



The Parkersburg News and Sentinel

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

2024 Media Kit

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With more than 27,109 readers every day
Our audience gives you a large target to reach.

Median age shows newspaper platforms well-distributed

Print
Audience

17,205
Daily Readers

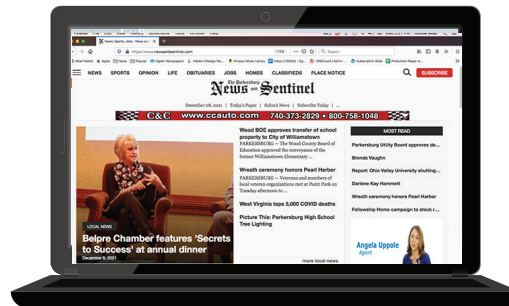
20,205
Sunday Readers

Source: Google Analytics, Oct. 2022

Newspaper Readers*

53.5%

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



Visiting Newspaper Website

69.6%

Typical adult going online (43.8%)

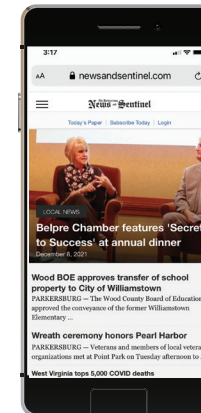
Visiting Newspaper on Mobile

26.6%

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

*Weekly newspaper readers

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



Digital
Audience

171,181

Monthly Unique Users

396,062

Monthly User Sessions

1,121,993

Monthly Page Views

Source: Google Analytics, Nov. 2023

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	Sunday
100	\$32.52	\$33.76
200	\$31.02	\$32.52
300	\$29.89	\$31.36
500	\$29.43	\$30.84
750	\$28.72	\$30.18
1,000	\$28.49	\$29.74
1,500	\$27.98	\$29.37
2,500	\$27.19	\$28.30

Rate per column inch

1 time rate.....	\$39.59	\$41.47
Church/Charity Rate	\$23.76	
In Memory	\$23.76	
Happy Ads	\$23.76	

Color Rates



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

Classified Advertising Rates

ANNUAL BULK

Minimum 3 Lines Per Day	Daily	Sunday
Open Space Rates per line	\$3.95	\$4.10
Open Space Rate per inch.....	\$39.58	\$41.05

Consecutive publishing days

Minimum 3 Lines Per Day	Daily	Sunday
1 - 2 days - Rates per line	\$3.95	\$4.10
Rate per inch	\$39.58	\$41.05
3 - 6 days - Rates per line	\$3.78	\$4.02
Rate per inch	\$37.79	\$40.06
7 - 9 days - Rates per line	\$3.29	\$3.67
Rate per inch	\$32.88	\$36.71
10 - 30 days - Rates per line	\$2.95	\$3.29
Rate per inch	\$29.44	\$32.98

Inches per Year	Daily	Sunday
OPEN	\$39.58	\$41.05
100	\$26.16	\$27.17
200	\$25.19	\$26.16
350	\$24.90	\$25.94
500	\$24.44	\$25.56
1,000	\$23.43	\$24.44

Print Advertising

Mechanicals and Sample Ad Sizes

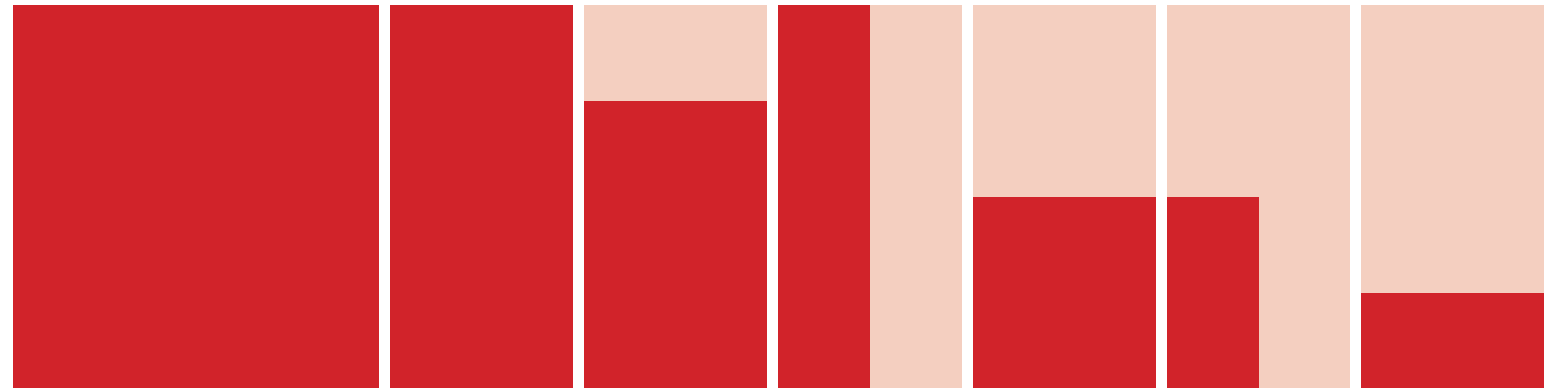
Retail Mechanicals:

- 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

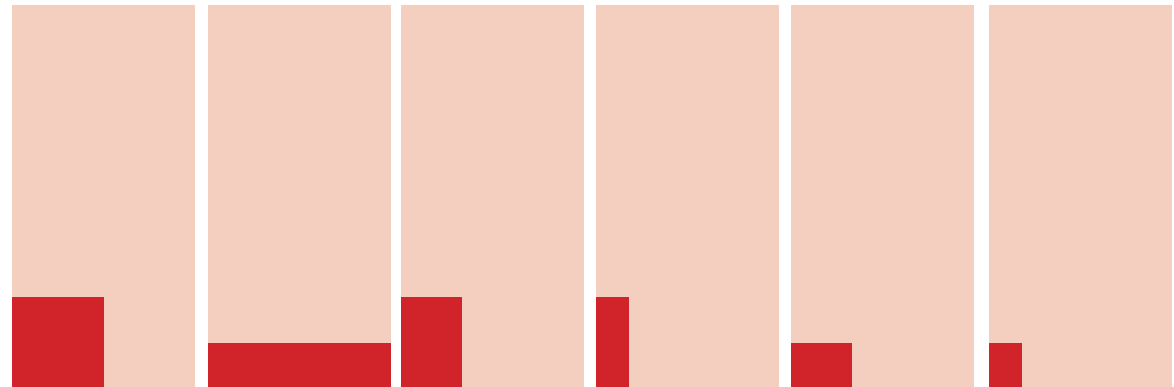
1/2 Page V
3 (4) col x 21 inch

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
\$1,320.....	\$1,650

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 (multiple sizes available) with **10,000** 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..... \$7.00 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		

Use our numbers to boost your numbers.

183K
Local News
Page Views

526K
Obituary
Page Views

98K
Home
Page Views

Source: Google Analytics, Sept. 2022

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 - \$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