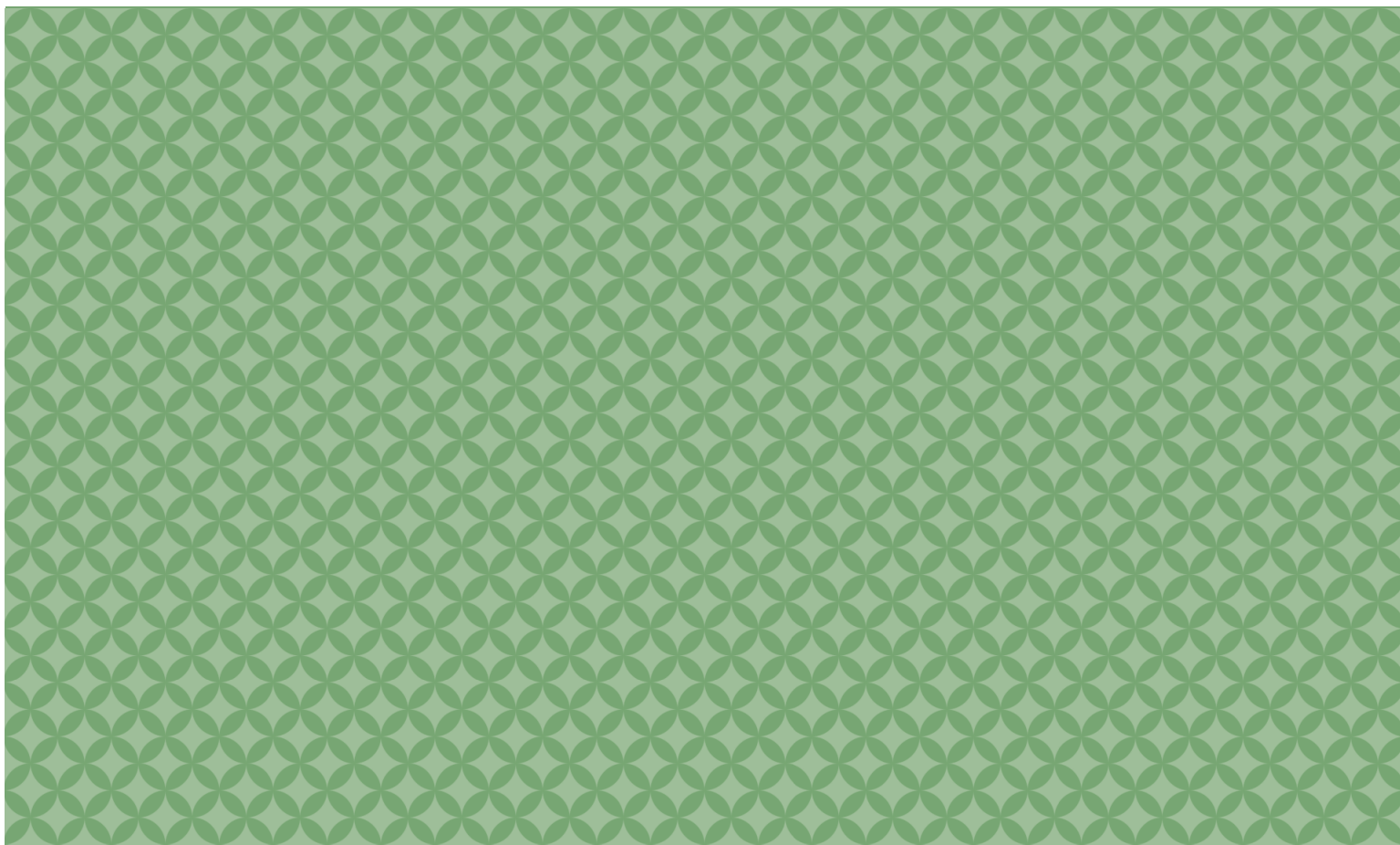


The Intelligencer.

Wheeling News-Register

2020 MEDIA KIT



Our Mission

The Intelligencer/ Wheeling News-Register has built the largest audience of any media serving Ohio county and surrounding counties - more than 49,000 readers every day in print and online. Our print audience is 41,703 readers daily and our online audience is averaging 7,800 readers a day. Our mission is to match our audience with your customers through an individualized marketing strategy using our print and online products.

Our Philosophy

Our advertising consultants are taught to listen first. We want to hear about your business, your customers and your goals. Then, we'll provide the consultation, creative services and targeted audience you need.

Our Pledge

We pledge transparency. The advertising prices shown are our best available. Frequency is key to any advertising strategy, so we encourage it with our best incentives. Ask your advertising consultant about campaign packages.

Contact Us

1500 Main Street, Wheeling, WV 26003 | 304-233-0100 | www.theintelligencer.net

Source: AAM Quarterly Data Report Q3 2019
RATES EFFECTIVE JANUARY 1, 2020



With more than 49,000 readers every day
Our audience is bigger than ever.

Print Audience

41,500

Daily Readers

48,800

Sunday Readers

Median age shows newspaper
platforms well-distributed

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

187,301

Monthly Unique Users

429,243

Monthly User Sessions

958,125

Daily Pageviews

SOURCE: Google Analytics 3 Month Average
Sept. 1-Nov. 30, 2019

Print Advertising

Sample Ad Sizes & Pricing



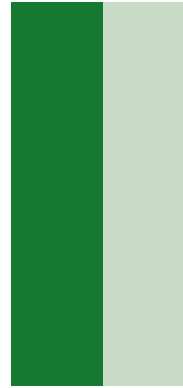
Double Truck
13 Col X 21 In
Total \$5,323.50



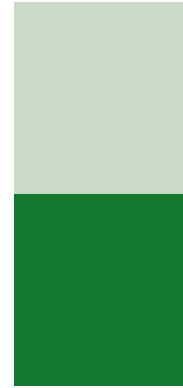
Full Page
6 Col X 21 In
Total \$2,583.00



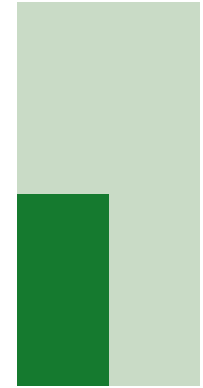
3/4 Page
6 Col X 15.75 In
Total \$1,935.00



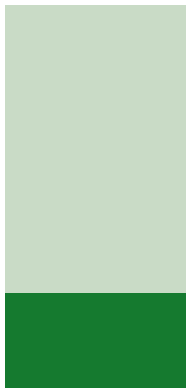
1/2 Page V
3 Col X 21 In
Total \$1,417.50



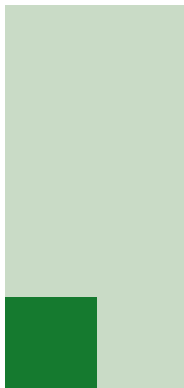
1/2 Page H
6 Col X 10.5 In
Total \$1,417.50



1/4 Page V
3 Col X 10.5 In
Total \$724.50



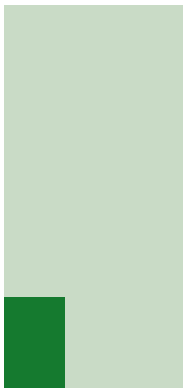
1/4 Page H
6 Col X 5.25 In
Total \$724.50



1/8 Page V
3 Col X 5 In
Total \$352.50



1/8 Page H
6 Col X 2.5 In
Total \$352.50



1/12 Page
2 Col X 5 In
Total \$245.00

CAPS Advertising Rates

Ad Size	Per Column Inch Rate
Double Truck	\$19.50
Full Page	\$20.50
3/4 Page	\$21.50
Half Page	\$22.50
1/4 Page	\$23.00
1/8 Page	\$23.50
1/12 Page	\$24.50

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

Rates apply only to the CAPS modular ad sizes shown with a minimum 4 week recap. Non-modular or one day advertising is available on a per column inch basis starting at the open rate of \$55.00 pci.

Frequency discounts can not be applied to non-modular ads or multiple ads publishing in one week.

CAPS Color Rates



Ad Size	Per Ad Rate	Ad Size	Per Ad Rate
Double Truck	\$136.50	1/4 Page	\$15.75
Full Page	\$63.00	1/8 Page	\$7.50
3/4 Page	\$45.00	1/12 Page	\$5.00
Half Page	\$31.50		

CAPS Advertising Packages



Consecutive Week Packages

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

Signed advertising recap required. Consecutive week packages require that at least one ad be published every week in consecutive weeks for the number of weeks agreed upon.



Frequency Discounts

Frequency	Discount
2x Week	40%
3x Week	50%
4x Week	60%
7x Week	75%

Frequency discounts only apply to duplicate ads published within seven days of the original ad's publication.



Rate Calculator

Base Rate	\$ _____
Consecutive Week Discount	_____ % \$ -
Adjusted Ad Price	\$ _____
Frequency Discount	_____ % \$ -
Final Ad Cost	\$ _____
Cost Per Week	\$ _____
Cost Per Campaign	\$ _____
Color Cost	\$ _____
Total Cost	\$ _____

Use the above rate calculator to help plan your advertising program.

Consistent Advertising Produces Sales



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!



CHOOSE YOUR PACKAGE...
CHOOSE YOUR FREQUENCY...
CHOOSE YOUR DISCOUNTS!

Retail Advertising Contract Rates

Commitment Level	PCI Rates
400"	\$45.40
800"	\$43.60
1,200"	\$42.70
1,600"	\$41.70
2,000"	\$38.10
Open Rate	\$55.00
Church Rate	\$36.90



Color Rates

1 Color	\$260
2 Color	\$350
Process	\$395

Extra Neighbors - TMC

Pickup Discounts - \$5.45 per inch

Pick up rates apply to any ad that appears in The Intelligencer or Wheeling News-Register which is placed into Extra Neighbors

Deadlines

PUBLICATION DAY

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

PUBLICATION DEADLINE

Thursday 5:00 p.m.
Friday 5:00 p.m.
Friday 12:00 p.m.
Monday 5:00 p.m.
Tuesday 5:00 p.m.
Wednesday 5:00 p.m.
Wednesday 5:00 p.m.

Build your brand with **Brand Builders Complete**

Our Brand Builders Complete 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 new packages listed below. Our new program emphasizes repetitive, modest sized branding ads anywhere from two to four to six days a week and one larger sized display ad to merchandise once a week.



Bronze Package

Three 2x2 Ads Per Week
Monthly Investment \$530
Annual Investment \$6,360

Silver Package

Five 2x2 Ads Per Week
Monthly Investment \$770
Annual Investment \$9,240

Gold Package

Seven 2x2 Ads Per Week
Monthly Investment \$960
Annual Investment \$11,520

Opal Package

Three 2x3 Ads Per Week
Monthly Investment \$725
Annual Investment \$8,700

Quartz Package

Five 2x3 Ads Per Week
Monthly Investment \$1,080
Annual Investment \$12,960

Diamond Package

Seven 2x3 Ads Per Week
Monthly Investment \$1,370
Annual Investment \$16,440

Market Complete Daily Preprints



Maximizing Distribution and Reach

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. **Market Complete** offers a one buy approach that includes the distribution of all of our newspapers in a specific market.

Market Complete includes the daily distribution of:

- Herald Star
- Weirton Daily Times
- The Intelligencer
- Wheeling News-Register
- The Times Leader
- Wetzel Chronicle
- Tyler Star News

Market Complete Daily Pricing

Zones Ordered	Non Contract	13 Times Per Year	26 Times Per Year	52+ Times Per Year
Zone A	\$50.00	\$48.00	\$46.00	\$44.00
Zone B	\$50.00	\$48.00	\$46.00	\$44.00
Zone C	\$50.00	\$48.00	\$46.00	\$44.00
Zone D	\$50.00	\$48.00	\$46.00	\$44.00
Zone E	\$50.00	\$48.00	\$46.00	\$44.00
Zone F	\$50.00	\$48.00	\$46.00	\$44.00
Zone G	\$47.00	\$45.00	\$44.00	\$41.00
Zone H	\$47.00	\$45.00	\$44.00	\$41.00
Zone I	\$45.00	\$43.00	\$42.00	\$39.00

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. Zone breakdown available on request.

Newspaper Media: The Results are Real.

Newspaper advertising drives action.

SEVEN IN TEN CONSUMERS
cite Sunday or weekday newspaper
edition as their main coupon source.



NEARLY EIGHT IN TEN ADULTS
have taken action in the past 30 days
from a newspaper ad, including half
who made a purchase.

SOURCE:
News Media
Alliance
November 2019

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.

Delivery Address

240-20th Street
Wheeling WV 26003

Delivery Hours

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

Preprints

Preprint Program Rates

Commitment Level Tab Pages	Non Contract	13 Per Year	26 Per Year	52 Per Year
2 Page	\$42.00	\$37.50	\$35.25	\$32.50
4 Page	\$53.75	\$50.00	\$47.00	\$44.00
8 Page	\$56.75	\$52.25	\$50.00	\$46.50
12 Page	\$59.50	\$55.25	\$52.50	\$49.25
16 Page	\$62.00	\$58.00	\$55.25	\$51.50
20 Page	\$62.50	\$58.50	\$56.25	\$52.50
24 Page	\$70.75	\$66.50	\$63.75	\$60.50
28 Page	\$75.00	\$70.75	\$67.50	\$64.00
32 Page	\$78.75	\$74.00	\$71.75	\$68.00
36 Page	\$82.75	\$78.50	\$75.50	\$71.50
40 Page	\$86.75	\$82.25	\$79.00	\$75.00

TMC Preprint Rates

Tab Size				
2 Page	\$41.00	\$36.50	\$34.25	\$31.50
4-8 Page	\$53.75	\$50.00	\$47.00	\$44.00
12-16 Page	\$59.50	\$55.25	\$52.50	\$49.25
20-24 Page	\$64.50	\$60.00	\$58.00	\$54.50
28-32 Page	\$75.00	\$70.75	\$67.50	\$64.00
36+ Page	\$81.75	\$78.50	\$75.50	\$71.50

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	\$1.92	\$23.04	\$2.16	\$25.92
5,250	\$1.91	\$22.92	\$2.15	\$25.80
10,500	\$1.85	\$22.20	\$2.14	\$24.84
21,000	\$1.81	\$21.72	\$2.04	\$24.44
42,000	\$1.79	\$21.48	\$2.03	\$24.32
73,500	\$1.77	\$21.24	\$1.96	\$23.50

Open Space; Minimum Charge \$52.20

1 to 6 Days	\$3.48	\$41.69	\$3.81	\$45.70
7 to 14 Days	\$3.21	\$38.60	\$3.47	\$41.69
15 + Days	\$3.16	\$37.93	\$3.37	\$40.48

COLOR RATES

Number Of Colors	Open Space	13 Per Year	26 Per Year	52 Per Year
One Color	\$260	\$235	\$215	\$200
Two Colors	\$350	\$325	\$290	\$260
Three Colors	\$395	\$370	\$325	\$280



RECRUITMENT ADVERTISING ONLINE

Now you can increase performance for online recruitment advertising, without being locked into one specific job board. The Job Network offers the ability to post your advertising through a multitude of high performing & relevant national job boards, social media and industry sites targeted to your individual needs based on job descriptions, as well as our local newspaper site.

Contact one of our Classified Advertising Consultants to help you decide which of our specialized packages can benefit your specific needs.

jobs.theintelligencer.net

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	\$2.10	\$25.12	\$2.29	\$27.55
5,250	\$2.09	\$25.05	\$2.28	\$27.40
10,500	\$2.02	\$24.21	\$2.21	\$26.71
21,000	\$1.98	\$24.09	\$2.20	\$26.57
42,000	\$1.97	\$23.64	\$2.19	\$26.33
73,500	\$1.91	\$22.92	\$2.16	\$25.92

Open Space; Minimum Charge \$70.50

1 to 6 Days	\$4.70	\$56.38	\$5.03	\$61.50
7 to 14 Days	\$3.99	\$47.85	\$4.39	\$52.72
15 + Days	\$3.40	\$40.78	\$3.74	\$44.85

Special Advertising Opportunities

Ohio Valley Real Estate Today

Monthly Publication
Full Page \$163.20
Half Page \$112.20
Frequency Discounts
Six Months 10%
Twelve Months 15%
2+ Ads Per Issue 10%

Auto Dealer Directory

Publishes Tuesday, Wednesday & Saturday
1st Listing \$172.76/mo.
Additional Listing \$45.67/mo.

Best On The Lot

Five Vehicles In This Full Color Strip. Publishes Every Friday. Excellent Value at \$132.38

Hot Ads

Place Your Non-Recruitment Newspaper Ad Online.

Extra Neighbors

Distributed To Non-Subscribers in Brooke, Ohio & Marshall Counties
Open Space \$18.64 Per Inch
Pick-Up Rate \$5.51 Per Inch
Line Ad Rate 46¢ Per Line

CLASSIFIED 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

DEADLINES

Publication Day: Sunday

Publication Day: Monday

Publication Day: Tuesday

Publication Day: Wednesday

Publication Day: Thursday

Publication Day: Friday

Publication Day: Saturday

Line Ads Friday

Line Ads Friday

Line Ads Monday

Line Ads Tuesday

Line Ads Wednesday

Line Ads Thursday

Line Ads Friday

Display Ads Wednesday

Display Ads Thursday

Display Ads Friday

Display Ads Friday

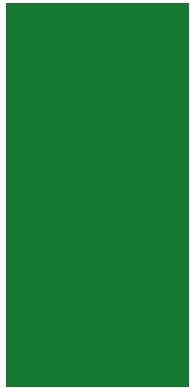
Display Ads Monday

Display Ads Tuesday

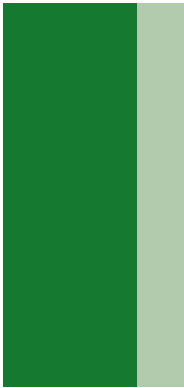
Display Ads Wednesday

Classified Display

Sample Ad Sizes & Pricing



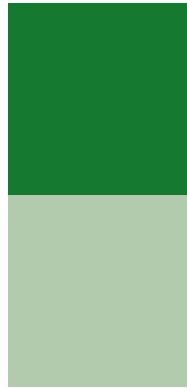
Full Page
8 Col X 21 In
Total \$2,587.20



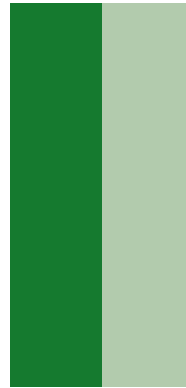
3/4 Page V
6 Col X 21 In
Total \$2,034.90



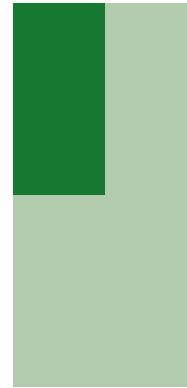
3/4 Page H
8 Col X 15.75 In
Total \$2,034.90



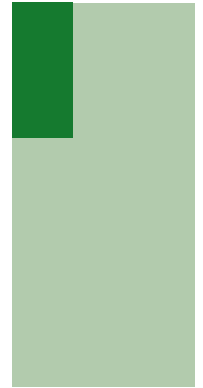
1/2 Page H
8 Col X 10.5 In
Total \$1,419.60



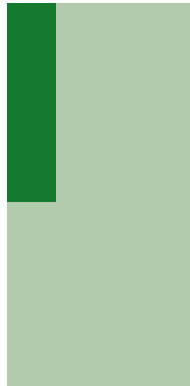
1/2 Page V
4 Col X 21 In
Total \$1,419.60



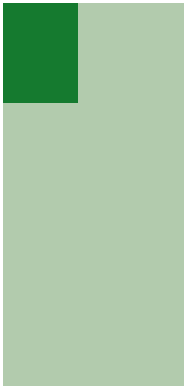
1/4 Page
4 Col X 10.5 In
Total \$724.50



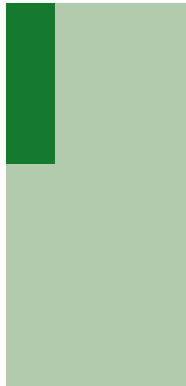
1/8 Page
3 Col X 7 In
Total \$370.65



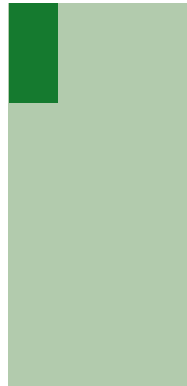
1/8 Page
2 Col X 10.5 In
Total \$370.65



1/12 Page
3 Col X 5 In
Total \$276.00



1/12 Page
2 Col X 7.5 In
Total \$276.00



1/16 Page
2 Col X 5 In
Total \$204.00

CAPS Advertising Rates

Ad Size	Per Column Inch Rate
Full Page	\$15.40
3/4 Page	\$16.15
Half Page	\$16.90
1/4 Page	\$17.25
1/8 Page	\$17.65
1/12 Page	\$18.40
1/16 Page	\$20.40

Mechanicals:

1 Col = 1.163 inches • 2 Col = 2.426 inches • 3 Col = 3.689 inches • 4 Col = 4.952 inches • 5 Col = 6.215 inches • 6 Col = 7.478 inches
7 Col = 8.741 inches • 8 Col = 10 inches

Rates apply only to the CAPS modular ad sizes shown. Non-modular advertising is available on a per column inch basis starting at the open rate of \$52.20 pci. Frequency discounts cannot be applied to non-modular advertising.

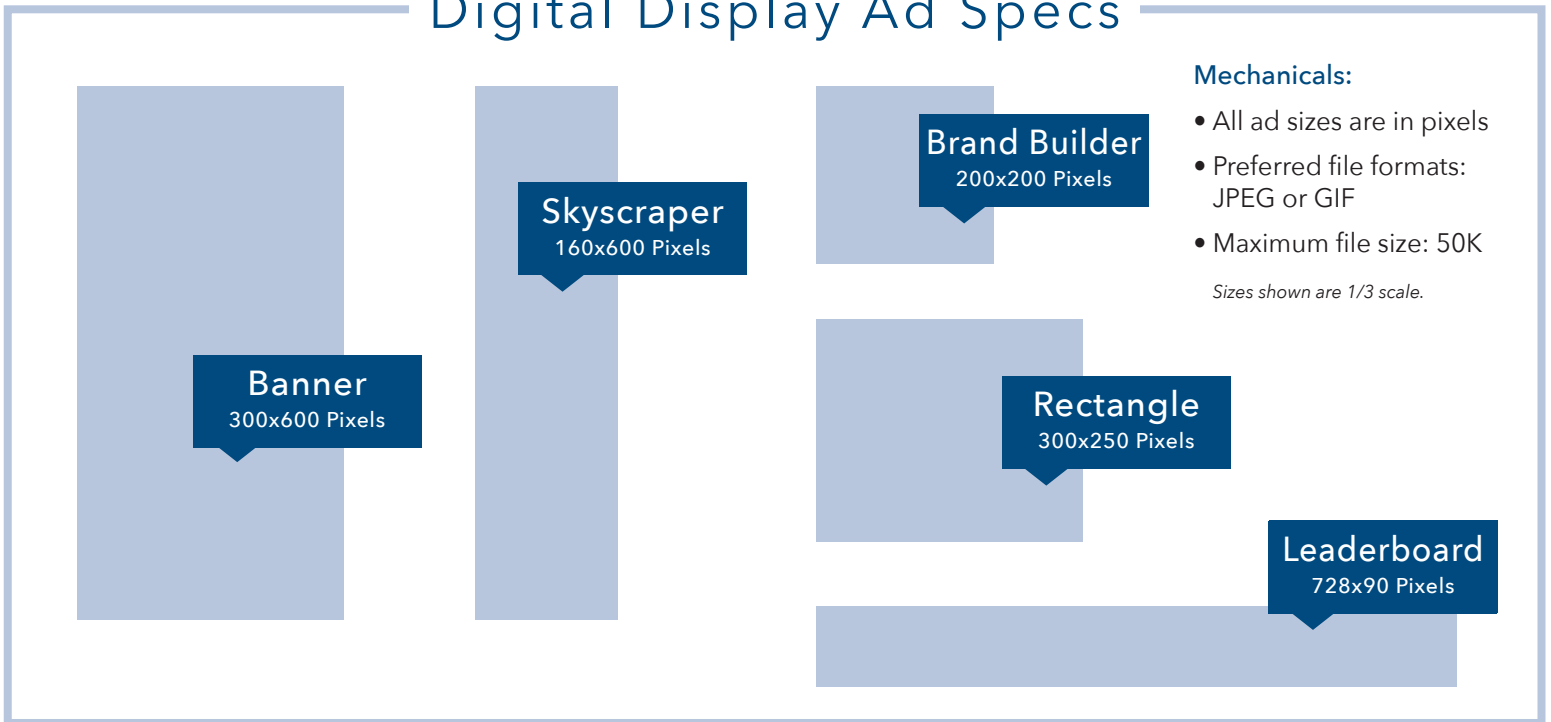
CAPS Color Rates



Ad Size	Per Ad Rate	Ad Size	Per Ad Rate
Full Page	\$84.00	1/8 Page	\$10.50
3/4 Page	\$63.00	1/12 Page	\$7.50
Half Page	\$42.00	1/16 Page	\$5.00
1/4 Page	\$21.00		

Digital Advertising

Digital Display Ad Specs



Use our numbers to boost your number.

Let our website help drive traffic to your website. We can link ads to your website, Facebook page, or an ad.

192K

Local News
Pageviews

1.5M

Obituaries
Pageviews

265K

Sports Page
Pageviews

SOURCE: Google Analytics

Digital Display Ads

Length of Agreement	Size	Rate	Number of Impressions
12 Months	Leaderboard Home Page	\$225 Per Month	25,000 Impressions
6 Months	Skyscraper Local News	\$475 Per Month	50,000 Impressions
3 Months	Half Page Obituaries	\$300 Per Month	25,000 Impressions
Open	Varies	Average Rate \$18-\$21 cpm	Variety of Impression Packages to choose from

*These are just examples of online packages. There are many other options to pick from.



**No matter who
you're trying
to reach...
we deliver!**

Advertising

Pam Bennett

Advertising Director

Ext. 311 • pbennett@theintelligencer.net



Classified and Inside Sales

Shellie Higgins

Classified and Inside Sales Manager

Ext. 238 • shiggins@theintelligencer.net



The Intelligencer.

Wheeling News-Register

304.233.0100

1500 Main Street, Wheeling WV 26003

www.theintelligencer.net

TO SUBSCRIBE: 304.233.0701

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