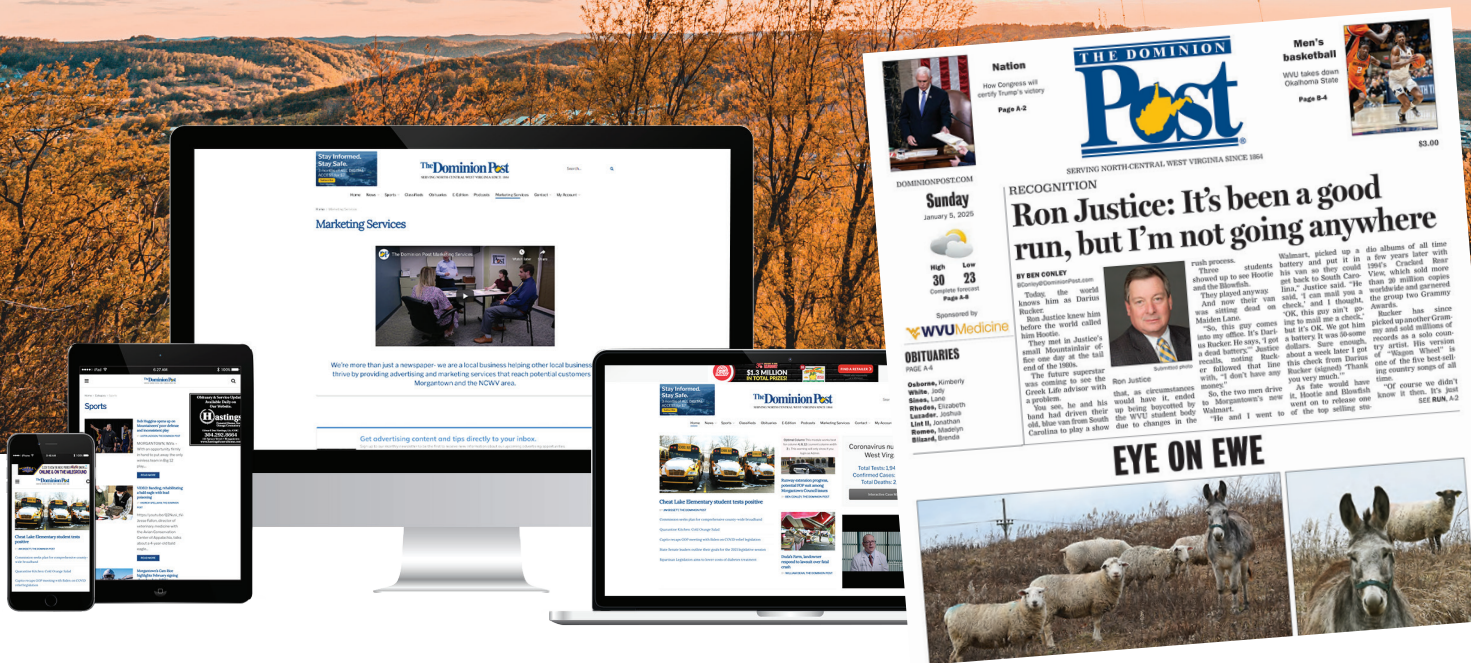


THE DOMINION POST 2026

Advertising Rates & Media Kit



Serving North-Central West Virginia since 1864

Website: dominionpost.com/marketing-services

Main office number: 304-291-9449

Email: advertising@dominionpost.com

The Dominion Post

print media kit | dominionpost.com

Print & Digital Readership:

32,400

Digital Reach:

Online average per month

201,000 page views

106,692 new users

E-Edition:

Over 60,000 views per month

Social Media:

Over 40,000 followers

Meet the Advertising Team:

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LOCAL Exercise physiology conditions first-gen student Page B-1

Sunday December 28, 2025

High 56 Low 36
Complete forecast Page B-6
Sponsored by WVU Medicine

THE DOMINION Post

SPORTS
Top 10 stories include historical firsts, repeats
Page C-1

SERVING NORTH-CENTRAL WEST VIRGINIA SINCE 1864 • DOMINIONPOST.COM • \$3

Coliseum HVAC, expansion plans among legislative talking points



WVU President Michael Benson speaks during the Hope Coliseum press conference in September.

By BEN CONLEY
bconley@dominionpost.com

MORGANTOWN — In a competitive sense, the spectators who fill WVU's Hope Coliseum are always looking to turn up the heat on the competition.

From a comfort standpoint, they could go for a little air conditioning now and then.

That's to say nothing of the friends, family and graduates who make their way into the massive

concrete saucer for May commencement ceremonies.

During the most recent session of the WVU Board of Governors, President Michael Benson said

improvements to Hope Coliseum are among the priorities being advanced by the university as the West Virginia Legislature prepares to convene on Jan. 14.

Others include additional support for deferred maintenance and an

expansion of the WVU School of Medicine.

"And the third is for help with renovation of Hope Coliseum, so that we can make that a year-round venue — actually add HVAC, air conditioning, which we do not have — and increase the capacity at the Coliseum," Benson said.

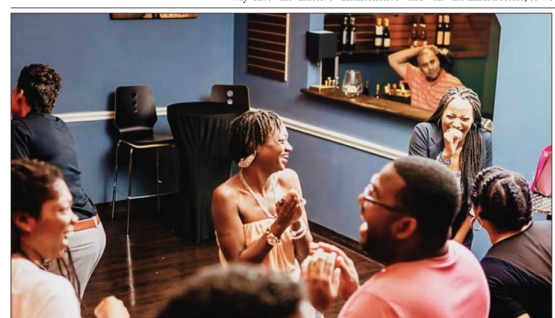
As for the medical school, Benson said, "It is an expansion of our medical school in terms of the infrastructure, so we

can put in more lecture halls and class spaces to increase that size."

Benson said the university is working "shoulder-to-shoulder" with Marshall University in asking for three comparable requests.

While the specific capital projects are unique to the schools, they're both pushing for additional support for deferred maintenance.

See POINTS, A2



Melain Bae (center) is the creator of "Laughaste," which is basically belly laughs for yoga. The therapy, doctors say, is literally good for what ails you.

HAVE A BELLY LAUGH THIS SEASON IT'S GOOD FOR YOU

Nelson: Morgantown entertainer and proponent of laughter

By JIM BISSETT
Bissett@dominionpost.com

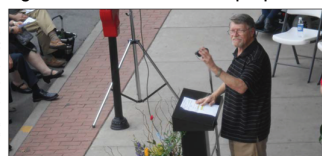
Just about every corner of the globe is experiencing negativity — with mass shootings, political and personal conflicts and just plain social unrest breaking out every minute.

Hardly a good time for the holidays, huh?

Well, except that in the midst of it all, Melain Bae has been forcing yuks and guffaws, right and left.

And all for the benefit of good health.

As it turns out, what begins as contrived and (not-fun) silly, soon gives way to genuine laughter, and all the clinical benefits



Morgantown entertainer Larry Nelson, who grew up as a show biz kid in New York City, is shown here generating laughs while emceeing an event in the University City.

nap, and let it out: "Oh, hoo hoo hoo, eeh, ha ha ha ..."

Before you know it, manufactured giggles will give way to real ones.

Of course it's going to be awkward at first, she added. That's the point.

"It's about allowing yourself to be OK with being awkward," she said. "Then you're going to find some form of silliness within that is going to allow you to laugh involuntarily."

STAR-STRUCK
Larry Nelson let out a

See LAUGH, A2

FirstEnergy to apply for approval of gas-fired power plant

By DAVID BEARD
dbeard@dominionpost.com

MORGANTOWN — FirstEnergy sisters Mon Power and Potomac Edison on Monday filed notice with the Public Service Commission that they will be filing an application for a certificate of public convenience and necessity for their planned new combined cycle gas plant.

The notice is only three sentences long and points out that the application will include related rate recovery.

FirstEnergy made its official announcement of its plan during an event held on Nov. 6 at Harlow Power Station. The company said Mon Power and Potomac Edison will be moving forward with their plan for a 1,200 megawatt natural gas combined cycle power plant to go online in 2023.

Monday's notice expires after 90 days. At the November event, the companies said they will file their plan to build the plant — at a site to be determined — with the PSC for its approval during the first quarter of 2026.

The companies are looking at two possible paths to build the plant. One is partnering with another company to build the plant and transfer it to FirstEnergy. The other is to build it themselves.

According to WVU's Bureau of Business and Economic Research, the construction would generate 3,200 direct and indirect jobs and \$68 million in state and local

See PLANT, A2



HOME DELIVERY: 304-292-6301 | CLASSIFIED: 304-291-9420 | NEWS TIP: 304-291-9425 | SPORTS: 304-291-9410

COMFORT AND JOY,
where every season feels like home

Come home to West Virginia's premier luxury senior living community in Morgantown, where every day feels like a holiday.

HERITAGE-POINT.COM

The Village at Heritage Point

Serving North-Central West Virginia since 1864.

Visit dominionpost.com/marketing-services

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Main office number: 304.291.9449

Email: advertising@dominionpost.com

THE DOMINION Post

dominionpost.com

Pricing and Specs

Double Truck - \$3,375 20" x 20.5"	Full Page - \$1,965 10" x 20.5"	¾ page - \$1,500 10" x 15"	½ page - \$1,150 10" x 10.2"	½ page - \$1,150 4.95" x 20.5"
1/4 page - \$755 4.95" x 10.2"	1/8 page - \$470 4.95" x 5.05"	1/12 page - \$275 3.25" x 5"	Front Page Strip: \$350 10" x 2.5"	Color Rates: Full page, 3/4, 1/2: \$200 per ad 1/4, 1/8, banner: \$125 per ad 1/12, 1/16: \$75 per ad

Open Rate \$29.00 per column inch

Frequency Discounts:

12x – 10%

24x – 20%

52x – 40%

Frequency discounts apply to ads run during a 12 month period. Modular rates are per publication run date.

Repeat Discounts:

Any advertisement that is 10 column inches or larger qualifies for discounted repeat insertions. Copy must remain the same for all insertions. Repeat insertions must be within six (6) days. Sunday ads cannot be discounted.

1st insertion: Regular Price

2nd insertion: 30%

3rd insertion: 40%

4th + insertion: 50%

ROP Super Savers:

Super Savers are small, high frequency ads designed to build top of mind awareness. Ads can include business name, address, phone, website, and benefit headline. Ad copy can be changed monthly. Annual agreement required. No additional discounts.

Package A: Ten (10) 5 column inch ads - \$300/month

Package B: Fifteen (15) 8 column inch ads - \$600/month

Package C: Twenty (20) 10 column inch ads - \$900/month

Package D: Twenty-five (25) 12 column inch ads - \$1,200/month

Non-Profit/Church Rate:

A discount will be extended to non-profit charitable/civic organizations and churches.

Weekday: \$14.11 per column inch

Sunday: \$17.70 per column inch

Color - \$75.00

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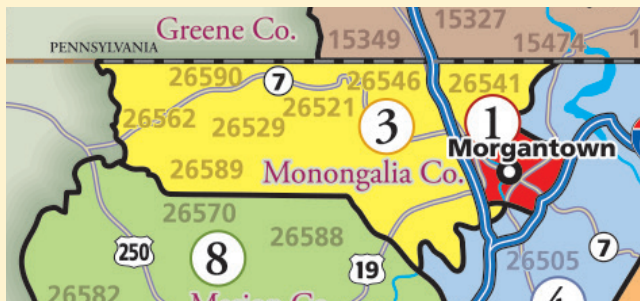
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The Dominion Post

PRINT & DIGITAL CIRCULATION

5,800 Daily | Readership **14,500**

7,600 Sunday | Readership **19,000**



Post Extra CIRCULATION

5,000 Circulation | Readership **12,500**

The TMC is distributed to nonsubscribers in Monongalia County and includes a snapshot of the week's editorial, classifieds and national inserts.



ONLINE PRESENCE



125,000

Avg. Monthly Unique Users

1,000,000

Avg. Monthly User Sessions

325,000

Avg. Monthly Pageviews



94% of Newspaper Readers are homeowners



Newspaper Readers spend \$278 million on healthcare & medical services annually



Newspaper Readers spent \$73.5 million on jewelry, watches and accessories



50% of Newspaper Readers make \$50,000 or more annually



Newspaper Readers spend \$310 million dining out annually



Newspaper Readers spend \$141.4 million on women's clothing & accessories

POST EXTRA – TMC:

Distributed by The Dominion Post carrier force every week to The Dominion Post non-subscribers, Post Extra is a community newspaper with stories of local interest, complete with its own classified section. As a stand-alone product, advertisers benefit from reaching non-traditional newspaper readers, a fresh and untapped consumer ripe for spending.

POST EXTRA ROP DISPLAY ADVERTISING:

Color: Full Color - \$100

Open Rate: \$11 per column inch

Double Truck - \$1,500

Full Page - \$850

¾ page - \$680

½ page - \$500

¼ page - \$340

1/8 page - \$210

1/12 page - \$125

Frequency Discounts:

12x – 10%

26x – 20%

52x – 40%

SENIOR POST:

Senior Post is a monthly publication with articles and features related to health and wellness, sports, finance, and faith. It also features coverage on local seniors who make an impact and on senior centers and services.

Senior Post is published the last Sunday of every month and reaches more than 35,000 readers in print and online.

Rates:

Full Page: 6 months - \$650/month, 12 months - \$550/month

Half Page: 6 months - \$450/month, 12 months - \$350/month

Back Page: 6 months - \$895/month, 12 months - \$750/month

*All 12 month contracts receive a cover feature story!



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Visit dominionpost.com/marketing-services to get started.

Main office number: 304-291-9449 • Email: advertising@dominionpost.com



POSTAL CUSTOMER

FRANCHISE
US POSTAGE PERMIT NO. 100
HARRISBURG, PA 17101

• Kruger
• Giant Eagle
• Family Dollar
• Sportsman's Warehouse

• Price Cutter
• ALDI
• Ollie's Bargain Outlet

All advertising inserts may not be included in all areas.

Post Extra

dominionpost.com

HEALTHCARE

WVU children's hospital continues to take shape

BY DAVID BEARD
dbeard@dominionpost.com

WVU Medicine Children's Hospital continues to take shape next to its neighbors — J. Ray Memorial Hospital and the WVU Heart and Vascular Institute — and is on track to open next summer.

Chief Operating Officer Amy Bush-McCormick said it's about 80% complete and will bring 300 new jobs to Morgan County.

Crews are working to close it in before winter — weather by can be tricky — and windows going up day by day — while also progressing inside, she said. The interior will feature has advanced design, all with floor there are 10 and kids and expectant women in mind, she said.

Looking at the building from the front, you see the entrance to the left and an attached three-story structure to the right. Here's a quick tour.

Entering the tower on the left will be the welcome center, gift shop, pharmacy and cafeteria. On the right, the third floor is all things pediatrics — a Bush-McCormick said it's a pediatric wing, the heart and lung — and the endoscopy suite and pre- and post-op waiting areas with a play area for the kids.

Floor four, she said, is the hub. The hub has the dock, supply chain, pharmacy, imaging radiology lab (what's four there up at the front is ground level at the back, just like the hub). Floor five is the central energy plant, air handlers, boilers and chillers.

Floor six to nine are where the services of the current one-hour hospital really expand. This will hold the well-

SCHOOLS

Roll call of compassion: Keeping tabs on area kids

BY JIM BISHOP
jbishop@dominionpost.com

During the summer didn't get her trip to San Diego.

And then she'll be the still had high-profile homework to do.

In the end, though, both worked out — much like those calls from the principal's office seem to be doing. Stacy Sylvester said.

"What about that hall pass?"

Sylvester is a former teacher who now serves as assistant principal at Skyview Elementary.

If your kid attends school on River Road, there's a chance, during this pandemic year, that your phone has already chirped with a text from her or a teacher there.

Or that you've opened your email to respond to a Skyview message containing your kid's name in the subject line.

Maybe you have yet to respond, but Sylvester is a former teacher who now serves as assistant principal at Skyview Elementary.

However, COVID-19 has changed the way schools, she said.

Some kids are part of the time — and some don't go at all — but they are still enrolled in the remote learning component of the response to the pandemic.

Before joining the local school district, she had worked as a police officer and juvenile probation officer from California to West Virginia.

Maybe more and dad are arguing about money, and it's just too much of a distraction for that online book report or digital table of equities.

Maybe one misadventure turned into several missed assignments.

And maybe that morphed into a situation that was paralyzing and overwhelming all the same time.

"That's why we check in," Sylvester said.

"We'll ask, 'hey is everything all right? What can we do to help?'"

Consider it more of a re-orientation, she said.

"We're looking at the district's attendance director."

Roll call, as a second language, she said.

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"We're looking at the district's attendance director."

WVU Medicine

MEN'S PRIMARY CARE CLINIC

Have you had a check-up?
Do you know your blood pressure?
Do you know your cholesterol?
Are you at risk for heart disease or diabetes?

Guy — We know that routine healthcare isn't a priority for you with your work and family responsibilities. But it should be — especially when you reach the age of 40.

The WVU Medicine Men's Primary Care Clinic provides care for men by men. It's not a physical location but rather a philosophy: it is dedicated to service the unique needs of men. And the best part? The thing most feared — the prostate exam — is not required.

WVU Medicine Family Medicine Clinic
at the Outpatient Center, University Town Centre

APPOINTMENTS: 304-598-6900

WVUMedicine.org/MensClinic

Senior Post

Living well and gracefully through the golden years

The Village at Heritage Point

Outstanding senior living at the best location

DECEMBER 2020
A MONTHLY MAGAZINE BY
THE DOMINION
Post
dominionpost.com

Ad a Notes:

Ad a Notes are 3"x3" adhesive notes that stick onto the front page of The Dominion Post in the masthead area. These are printed in eye-catching process color. They are available for full run in The Dominion Post. Available in full color, Ad a Notes will highlight service. Available for Wednesday through Sunday papers.

OPEN RATE: \$1,250

2-5 times: \$850

6-11 times: \$700

12+ times: \$600

Mechanical requirements:

Image area: 3"x3"

Color: Full color is available. If using spot color-please provide the Pantone color swatch.

Programs supported: Adobe InDesign, Illustrator, Photoshop and Acrobat PDF. Please be sure to flatten your image and covert your type to outlines before sending.

Deadline reservation is 21 days in advance of run date. Material Deadline is 14 days in advance of run date.

PRINT PLUS:

The Dominion Post can custom-design and print advertisements in full process color (both sides) on gloss. Rates include design, printing and insertion into The Dominion Post. Final design approval for Print Plus must be a minimum of seven (7) business days prior to insertion date. All prices are based on cost-per thousand. Other sizes, color and paper options are available. Please contact your account executive for more information.

Quantity	5.5x8.5	8.5x11	11x17
5,000-14,000	\$120	\$160	\$190
15,000-22,000	\$84	\$110	\$150
23,000-29,000	\$64	\$88	\$120
30,000-59,000	\$58	\$76	\$102
60,000-79,000	\$46	\$64	\$84
80,000-104,000	\$44	\$58	\$76
105,000-249,000	\$42	\$54	\$70
250,000 +	\$40	\$50	\$60

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Kathy L. Martin, Broker

Father's Day Sale
20% OFF Tommy Bahama & WVU Apparel
1/2 OFF Shirts & Ties
Daniel's
Morgantown, WV
Call 9-5 • (304) 296-7202

DA
LET THE ADVENTURE BEGIN
FROM LANGUAGE BARRIERS TO THE GREAT BARRIER REEF
p.3
FRIDAY, NOVEMBER 4, 2016

DENTAL GROUP
"Treat everybody / know everybody's dental."
Schedule your FREE CONSULTATION (304) 205-8795
Do You Suffer From **LOOSE DENTURES OR MISSING TEETH?**
Mini Dental Implants Are The Solution
✓ Less Invasive ✓ Less Office Visits
✓ Less Discomfort ✓ Less Expense
✓ Less Healing Time
You Can Afford to Smile Again
Mini dental implants are the affordable solution for replacing teeth and restoring bone and confidence. They are a great option for those who want to avoid full dentures.
✓ NO INVASIVE ✓ NO SURGERY
Schedule a CONSULT (304) 205-8795

ADMISSION PROTOCOL
Your Support Was Absolutely Amazing!
A heartfelt thanks to all of you for your work, dedication and kindness during the COVID-19 outbreak at Sunland.
HOW A MORGANTOWN NURSING HOME AVOIDED DISASTER

Great Wall Restaurant
162 High Street Morgantown, WV 26505
(304) 291-3412 (304) 291-3417 fax: (304) 291-3413
Hours: Sunday-Thursday: 11am-10:30pm Friday & Saturday: 11am-11:30pm
Voted **BEST Takeout** by readers of Morgantown Magazine
FREE Chicken Fingers with a purchase of \$25 or more
FREE Order of Chicken or Shrimp Fried Rice with a purchase of \$30 or more
FREE Small Beef or Chicken and Broccoli with White Rice with a purchase of \$45 or more
www.greatwallchinesefood.com

PREPRINTS:

Annual Frequency Agreements (cost per thousand)

Pages	1x	6x	12x	26x	52x	78x	104x
Sheet	\$52	\$50	\$48	\$46	\$44	\$42	\$40
4	\$66	\$62	\$58	\$50	\$44	\$42	\$40
8	\$70	\$64	\$60	\$52	\$44	\$42	\$40
12	\$72	\$66	\$64	\$54	\$44	\$42	\$40
16	\$74	\$70	\$66	\$58	\$44	\$42	\$40
20	\$76	\$72	\$68	\$60	\$44	\$42	\$40
24	\$80	\$76	\$72	\$62	\$44	\$42	\$40
28	\$84	\$78	\$74	\$64	\$44	\$42	\$40
32	\$88	\$82	\$76	\$68	\$44	\$42	\$40
36 PLUS	\$99	\$99	\$84	\$80	\$44	\$42	\$40

Preprints will be full run only!

Distribution figures are based on average gross circulation and are more applicable than AAM Audit figures, which are based on average paid circulation.

SHIP TO:

The Dominion Post
240 20th Street
Wheeling, WV 26003
(740) 491-1221

Rates are based on cost-per-thousand inserted.

Full run is required.

Size requirements for Broadsheet (standard) size pages are equal to two (2) tab pages (4 broadsheet rate is the same as an eight (8) page tab.) Charges are based on circulation at the insertion. Annual contract required to receive lower-than-open rate. Minimum pre-print size accepted: seven (7) inches on fold x five (5) inches tall. Maximum preprint size accepted: 11.5 inches on fold x 11.5 inches tall.

Deadline for reservation, scheduling and cancellation is seven (7) days prior to insertion.

Packaging of pre-prints should be wrapped and shipped on skids. Each skid must be labeled with name of advertiser, scheduled insertion date, skid quantity and number of skids.

Delivery deadline for all inserts is seven (7) days prior to scheduled insertion date.

Receiving hours are Monday-Friday, 7am-3pm, at our warehouse loading dock.

Serving North-Central West Virginia since 1864

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Main office number: 304-291-9449 · Email: advertising@dominionpost.com



BILLING & RATE POLICIES:

COPY REGULATIONS

NEWS/EDITORIAL STYLE COPY

Advertisements that bear a resemblance to news or editorial matter can, at our option, be labeled in 10-pt. type "ADVERTISEMENT" at the top of the advertisement.

PRINTING MATERIAL

Advertising material furnished by the advertiser will be not returned unless requested when the advertisement is ordered. Unless special arrangements are made, advertising materials will be held thirty (30) days after the last run date. The Dominion Post shall not be responsible or does not assume any liability for damage or loss to original printing material supplied. Drawings, art and articles for reproduction are accepted only at advertiser's risk.

APPROVAL

In order to maintain the integrity of our publication, all advertising is subject to approval and acceptance by The Dominion Post publisher. **We have the right to reject/cancel any advertisement at any time, even if it was acknowledged or accepted for publication.** All advertising is accepted and published with the understanding that all rates and regulations herein contained are acceptable to the advertiser. Any advertisement may be rejected, edited, altered, limited or canceled to conform with the policies of the newspaper. Fraudulent, dishonest or misleading advertising will not be knowingly accepted. Publisher reserves the right to reject brokered ad space or pre-printed inserts that are in conflict or competition with local advertising sales efforts.

ADVERTISING RATES

Advertising rates may be revised at any time upon 30 days of written notice. All contracts are subject to this reservation. Rates are for single advertisers only and may not be assigned to any other party.

POLITICAL

Any advertising which takes a position involving a political figure, party or government issue or amendment, regardless of whether or not an election is involved, will be considered political and will be charged accordingly, whether the issue is local, statewide or national. At the base of the ad a disclaimer must appear "Paid by....". Payment is required at time of placing ad. No agreement required.

POSITION REQUESTS

Requests for position will be honored with placement as close to the desired position as possible. Placement cannot be guaranteed; however, orders cannot be accepted with position as a term of payment. Classified advertisements will be placed only in the appropriate classifications.

LIABILITY AND ERROR ALLOWANCES

A corrective advertisement or adjustment will be given for any error materially, affecting the value of an advertisement. If at fault, The Dominion Post will be responsible only to the extent of that portion of the ad in which the error occurs. Adjustment will be given only to the first insertion and the advertisement must have been submitted by the established deadline. An adjustment cannot be given if a proofing copy of the ad was provided and the error was unmarked.

LIMITATION OF LIABILITY

The advertiser agrees to protect and indemnify West Virginia Newspaper Publishing Company against any and all liability, loss or expense arising from incorrect advertisements, claims, for libel, competition, unfair trade practice, infringement of trademarks, trade names or patents, violation of rights resulting from the publication by The Dominion Post of the advertiser's advertisements.

NON PROFIT/CIVIC ORGANIZATIONS/CHARITABLE/CHURCH RATES

The "non-profit" rate will be extended to bona fide (501) c (3) charitable organizations. This includes non-profit charitable and civic organizations, along with churches. No other discounts apply.

COMMISSIONS & BILLING

1. ADVERTISING AGENCY COMMISSIONS

Retail and classified advertising rates are net and not commission-able.

2. ACCOUNTS WITHOUT CREDIT

A credit application must be approved before credit is extended. All advertising is prepaid with copy until credit is established. Your account executive will provide you with a credit application. We accept all VISA, MasterCard and Discover.

3. TERMS FOR ACCOUNTS WITH CREDIT

Credit account balances are due 30 days from invoice date. Finance charges are computed on a periodic rate of 1.25% per month and applied to the account for balances not paid within 60 days. Adjustments to invoices may be applied up to 60 days after invoice date.

4. CONTRACTS

Contract fulfillments are monitored monthly for your convenience. A rebate (for surpassing contracted amount) or short rate (for not meeting contracted amount) is applied at the end of all applicable contracts unless otherwise specified. Customers with contracts will be given a maximum grace period of 60 days after the expiration date to renew their contracts. Contracts and invoices cannot be adjusted after this period.