



The Parkersburg  
**News and Sentinel**

Parkersburg, West Virginia • 304-485-1891 • [www.NewsandSentinel.com](http://www.NewsandSentinel.com)

# 2026 Media Kit

Lisa Northcraft, Advertising Director  
304-485-1891 • Ext. 360  
[lnorthcraft@newsandsentinel.com](mailto:lnorthcraft@newsandsentinel.com)

**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

**14,823**  
 Daily Readers

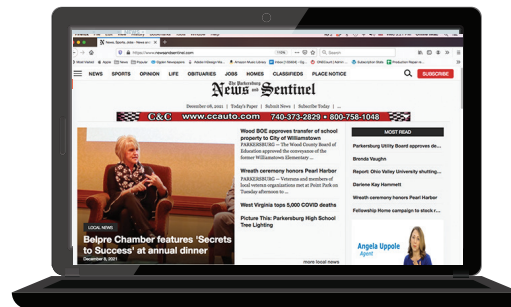
**16,570**  
 Sunday Readers

Source: Google Analytics, Oct. 2024

**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%)

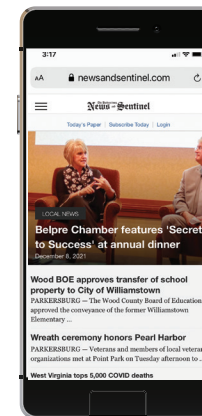
**Visiting Newspaper on Mobile**

**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

**180,900**  
 Monthly Unique Users

**420,100**  
 Monthly User Sessions

**993,800**  
 Monthly Page Views

Source: Google Analytics, Oct. 2024

# 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	\$34.51	\$35.81
200	\$32.91	\$34.51
300	\$31.71	\$33.27
500	\$31.22	\$32.72
750	\$30.47	\$32.02
1,000	\$30.22	\$31.55
1,500	\$29.68	\$31.16
2,500	\$28.85	\$30.02

## Rate per column inch

1 time rate	\$42.00	\$43.99
Church/Charity Rate	\$25.20	
In Memory	\$25.20	
Happy Ads	\$25.20	

## 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	\$4.19	\$4.35
Open Space Rate per inch	\$41.99	\$43.55

## Consecutive publishing days

Minimum 3 Lines Per Day	Daily	Sunday
1 - 2 days - Rates per line	\$4.19	\$4.35
Rate per inch	\$41.99	\$43.55
3 - 6 days - Rates per line	\$4.01	\$4.26
Rate per inch	\$40.09	\$42.50
7 - 9 days - Rates per line	\$3.49	\$3.89
Rate per inch	\$34.89	\$38.94
10 - 30 days - Rates per line	\$3.13	\$3.49
Rate per inch	\$31.23	\$34.99

Inches per Year	Daily	Sunday
OPEN	\$41.99	\$43.55
100	\$27.75	\$28.83
200	\$26.72	\$27.75
350	\$26.42	\$27.52
500	\$25.93	\$27.12
1,000	\$24.85	\$25.93

Affidavits .....\$10

# 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

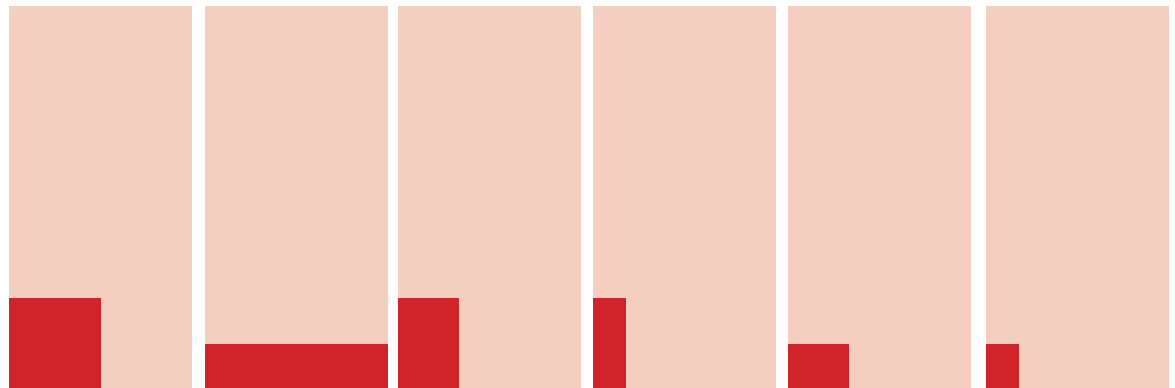
**1/2 Page V**  
3 (4) col x 21 Inch

**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

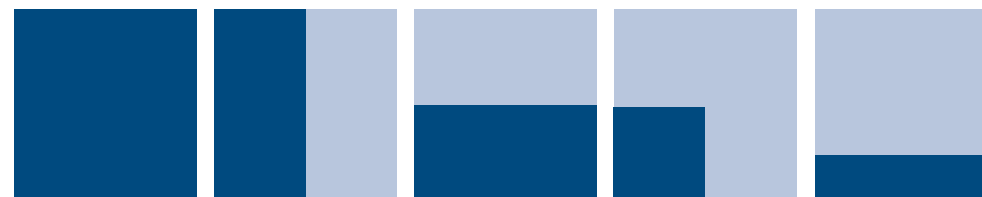
**1/24 Page H**  
2 col x 2.5 inch

**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** \$1,320.....  
**Sunday** \$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 **11,000** 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

**464K**  
Obituary  
Page Views

**102K**  
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.

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**  
**\$270<sup>00</sup>** per month

**Skyscraper** on the  
**Local News Page** for **6 months** at  
**13,500 impressions**  
**\$122<sup>00</sup>** per month

**Rectangle** scheduled for **3 months** at  
**75,000 impressions**  
**\$675<sup>00</sup>** per month