

2022 Media Kit



Herald-Star & Weirton Daily Times. Delivering Results Like No Other Media!



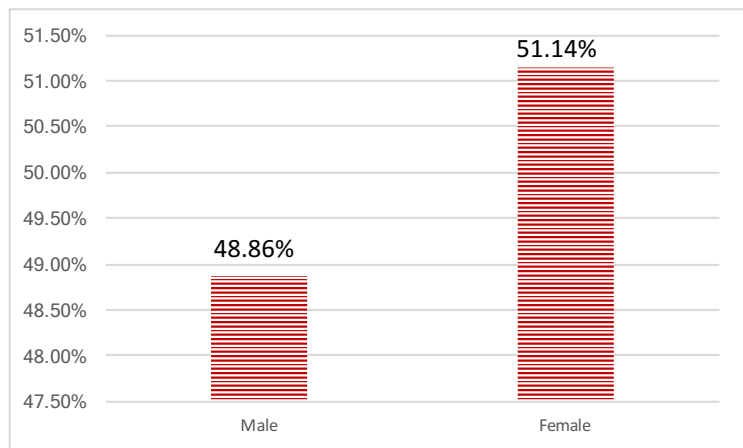
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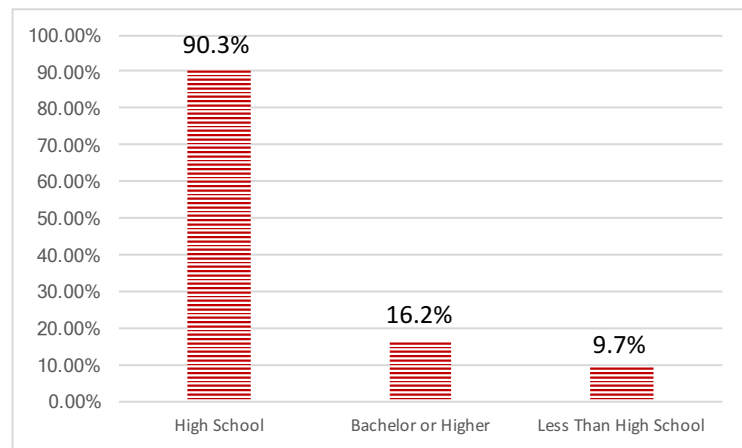
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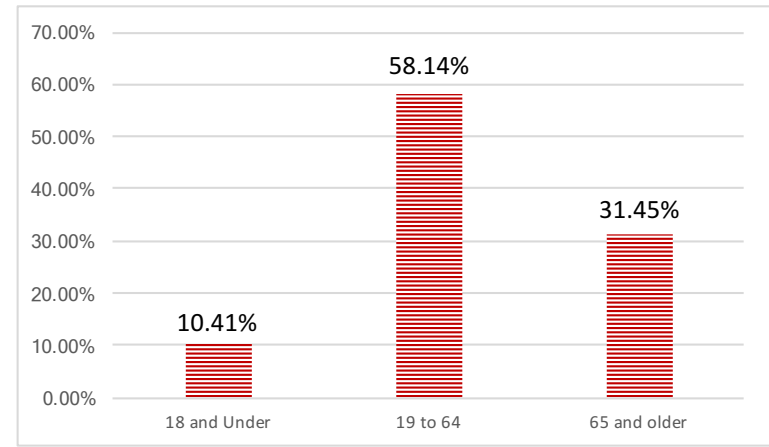
Who we are.



By Gender



By Education



By Age



Jefferson County



Hancock County



Brooke County

2022 Media Kit

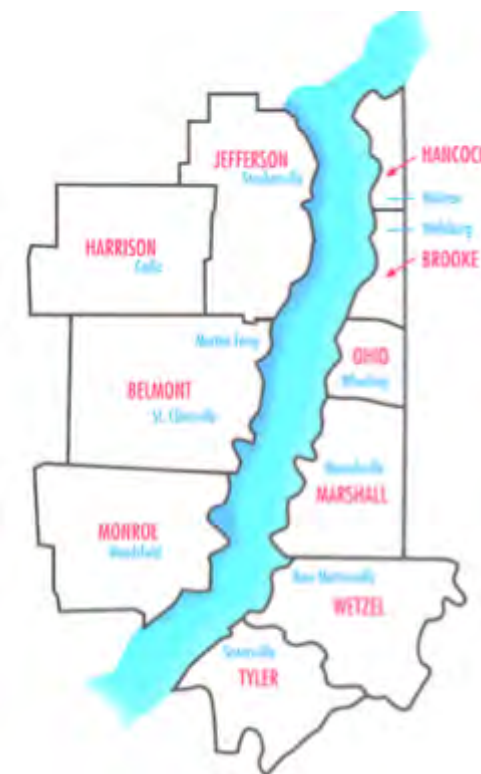
Who we reach.

The Herald Star and Weirton Daily Times provides the most in-depth local coverage of events and issues in Jefferson County and Harrison County in OH, Hancock County and Brooke County in WV.

The Herald Star and Weirton Daily Times print products reach over 16,562 readers every morning Sunday through Friday, while our digital franchises reach 4,819 additional unique readers each day.

Herald Star Select is published every Sunday and delivered to 14,000 non-subscribers in Jefferson County, OH and Hancock County in WV.

The Brooke Scene is published every Thursday and delivered to 3,000 non-subscribers in Brooke County, WV.



Population: 131,114
Households: 63,686



Retail Advertising Rates & Information

Contract Rates

Commitment Level	PCI Rates
250"	\$40.88
500"	\$40.02
1,000"	\$39.21
2,000"	\$38.01
3,500"	\$37.20
Open Rate	\$49.71
Church Rate	\$29.10

Color Rates

One Color	\$280.00	
Two Colors	\$375.00	
Process	\$425.00	
Herald Star Select-TMC		
Open Rate:	\$11.00	pci
The Brooke Scene		
Open Rate:	\$11.00	pci
Purchase Both:	\$14.30	pci

Deadlines

PUBLICATION DAY	PUBLICATION DEADLINE
Monday	Thurs. 5:00 p.m.
Tuesday	Fri. 5:00 p.m.
Wednesday	Fri. 5:00 p.m.
Thursday	Tues. 5:00 p.m.
Friday	Wed. 5:00 p.m.
Sunday	Wed. 5:00 p.m.

Column Widths

1 Column = 1.583 Inches
2 Column = 3.266 Inches
3 Column = 4.949 Inches
4 Column = 6.632 Inches
5 Column = 8.315 Inches
6 Column = 10 Inches



Our CAPS program offers you the option to build a consistent advertising plan with your choice of the package and frequency that will work best for you! Consistent Advertising Produces Sales!

CAPS Advertising Rates

Full Page	\$12.10
3/4 Page	\$12.50
Half Page	\$12.70
1/4 Page	\$13.00
1/8 Page	\$12.75
1/12 Page	\$13.50

CAPS Color Rates

Full Page	\$73.00
3/4 Page	\$55.00
Half Page	\$41.50
1/4 Page	\$25.75
1/8 Page	\$17.50
1/12 Page	\$15.00

Weekly Discounts

4 Weeks	15%
8 Weeks	25%
13 Weeks	35%

Frequency Discounts

2x Week	40%
3x Week	50%
4x Week	60%



Digital Advertising Rates & Information

<u>Commitment Level</u>	<u>Ad Size</u>	<u>Ad Location</u>	<u>Per Month Rate</u>	<u>Monthly Impressions</u>
12 Months	Leaderboard	Home Page	\$240	30,000
6 Months	Skyscraper	Local News	\$115	13,500
3 Months	Banner	Obituaries	\$300	25,000
Open	Varies	Varies	\$18 to \$21 CPM	Variety to Choose From

These are just a few examples of digital packages. There are many other options to choose from.



Brand Builders

Our Brand Builders advertising program is designed to create name awareness for your business at a substantial discount. Keep your business in the minds of readers by using frequency. Your message will be seen repeatedly by selecting any of our packages listed below. Our program emphasizes repetitive, modest sized branding ads anywhere from three to five to six days a week.

Bronze Package:	Three 2x2 Ads Per Week	Monthly Investment \$422	Annual Investment \$5,064
Silver Package:	Five 2x2 Ads Per Week	Monthly Investment \$713	Annual Investment \$8,556
Gold Package:	Six 2x2 Ads Per Week	Monthly Investment \$800	Annual Investment \$9,600
Opal Package:	Three 2x3 Ads Per Week	Monthly Investment \$590	Annual Investment \$7,080
Quartz Package:	Five 2x3 Ads Per Week	Monthly Investment \$966	Annual Investment \$11,592
Diamond Package:	Six 2x3 Ads Per Week	Monthly Investment \$1,075	Annual Investment \$12,900



Market Complete

- Is a new marketing approach that allows our clients to create a daily distribution program that best suits their sales plan and maximizes their reach in the market(s) they believe best suit their needs.
- Offers a one buy approach that includes the distribution of all of our newspapers in a specific market.
- Includes the daily distribution of: • The Herald Star • Weirton Daily Times • The Intelligencer • Wheeling News-Register • The Times Leader • Wetzel Chronicle • Tyler Star News

Zone	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
A	\$50.00	\$48.00	\$46.00	\$44.00
B	\$50.00	\$48.00	\$46.00	\$44.00
C	\$50.00	\$48.00	\$46.00	\$44.00
D	\$50.00	\$48.00	\$46.00	\$44.00
E	\$50.00	\$48.00	\$46.00	\$44.00
F	\$50.00	\$48.00	\$46.00	\$44.00

Zones subject to change.

Zone	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
G	\$47.00	\$45.00	\$44.00	\$41.00
H	\$47.00	\$45.00	\$44.00	\$41.00
I	\$47.00	\$45.00	\$44.00	\$41.00

Purchase two zones deduct \$1.00 from CPM. Purchase Three zones deduct \$1.50 from CPM.

A surcharge of \$4.00 CPM will be added to inserts exceeding 48 pages.



Sunday Pre-print Rates

Tab Page	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
2	\$66.50	\$55.75	\$51.50	\$44.25
4	\$66.75	\$56.00	\$51.75	\$44.50
8	\$67.00	\$56.25	\$52.00	\$44.75
12	\$67.25	\$56.50	\$52.25	\$45.00
16	\$67.50	\$56.75	\$52.50	\$45.25
20	\$67.75	\$57.00	\$52.75	\$45.50

Tab Page	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
24	\$68.00	\$57.25	\$53.00	\$45.75
28	\$68.25	\$57.50	\$53.25	\$46.00
32	\$68.50	\$57.75	\$53.50	\$46.25
36	\$68.75	\$58.00	\$53.75	\$46.50
40	\$69.00	\$58.25	\$54.00	\$46.75

Delivery Address

240-20th Street
Wheeling WV 26003

Delivery Hours

Monday - Friday 7 a.m. - 3 p.m.
No deliveries on Saturday or Sunday



TMC Pre-print Rates

Brooke Scene: \$45.00 CPM

Herald Star Select: \$45.00 CPM

Packaging Tips

Improperly packed inserts can cause misses or multiples. We offer these important guidelines:

- Stack inserts on non-returnable 4-way wooden pallets designed for use with forklift trucks.
- Standard Pallet should be 40 x 48 inches with two runners 4 inches off the floor.
- Add a protective cover to the bottom of pallet to protect inserts from green lumber and another on top to protect from the weather.
- Do not double stack pallets.
- Skids must be tagged with insert name, date of insertion, and quantity.
- Small quantities can be delivered in boxes identified on the outside with insert name and quantity in each box.



Classified Advertising Rates

Non-Recruitment

12 Month Contracts; Requires Daily Line Minimum

Lines Per Year	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
2,500	\$1.22	\$14.64	\$1.32	\$15.84
5,250	\$1.19	\$14.28	\$1.31	\$15.72
10,500	\$1.17	\$14.04	\$1.27	\$15.24
21,000	\$1.13	\$13.56	\$1.24	\$14.88
42,000	\$1.11	\$13.32	\$1.23	\$14.76
73,500	\$1.06	\$12.72	\$1.19	\$14.28

Open Space; Minimum Charge \$39.75

1 to 6 Days	\$2.65	\$31.80	\$3.01	\$36.12
7 to 14 Days	\$2.52	\$30.24	\$2.88	\$34.56
15 + Days	\$2.40	\$28.80	\$2.76	\$33.12

Recruitment

12 Month Contracts

Lines Per Year	Daily Rate Per Line	Daily Rate Per Inch	Sunday Rate Per Line	Sunday Rate Per Inch
2,500	\$1.37	\$16.44	\$1.45	\$17.40
5,250	\$1.35	\$16.20	\$1.44	\$17.28
10,500	\$1.33	\$15.96	\$1.40	\$16.80
21,000	\$1.29	\$15.48	\$1.32	\$15.84
42,000	\$1.27	\$15.24	\$1.31	\$15.72
73,500	\$1.23	\$14.76	\$1.28	\$15.36

Open Space; Minimum Charge \$41.10

1 to 6 Days	\$2.74	\$32.88	\$3.10	\$37.20
7 to 14 Days	\$2.60	\$31.20	\$2.97	\$35.64
15 + Days	\$2.48	\$29.76	\$2.85	\$34.20



Classified Advertising

Deadlines

PUBLICATION DAY	LINE ADS Deadline	DISPLAY ADS Deadline
Sunday	Friday	Wednesday
Monday	Friday	Thursday
Tuesday	Monday	Friday
Wednesday	Tuesday	Friday
Thursday	Wednesday	Monday
Friday	Thursday	Tuesday

Column Widths

1 Column = 1.163 Inches
2 Column = 2.426 Inches
3 Column = 3.689 Inches
4 Column = 4.952 Inches
5 Column = 6.215 Inches
6 Column = 7.478 Inches
7 Column = 8.741 Inches
8 Column = 10 Inches

Color Rates

One Color	\$280
Two Colors	\$375
Process	\$425



Our CAPS program offers you the option to build a consistent advertising plan with your choice of the package and frequency that will work best for you! Consistent Advertising Produces Sales!

**CAPS Classified Display
Per Column Inch Rates**

Full Page	\$9.42
3/4 Page	\$9.63
Half Page	\$10.55
1/4 Page	\$11.78
1/8 Page	\$13.01
1/12 Page	\$14.23
1/16 Page	\$15.30

**CAPS Classified Color
Per Ad Rates**

Full Page	\$94.00
3/4 Page	\$73.00
Half Page	\$52.00
1/4 Page	\$31.00
1/8 Page	\$20.50
1/12 Page	\$17.50
1/16 Page	\$15.00

Weekly Discounts

4 Weeks	15%
8 Weeks	25%
13 Weeks	35%

Frequency Discounts

2x Week	40%
3x Week	50%
4x Week	60%



Contact Us!

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