

2026 Media Kit

The Marietta Times

Marietta, Ohio • 304-485-1891 • www.MariettaTimes.com

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With more than 14,171 readers every day
Our audience gives you a large target to reach.

Median age shows newspaper platforms well-distributed

**Print
Audience**

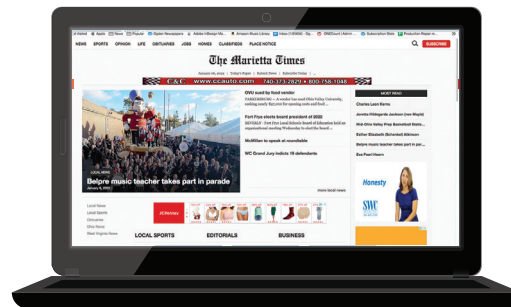
6,635
Daily Readers

7,708
Weekend Readers

Newspaper Readers*

53.5%

National News (55.8%)
 Local Television Evening News (55.1%)



Visiting Newspaper Website

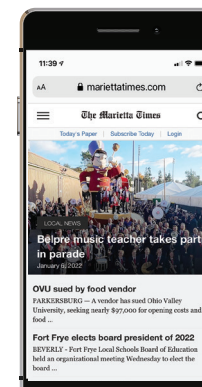
37.9%

Typical adult going online (43.8%)

Visiting Newspaper on Mobile

58.3%

Facebook (41.3%), Huffington Post (39.4%)



**Digital
Audience**

85,900
Monthly Unique Users

212,300
Monthly User Sessions

511,100
Monthly Page Views

*Weekly newspaper readers
 Source: Nielsen Scarborough: Median Age of 204,000 Respondents & Media Usage

Source: Google Analytics, Oct. 2025

The 50+ Market is Huge!



**37% OF THE
US POPULATION
IS ALREADY
OVER 50**

Within the next seven years, the entirety of Generation X will join the 50+ market.

**They're worth over \$8.3 trillion
in economic activity.**



<https://advertise.aarp.org/50-insights/market-power-50-plus-consumers>
<https://hbr.org/2020/01/dont-underestimate-the-market-power-of-the-50-crowd>
<https://www.census.gov/data/tables/2022/demo/age-and-sex/2022-age-sex-composition.html>

LEARN HOW WE CAN DELIVER THIS MARKET TO YOU.

Retail Display Rates

Annual Bulk Space Rate (non-commissionable net)

Inches per Year	Daily	Weekend
100	\$33.76	\$34.79
200	\$28.88	\$31.18
300	\$27.17	\$29.38
500	\$26.07	\$28.09
750	\$25.21	\$26.73
1,000	\$24.51	\$26.48
1,500	\$23.90	\$25.86
2,500	\$22.94	\$25.13

Rate per column inch

1 time rate.....	\$39.72	\$43.83
Church/Charity Rate.....	\$20.92	
In Memory	\$20.92	
Happy Ads	\$20.92	



Classified Advertising Rates

Rate per column inch	Daily	Weekend
OPEN	\$33.99	\$35.64

Other Classified Rates	Daily	Weekend
Legal Advertising per column inch.....	\$33.99	\$35.64
Affidavits	\$12.00	\$12.00
Box Numbers	\$35.01	\$35.01

Front Page Advertising Options

	Daily	Weekend
3" x 3" Glossy Sticker	\$1,100	\$1,320
6 col. x 1" Strip Ad	Call for pricing	

Color Rates



	OPEN	13X	26X	52X
1 color.....	\$272	\$266	\$260	\$254
2 color.....	\$391	\$385	\$380	\$373
Process color	\$470	\$464	\$459	\$453

Print Advertising

Mechanicals and Sample Ad Sizes

Retail Mechanicals:

- 1 Col = 1.583 inches
- 2 Col = 3.266 inches
- 3 Col = 4.949 inches
- 4 Col = 6.632 inches
- 5 Col = 8.315 inches
- 6 Col = 10 inches

Classified Mechanicals:

- 1 Col = 1.19 inches
- 2 Col = 2.448 inches
- 3 Col = 3.707 inches
- 4 Col = 4.965 inches
- 5 Col = 6.224 inches
- 6 Col = 7.483 inches
- 7 Col = 8.741 inches
- 8 Col = 10 inches

Maximum depth: 21 inches



Double Truck
13 (17) col x 21 inch

Full Page
6 (8) col x 21 inch

3/4 Page
6 (8) col x 15.75 inch

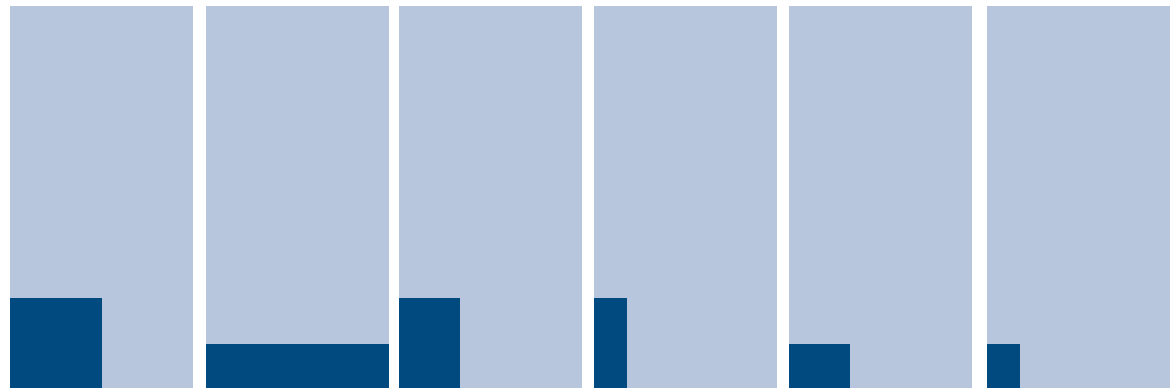
1/2 Page V
3 (4) col x 21 Inch

1/2 Page H
6 (8) col x 10.25 inch

1/4 Page V
3 (4) col x 10.25 inch

1/4 Page H
6 (8) col x 5 inch

Columns in the examples, listed with a number in parenthesis, i.e. "6 (8)" indicates retail and classified columns.



1/8 Page V
3 (4) col x 5 inch

1/8 Page H
6 (8) col x 2.5 inch

1/12 Page
2 col x 5 inch

1/24 Page V
1 col x 5 inch

1/24 Page H
2 col x 2.5 inch

1/48 Page
1 col x 2.5 inch

Special Section/ Tabloid Mechanicals:

- 1 Col = 1.583 inches
- 2 Col = 3.266 inches
- 3 Col = 4.949 inches
- 4 Col = 6.632 inches
- 5 Col = 8.315 inches
- 6 Col = 10 inches

Maximum depth: 10 inches



Full Page
6 col x 10 inch

Half Page V
3 col x 10 inch

Half Page H
6 col x 5 inch

1/4 Page V
3 col x 5 inch

1/4 Page H
6 col x 2.5 inch

Preprint Program Rates

Commitment Level Tab Pages	Non-Contract	12 per Year	26 per Year	52 per Year	75 per Year	100+ per Year
2 page.....	\$48.....	\$47.....	\$46.....	\$45.....	\$44.....	\$41.....
4 page.....	\$60.....	\$59.....	\$58.....	\$57.....	\$56.....	\$55.....
8 page.....	\$77.....	\$75.....	\$70.....	\$67.....	\$62.....	\$57.....
12 page.....	\$77.....	\$75.....	\$70.....	\$67.....	\$62.....	\$57.....
16 page.....	\$77.....	\$75.....	\$70.....	\$67.....	\$62.....	\$57.....
20 page.....	\$77.....	\$75.....	\$70.....	\$67.....	\$62.....	\$57.....
24 page.....	\$85.....	\$79.....	\$77.....	\$73.....	\$68.....	\$63.....
28 page.....	\$85.....	\$79.....	\$77.....	\$73.....	\$68.....	\$63.....
32 page.....	\$85.....	\$79.....	\$77.....	\$73.....	\$68.....	\$63.....
36 page.....	\$85.....	\$79.....	\$77.....	\$73.....	\$68.....	\$63.....
40 page.....	\$85.....	\$79.....	\$77.....	\$73.....	\$68.....	\$63.....

Preprints can appear in The Marietta Times on Wednesday through Saturday.



2 col. x 3 in.

Brand Builders

2 col. x 2 in.

Frequency BRAND advertising that uses small space ads allowing to consistently invite and welcome our readers to do business with you, while promoting your products and services several times per week in print and Online at a third of the cost.

Online Brand Builders (multiple sizes available) with **11,000** monthly impressions are included with each Brand Builder package.

Use our numbers to boost your numbers.

107K
Readers
per month

200K
Obituary
Page
Views

70K
Home
Page
Views

Source: Google Analytics, Oct. 2024

Digital Advertising

Let our website help drive traffic to your website.

We can link ads to your website, Facebook page, or to an ad.

MariettaTimes.com receives around 617,000 page views per month, making it the perfect Online platform to reach your customers.



Ad Size	Targeted	Run of Site	Open
Leaderboard (728 x 90 pixels)	100K - \$13 cpm	100K - \$12 cpm	Target - \$15 cpm
Skyscraper (160 x 600 pixels)	200K - \$12 cpm	200K - \$11 cpm	ROS - \$14 cpm
Rectangle (300 x 250 pixels)	300K - \$11 cpm	300K - \$10 cpm	
Half Page (300 x 600 pixels)	100K - \$17 cpm	100K - \$14 cpm	Target - \$19 cpm
	200K - \$15 cpm	200K - \$13 cpm	ROS - \$17 cpm
	300K - \$13 cpm	300K - \$12 cpm	

Ads can be frequency, location on the site, day, time and geo targeted. Discount occurs with volume.

Digital Display Sample Packages

Leaderboard on the
Home Page for **12 months** at
30,000 impressions
\$270⁰⁰ per month

Skyscraper on the
Local News Page for **6 months** at
13,500 impressions
\$122⁰⁰ per month

Rectangle scheduled **Run of Site**
for **3 months** at
75,000 impressions
\$675⁰⁰ per month