

The background of the entire page is a scenic photograph. On the left, a white paddlewheel boat with red and blue accents is moving across a calm river, leaving a small wake. On the right, a grassy park area with several trees and a white gazebo is visible. The river flows between the boat and the park.

The Parkersburg News and Sentinel

Parkersburg, West Virginia • 304-485-1891 • www.NewsandSentinel.com

Lisa Northcraft, Advertising Director
304-485-1891 • Ext. 360
lnorthcraft@newsandsentinel.com

2022 Media Kit

With more than 36,718 readers every day
Our audience gives you a large target to reach.

Median age shows newspaper platforms well-distributed

Print Audience

24,913
Daily Readers

30,097
Sunday Readers

Source: Google Analytics, Nov. 2020

Newspaper Readers*

53.5%

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



Visiting Newspaper Website

41.4%

Typical adult going online (43.8%)

Visiting Newspaper on Mobile

38.6%

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

*Weekly newspaper readers

Source: Nielsen Scarborough: Median Age of 204,000 Respondents & Media Usage



Digital Audience

176,481
Monthly Unique Users

415,540
Monthly User Sessions

1,381,225
Monthly Page Views

Source: Google Analytics, Nov. 2021

Retail Display Rates

Annual Bulk Space Rate (non-commissionable net)

Inches per Year	Daily	Sunday
100	\$29.56	\$30.69
200	\$28.20	\$29.56
300	\$27.17	\$28.51
500	\$26.75	\$28.04
750	\$26.11	\$27.44
1,000	\$25.90	\$27.04
1,500	\$25.44	\$26.70
2,500	\$24.72	\$25.73
3,500	\$23.82	\$25.44
4,500	\$24.23	\$25.18
5,500	\$24.00	\$24.92
6,500	\$23.66	\$24.63
7,500	\$23.42	\$24.38
10,000	\$23.19	\$24.04

Rate per column inch

1 time rate	\$35.99	\$37.70
Church/Charity Rate	\$21.60	
In Memory	\$21.60	
Happy Ads	\$21.60	

Color Rates



	OPEN	13X	26X	52X
1 color	\$247	\$242	\$236	\$231
2 color	\$355	\$350	\$345	\$339
Process color	\$427	\$422	\$417	\$412

Classified Advertising Rates

ANNUAL BULK

Minimum 3 Lines Per Day	Daily	Sunday
Open Space Rates per line	\$3.59	\$3.73
Open Space Rate per inch	\$35.98	\$37.32

Consecutive publishing days

Minimum 3 Lines Per Day	Daily	Sunday
1 - 2 days - Rates per line	\$3.59	\$3.73
Rate per inch	\$35.98	\$37.32
3 - 6 days - Rates per line	\$3.44	\$3.65
Rate per inch	\$34.35	\$36.42
7 - 9 days - Rates per line	\$2.99	\$3.34
Rate per inch	\$29.89	\$33.37
10 - 30 days - Rates per line	\$2.68	\$2.99
Rate per inch	\$26.76	\$29.88

Inches per Year	Daily	Sunday
OPEN	\$35.98	\$37.32
100	\$23.78	\$24.70
200	\$22.90	\$23.78
350	\$22.64	\$23.58
500	\$22.22	\$23.24
1,000	\$21.30	\$22.22
1,500	\$20.74	\$21.42
2,000	\$20.40	\$21.20
3,000	\$20.18	\$20.86
5,000	\$19.72	\$20.40
6,500	\$18.93	\$19.52
7,500	\$18.50	\$19.28

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

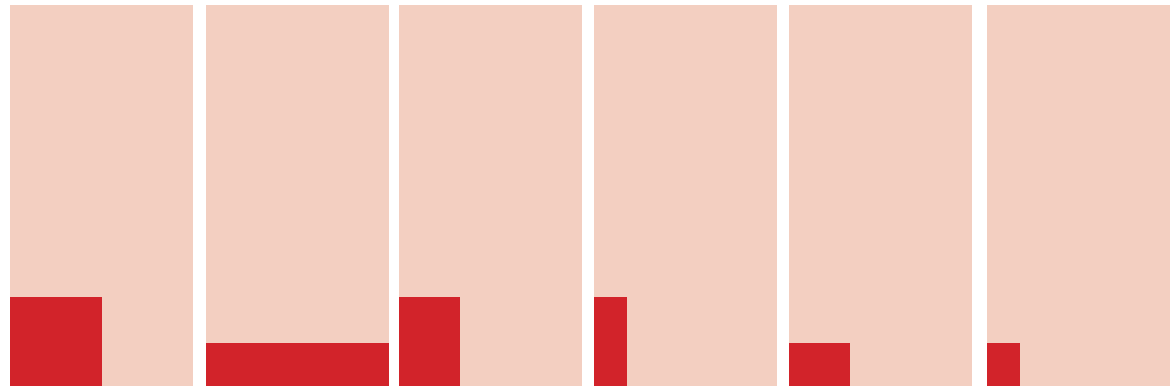
1/2 Page V
3 (4) col x 21 inch

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

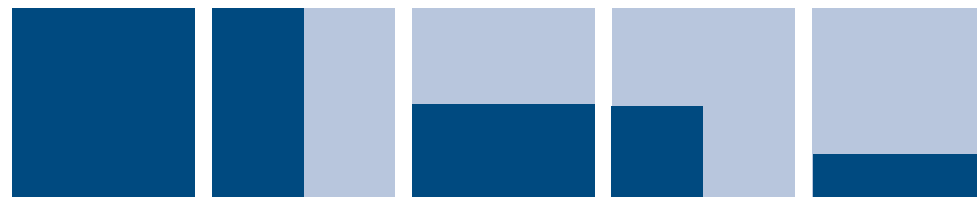
1/48 Page
1 col x 2.5 inch

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

Front Page Advertising Options

3" x 3" Glossy Sticker	
Daily	Sunday
\$1,200	\$1,500

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 Parkersburg News and Sentinel, Wednesday through Friday, and Sunday.



Brand Builders

Multiple
Sizes
Available

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 (200 x 200 pixels)
with **UNLIMITED** monthly impressions
are included with each Brand Builder package.

Reach the whole market with the Extra Advertiser

Weekly publication that is delivered to area non-subscribers each Monday.

ADVERTISING DEADLINE: MONDAY AT 4:00 P.M. ONE WEEK PRIOR TO PUBLICATION.

Display Advertising Available.....\$6.00 per column inch

Classified Liners Advertising Available.....CALL FOR PRICING

PRE-PRINTED INSERTS IN THE EXTRA ADVERTISER

MUST BE IN-HOUSE BY WEDNESDAY ONE WEEK PRIOR TO PUBLICATION

SIZE	RATE	SIZE	RATE
Single Sheet	\$33.00	16 Tabloid/8 Standard	\$69.00
4 Tabloid.....	\$44.00	20 Tabloid/10 Standard.....	\$75.00
8 Tabloid/4 Standard.....	\$53.00	24 Tabloid/12 Standard +	\$87.00
12 Tabloid/6 Standard	\$63.00		

Digital Advertising

Let our website help drive traffic to your website.

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

NewsandSentinel.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 - \$12cpm	100K - \$11cpm	Target - \$14cpm
Skyscraper (160 x 600 pixels)	200K - \$10cpm	200K - \$9cpm	ROS - \$13cpm
Rectangle (300 x 250 pixels)	300K - \$8cpm	300K - \$7cpm	
Half Page (300 x 600 pixels)	100K - \$15cpm	100K - \$13cpm	Target - \$17cpm
	200K - \$14cpm	200K - \$12cpm	ROS - \$15cpm
	300K - \$12cpm	300K - \$11cpm	

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

\$240⁰⁰ per month

Skyscraper on the
Local News Page for 6 months at
13,500 impressions

\$115⁰⁰ per month

Rectangle scheduled **Run of Site** for
3 months at
75,000 impressions

\$500⁰⁰ per month

Use our numbers to boost your numbers.

392K
Local News
Page Views

712K
Obituary
Page Views

142K
Home
Page Views

We cover it all – Reaching the MOV

The Parkersburg News and Sentinel prints a variety of special sections and pages throughout the year. This is a sample of what is planned for 2022.



January 2022
Bridal Guide

February 2022
Progress

March 2022
March Madness
MOV Currents

April 2022
Belpre Expo

May 2022
Graduation

June 2022
Forever Friends
MOV Currents

July 2022
Family Life

August 2022
Pigskin Preview

September 2022
Alzheimer's Awareness
MOV Currents

October 2022
Leave A Legacy
Readers' Choice nomination

November 2022
Pet Calendar
MOV Currents
Reader's Choice Top 5

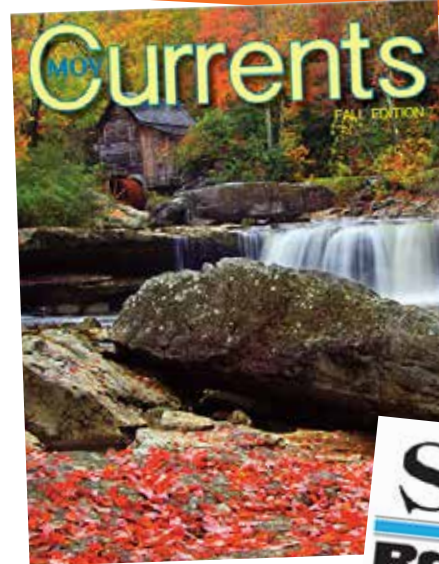
December 2022
Readers' Choice
Winners & Finalists

• Parent - Monthly

• Graffiti - Quarterly



TV Weekly
Our TV Weekly gives readers of both The Parkersburg News and Sentinel, as well as, The Marietta Times, a complete guide to weekly television programming. This readers' favorite is an excellent venue to advertise in both markets at great rates.



MOV Currents
This quarterly glossy magazine, which made its debut in 2019, is a crowd favorite. It's a great piece to keep on your coffee table and it always focuses on the Mid-Ohio Valley.

Seniors
Our monthly Seniors publication is a great place to engage our aging population, as well as their caregivers.

