thursday
<i>Mineral News & Tribune</i>			
Tuesday (Mineral Tribune)	11am Friday	10am Friday	11am Monday
Thursday (Mineral News)	3pm Monday	2pm Monday	12pm Wednesday
<i>River Cities Tribune & Register</i>			
Tuesday (River Cities Tribune)	11am Friday	10am Friday	11am Monday
Friday (River Cities Register)	3pm Tuesday	2pm Tuesday	12pm Thursday
<i>Preston News & Journal</i>			
Tuesday (Preston Journal)	3pm Friday	2pm Friday	12pm Monday
Thursday (Preston News)	3pm Tuesday	2pm Tuesday	12pm Wednesday
<i>Record Delta</i>			
Wednesday	10am Monday	10am Monday	12pm Tuesday
<i>Mountain Statesman</i>			
Wednesday	10am Monday	10am Monday	12pm Tuesday
<i>Weston Democrat</i>			
Wednesday	10am Friday	10am Friday	12pm Monday
<i>Fairmont News</i>			
Wednesday	3pm Friday	-	3pm Tuesday
<i>Bridgeport News (2x/mo)</i>			
Wednesday	12pm Friday	-	3pm Tuesday
<i>Garrett County Republican</i>			
Thursday	5pm Friday	4pm Friday	3pm Wednesday
<i>Your Bulletin Board</i>			
Thursday	5pm Monday	5pm Monday	3pm Tuesday
<i>WV News This Week</i>			
Thursday	3pm Thursday (1wk prior)	-	12pm Friday
<i>State Journal</i>			
Monday (2x/month)	5pm Tuesday	-	3pm Thursday

WEB DEVELOPMENT

Website Design
E-Commerce Solutions
Website Maintenance
Custom Web Applications



VIDEO PRODUCTION

High-End Video Production
Animation and Motion Graphics
Live Streaming
Corporate Videos



LEAD GENERATION

Search Engine Optimization (SEO)
Google Ads
Social Media Marketing
Landing Page
Email Marketing
Branded Content Marketing



SERVICES



AWARENESS ADVERTISING

OTT (Over-The-Top) Advertising
CTV (Connected TV) Advertising
Targeted Display Advertising
Pre-Roll Advertising
YouTube Advertising
Streaming Audio Advertising
Mobile Location Targeting



ADDITIONAL SERVICES

Omnichannel Marketing
Branding & Strategy
Data Analytics & Reporting



wvdigital.com

Every month the WVNews digital network reaches...



3,607,995+ Pageviews
810,000+ Facebook Reach
878,814+ Unique Users
207,000+ Opt-In Email Recipients

Publication	Pageviews	Users	Facebook	Newsletter
Exponent Telegram	644k+	104k+	251k+	20k+
Bridgeport News	9k+	3k+	1.5k+	-
Fairmont News	38k+	14k+	21k+	20k+
Morgantown News	14k+	5k+	2.8k+	20k+
Garrett County Republican	125k+	24k+	29k+	5k+
Jackson Star & Herald	107k+	23k+	13k+	5k+
Mineral News & Tribune	136k+	26k+	21k+	8k+
Mountain Statesman	42k+	11k+	49k+	3k+
Preston County News & Journal	101k+	25k+	51k+	21k+
River Cities Tribune & Register	108k+	17k+	8k+	5k+
Record Delta	45k+	10k+	32k+	4k+
Weston Democrat	67k+	18k+	12k+	21k+

Statewide	Pageviews	Users	Facebook	Newsletter
WVNews	1.6M+	497k+	226k+	31k+
State Journal	99k+	64k+	5k+	15k+
Blue Gold News	329k+	105k+	86k+	20k+
YBB	185k+	68k+	5k+	9k+
WVNews App	352k+	1.3+		

TOTAL DIGITAL REACH MONTHLY
4.69+ MILLION



WV News

West Virginia's News

2025 DIGITAL AD SIZES

Sizes available on all of the WVNews sites & newsletters

- 1. Leaderboard: 728x90 pixels
- 2. Mobile: 320x50 pixels
- 3. InStory/Right Rail: 300x250 pixels
- 4. Newsletter: 300x250 pixels

The image shows a laptop screen displaying a WV News article titled "West Virginia Mountaineer Challenge Academy North program graduates 64 cadets". Four orange boxes with arrows labeled 1, 2, 3, and 4 indicate ad placement locations: 1. A horizontal box at the top of the article content; 2. A horizontal box at the bottom of the article content; 3. A square box on the right side of the article; 4. A square box on the right side of a newsletter sample titled "Sample of Newsletter" which features sports-related content.



Keep Local Dollars Circulating!

Reach West Virginia's engaged local audience with WVNews

Stop sending your advertising budget to national giants like Google, Facebook, and Amazon. Their customers might not be your neighbors!



DIGITAL WEB ADS

We are the state's largest digital media network, featuring local news, local sports, local events and local features. Our websites consistently rank high in Google searches, ensuring you message gets seen by potential customers in your market.

Reach the exact audience you want

Our network of community newspaper websites lets you pinpoint your ideal customers by location.



Invest in your community, and it will invest in you!

Get started today for just

\$10 CPM*

*Cost per thousand impressions. Some exclusions apply.

Reach our to our dedicated sales team today for more details!

advertising@wvnews.com or 304-626-1426

2025

Grow Your Business

by advertising on



NEWSLETTERS

2025

over
5,000,000
emails
sent every month
to local readers

Allow our
experienced &
dedicated digital
team help you
grow your business!

WV News Newsletters

Exponent Telegram	20,000
Fairmont News	13,000
Garrett County Republican	13,500
Jackson Star & Herald	5,000
Mineral News & Tribune	5,500
Morgantown News	13,000
Preston County News & Journal	14,000
River Cities Tribune & Register	5,000
The Mountain Statesman	4,000
The Record Delta	5,000
Weston Democrat	13,500
The State Journal	14,000
Blue Gold News	42,000
Your Bullentin Board	8,500
WV News Weekly	17,000
WV News Daily	18,000
WV News Obituaries	14,000

Minimum 50,000 emails from
any combination of newsletters

\$500⁰⁰ *per month*
with a 3 month
commitment

That's less than 10¢ per 1000 emails!



Reach out to
our sales team today
for more details!

advertising@wvnews.com
304-626-1400 | wvnews.com

TRACK YOUR TRAFFIC & Convert Visitors into Customers!

FREE LANDING PAGE

(valued at \$500)

2025 REQUIREMENTS

- Minimum 3 month digital ad campaign on WV Digital and/or WVNews websites
- Minimum impressions per month on WVDigital or WVNews.com sites
- Maintain the landing page for a \$50 monthly hosting fee
- SEO will be lost if the client stops both the digital ad campaign and the monthly hosting fee
- WVNews retains ownership of the landing page.

CAPTURE SALES LEADS & TRACK PROSPECTS

Landing page can have multiple links to your website and/or facebook page

Attract an even larger customer base

\$1000/a month minimum

- WV Digital campaigns targeting Google, Facebook, TikTok, Youtube and more!



\$400

per month
40K impressions

on the following sites:

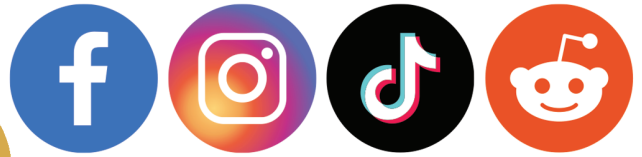
- WVNews • State Journal
- MorgantownNews.com
- Blue Gold News

**Contact
the WV Digital
sales team today!
304-626-1426**

WVDIGITAL.COM

Local **SOCIAL MEDIA** Marketing

Reach Local Customers, Drive Real Results



Partner with



WV's Trusted Marketing Agency *&* Reach the right audience

Advertise Locally, Grow Locally

With WV Digital, your ads won't just look great – they'll reach people who live, work, and shop right here in the Mountain State.



Targeted Advertising

Reach the exact audience that wants your products or services.



Professional Ad Creation

High-quality visuals and content tailored to your business.



Performance Tracking

We provide insights into every ad's reach and success.

2025

wvdigital.com

Contact our sales team today!
304-626-1426

Flexible Packages, Proven Results

\$500 /mo.

minimum for TikTok, Instagram and Facebook

add **\$250** /mo.
Reddit

or You Pick **\$250** /mo.
each individually

FREE LANDING PAGE with minimum three month campaign (valued at \$500)

Reach Millions with WVNews Engaging Video Network



MASSIVE REACH Over 3,000,000 Monthly Video Views Across TikTok, Instagram, Facebook and YouTube

ENGAGED AUDIENCE Viewers spend over 1,000 hours watching our content each month

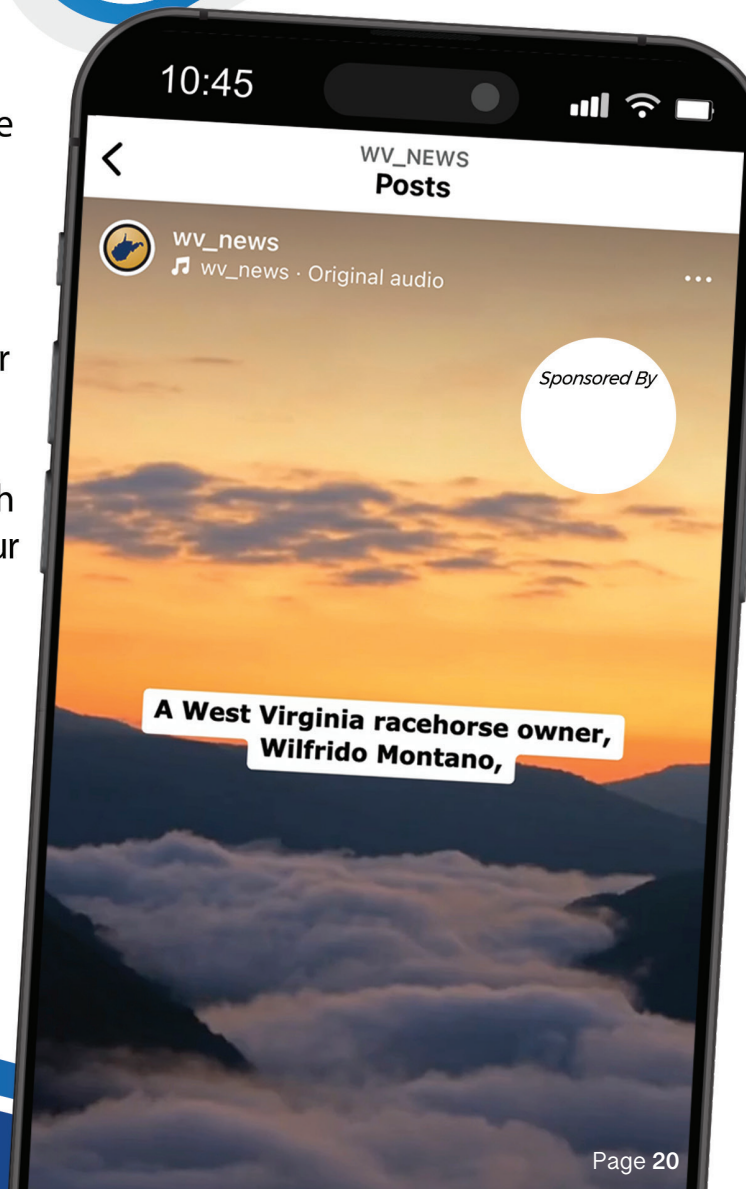
TARGETED EXPOSURE Reach your ideal customer through authentic, engaging video content

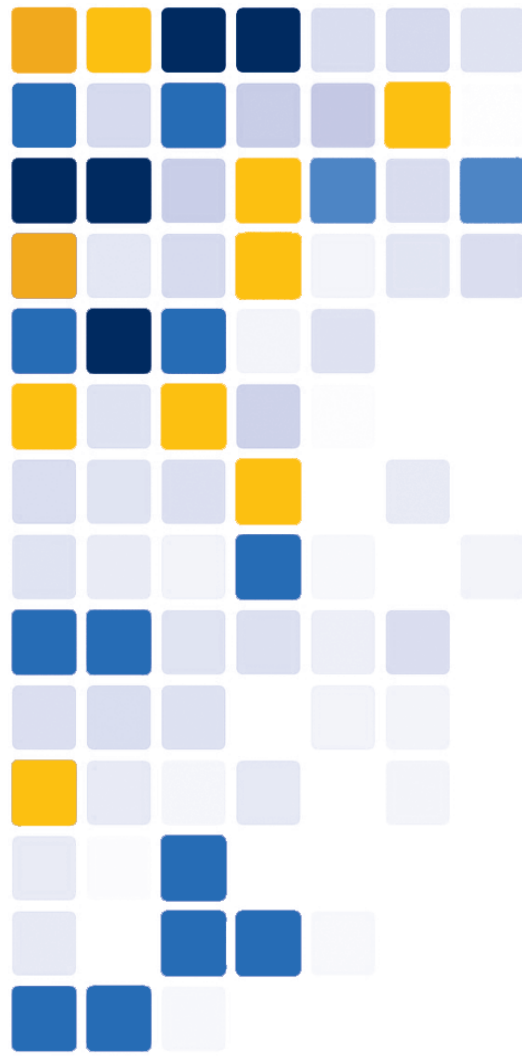
PREMIUM PLACEMENT Showcase your brand with prominent "Sponsored By" placements at the end of our videos

DIVERSE NETWORK Gain maximum visibility] across the most popular video platforms

Want to have your company featured across our video network?

Call our dedicated sales team at 304-626-1426 to discuss a custom package or email advertising@wvnews.com





2025



DIGITAL BRANDED CONTENT *for Business*

\$1500⁰⁰
WE WRITE

Includes feature story with color photos written by WV News staff.

\$995⁰⁰
YOU WRITE, WE EDIT

- Increase your business and gain awareness of your products and services
- Runs on the following websites: WVNews, StateJournal, The Exponent Telegram, Bridgeport News, Morgantown News, Fairmont News, Weston Democrat, Preston News & Journal, The Garrett County Republican Record Delta, Mountain Statesman, Jackson Star & Herald, Mineral News & Tribune and River Cities Tribune & Register
- Shared across the following Facebook Pages: WVNews, StateJournal, The Exponent Telegram, Bridgeport News, Morgantown News, Fairmont News, Weston Democrat, Preston News & Journal, The Garrett County Republican Record Delta, Mountain Statesman, Jackson Star & Herald, Mineral News & Tribune and River Cities Tribune & Register
- Optimized for SEO and linked to advertiser's website
- Copyright release for advertiser to use on their website, newsletters and social media.



Contact your account executive today or call 304-626-1426.

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 - GENERAL PROVISIONS

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.

POLICY - GENERAL PROVISIONS, cont'd

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

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

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.

Introducing

Our Customer-Focused Sales Representatives



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Publisher

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MIA BIAFORE

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