

# The Inter-Mountain 2025 Media Guide



**Randolph, Barbour, Pocahontas, Tucker and Upshur Counties in West Virginia**



**520 Railroad Ave., Elkins, WV 26241**

**304-636-2121**



## PERSONNEL

**Michelle Smith** ..... **General Manager**  
**Advertising Director**  
*ad-director@theintermountain.com*

**Lori Smith** ..... **Multimedia Consultant**  
**Classifieds**  
*loris@theintermountain.com*

**Sue Blankenship** ..... **Multimedia Consultant**  
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**Kristi Groves** ..... **Circulation Supervisor**  
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**Anthony Gaynor** ..... **Commercial Print**  
*agaynor@theintermountain.com*

**Brad Johnson** ..... **Editor**  
*bjohnson@theintermountain.com*

**Dave Ickes** ..... **Production Manager**  
*dickes@theintermountain.com*

## DEADLINES

Display ..... 3:30 p.m.  
Two Business Days Prior

Online ..... 4 p.m.  
Four Business Days Prior

Classified Line ..... 1 p.m.  
One Business Day Prior

Legals ..... Noon  
Three Business Days Prior

## PUBLICATION DAYS

The Inter-Mountain is published daily, Monday through Saturday.

The Inter-Mountain does not publish on New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas.

The Inter-Mountain will publish an e-edition on Martin Luther King Jr. Day, President's Day, Juneteenth, Columbus Day and Veteran's Day.

## COLUMN DIMENSIONS

### BROADSHEET — 6 column format

Page Depth ..... 21.25 inches  
1 column width ..... 1.583 inches  
2 column width ..... 3.267 inches  
3 column width ..... 4.950 inches  
4 column width ..... 6.633 inches  
5 column width ..... 8.317 inches  
6 column width ..... 10.000 inches

### CLASSIFIED — 8 column format

Page Depth ..... 21.25 inches  
1 column width ..... 1.167 inches  
2 column width ..... 2.424 inches  
3 column width ..... 3.687 inches  
4 column width ..... 4.950 inches  
5 column width ..... 6.207 inches  
6 column width ..... 7.469 inches  
7 column width ..... 8.723 inches  
8 column width ..... 10.000 inches

### TABLOID — 5 column format

Page Depth ..... 9.50 inches  
1 column width ..... 1.967 inches  
2 column width ..... 4.029 inches  
3 column width ..... 6.105 inches  
4 column width ..... 8.167 inches  
5 column width ..... 10.25 inches

## ADVERTISING RATES

### Open Rates

National Display ..... \$33.78 pci  
Local Display ..... \$19.40 pci  
Political Display ..... \$19.40 pci  
Nonprofit ..... \$16.50 pci

### Annual Bulk Rates

100 Inches ..... \$15.90 pci  
500 Inches ..... \$14.35 pci  
1,000 Inches ..... \$13.77 pci  
2,000 ..... \$13.19 pci

### Color Rates

Process Color ..... \$340 Flat or \$2.95 pci  
Spot Color ..... \$114 Flat or \$1.73 pci

### Brand Builders

Our frequency program is designed to create top of mind awareness by keeping your business name in print and online at a discounted rate.

### Classified Line

Charged per line, per day, 3-day minimum with photos, color and other enhancements available.

**Comics** ..... \$7.78 pci

**Polybags** ..... \$155 cpm

**Post It Notes** ..... \$150 cpm

### Real Estate Guide

Annual Contract- Six Publications

Full Page black/ white ..... \$145

Half Page black/ white ..... \$86

Quarter Page black/ white ..... \$46

### Discounts

Early Bird Discount- Receive 10% off special section ads when space is reserved prior to two weeks before sales deadline.

Customers with a current contract will receive an additional 25% web site impressions with online purchases.

Discounts may not be combined with any other discounted programs or pricing.

PREPRINTS

Accepted by reservation only and must be received seven business days prior to insertion.

Preprints must be received five business days prior to insertion.

Preprints should be stacked on 48 x 48 inch or smaller, wood pallets, designed for use with forklifts.

Protective cover should be placed on top and bottom of preprints.

Skids must be tagged with Advertiser’s name, publication date, quantity and copy of the preprint.

We do not offer zoned insertions, short run only.

Minimum 2,500 pieces or \$125

Minimum size 3” x 5”

Maximum size 11” x 13.5”

We require a quantity of 4,000 for our Thanksgiving edition, November 26, 2025.

We accept inserts on Tuesday and Saturday;  
Wednesday and Saturday of Thanksgiving week.

Delivery Hours are Monday- Friday 8:30 am- 4 pm.

Delivery Address:

520 Railroad Ave, Elkins, WV 26241

RATES

Page Size	Frequency	Frequency	Frequency
	1-12	13-30	31+
Single Sheet	\$50 cpm	\$45 cpm	\$44 cpm
4 Tab; 2 Std	\$54 cpm	\$49 cpm	\$48 cpm
8 Tab; 4 Std	\$68 cpm	\$61 cpm	\$52 cpm
12 Tab; 6 Std	\$80 cpm	\$73 cpm	\$62 cpm
16 Tab; 8 Std	\$92 cpm	\$80 cpm	\$69 cpm

Rates are net. Tabs 20 pages or more, add \$2 cpm for each additional 4 pages.

TheInterMountain.com

51,800 Average Monthly Active Users  
308,000 Average Monthly Views

Targeted Impressions \$13.50 cpm  
Run of Site Impressions \$10 cpm

SIZES

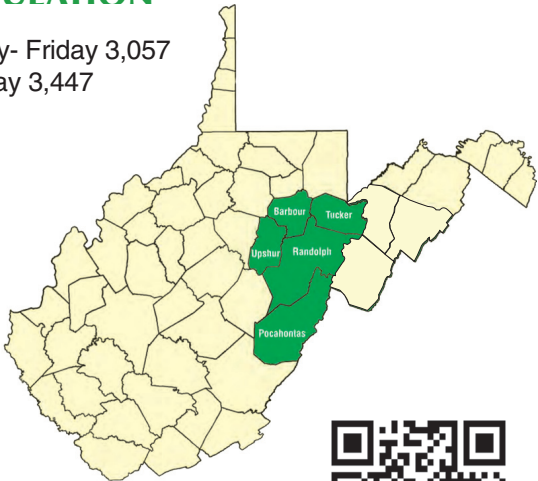
Pencil.....	960 x 250 / 960 x 30
Leaderboard.....	728 x 90
Half Page .....	300 x 600
Skyscraper .....	160 x 600
Large Rectangle.....	300 x 250
Brand Builder .....	200 x 200

DIGITAL NEWSLETTER

Delivered Daily via Email  
Three Sponsor Locations Available  
Starting at \$175 per month with an Annual Commitment

CIRCULATION

Monday- Friday 3,057  
Saturday 3,447



Scan for iPhone



Scan for Android

## The Inter-Mountain Jobs Ohio-WV-gethired.com

**No matter what role you are hiring for, we've got the reach in the business for print and online candidates. Contact us today.**

recruitology®

indeed

careerbuilder®



- Craigslist
- My Job Board
- Moonlighting
- Niche Network
- Targeted Audience Networks
- Accounting and Finance
- Call Center and Customer Service
- College
- Construction
- Diversity
- Education
- Nursing and Healthcare
- Hospitality
- Law Enforcement
- Manufacturing and Trade
- Sales and Marketing
- Transportation and Logistics

## POLICIES

Print ready ads are accepted in PDF, PNG and JPG formats, must be greater than 200 dpi with fonts imbedded.

Print-ready ads in electronic format are accepted by The Inter-Mountain. Ads may be sent via e-mail, AdSend and other electronic ad delivery programs.

Black and white ads must be sent in grayscale format. Color ads must be sent in CMYK format.

Our AP AdSendcode is WVVELK.

A . The Inter-Mountain reserves the right to edit or reject any ad for any reason. Ads canceled after deadline or not published due to fault of advertiser, may be charged 100% of the cost of the ad.

B. Publisher reserves the right to insert the word "Advertisement," at the advertiser's expense, in any ad that simulates news.

C . The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

D . The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

F . The Inter-Mountain does not accept brokered advertising.

G . Publisher does not guarantee position.

H. All published local rates are net and noncommissionable. Representatives of The Inter-Mountain are not authorized to make any deviations from these published rates and regulations, orally or in writing.

I . Nonprofit rate is available to church and service clubs.

J . New customers must obtain credit approval. Transient and non-area accounts require cash with copy.

K . All billing accounts are due and payable within ten (10) days upon receipt of invoice. A 3% finance charge will be added each month to accounts with an aged balance due of 90 days or more.

L . All advertising credit balances must be taken in kind (i.e., through additional advertising) and must be taken in one year.

M . Political advertisements must have "Paid Political Advertisement" at the top and "Paid for by ..." at the bottom of each ad and must be prepaid.

N. The Inter-Mountain does not accept ad orders that claim Sequential Liability.

O. Required minimum font size on reverse background is 12 point.