

**2024 Media Kit**

# **The Intelligencer.**

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## **Wheeling News-Register**



The Intelligencer and Wheeling News-Register. Delivering Results Like No Other Media!



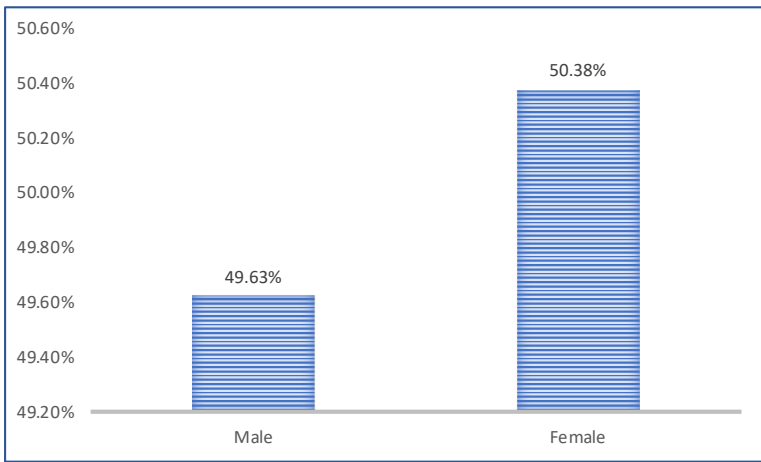
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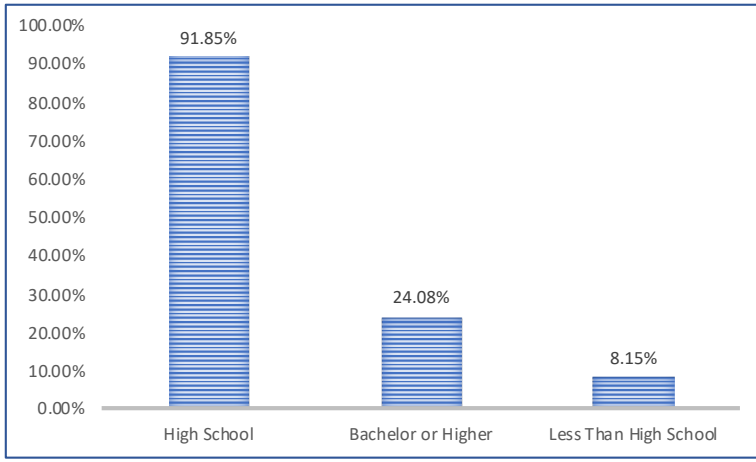
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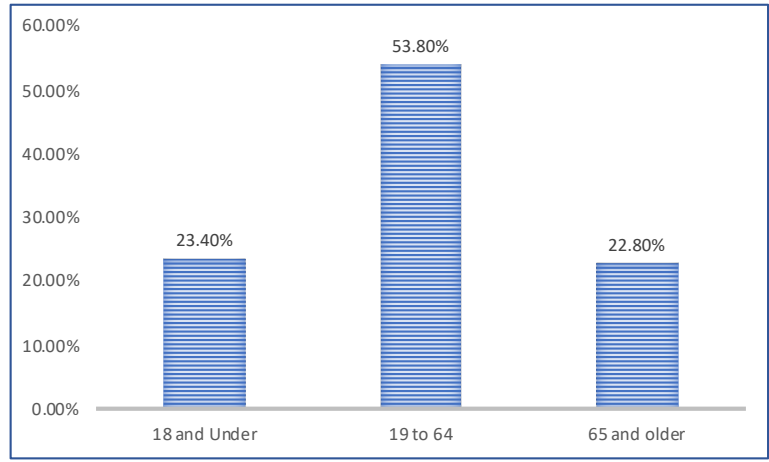
# Who we are.



**By Gender**

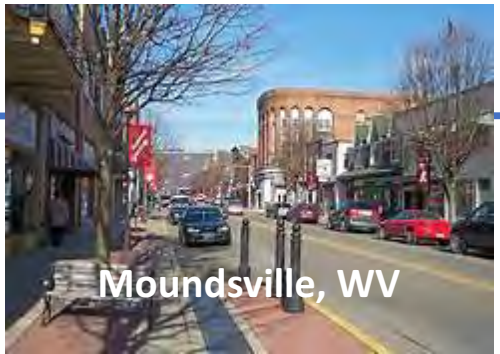


**By Education**



**By Age**





Moundsville, WV



St. Clairsville, OH



Wheeling, WV

# Who we reach.

Serving ten counties, The Intelligencer and Wheeling News-Register provides the most in-depth local coverage of events and issues in the Ohio Valley.

The Wheeling Newspapers print product reaches more than **18,980** readers every morning Sunday through Friday, while our digital franchise reaches 5,237 additional unique readers each day.





# Retail Advertising Rates & Information

## Contract Rates

<b>Commitment Level</b>	<b>PCI Rates</b>
400"	\$54.01
800"	\$51.88
1200"	\$50.80
1600"	\$49.61
Open Rate	\$68.55
Church Rate	\$41.81

## Color Rates

One Color	\$308.00
Two Colors	\$413.00
Process	\$468.00

## Deadlines

<b>PUBLICATION DAY</b>	<b>PUBLICATION DEADLINE</b>
Monday	Thursday 5:00 p.m.
Tuesday	Friday 5:00 p.m.
Wednesday	Friday 12:00 p.m.
Thursday	Monday 5:00 p.m.
Friday	Tuesday 5:00 p.m.
Sunday	Wednesday 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	\$24.48
3/4 Page	\$25.58
Half Page	\$26.95
1/4 Page	\$27.50
1/8 Page	\$28.05
1/12 Page	\$29.15

**CAPS Color Rates**

Full Page	\$80.30
3/4 Page	\$60.50
Half Page	\$45.65
1/4 Page	\$28.33
1/8 Page	\$19.25
1/12 Page	\$16.50

**Weekly Discounts**

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

**Frequency Discounts**

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





# Digital Advertising Options

No matter where you are in your digital journey, we can build your presence from the ground up or take your current marketing campaign to the next level.

Based on your needs & goals, we will build a strategic digital program and a customized growth plan.

- \*Social Media Marketing
- \*Targeted Online Advertising
- \*Search Engine Marketing
- \*TIK TOK Video Ads
- \*Website Design & Management
- \*Social Media Management
- \*Native Advertising
- \*Over The Top (OTT), Connected TV (CTV)
- \*Pay-Per-View (PPV) Advertising

- \*Email Marketing & Management
- \*Reputation Management
- \*Text Message Marketing
- \*Blogging
- \*Creative & Design Services
- \*Google Virtual Tours
- \*Streaming Audio
- \*The Intelligencer Online Advertising



# 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.

<b>Bronze Package:</b>	Three 2x2 Ads Per Week	<b>Monthly Investment</b>	<b>\$583.00</b>	<b>Annual Investment</b>	<b>\$6,996.00</b>
<b>Silver Package:</b>	Five 2x2 Ads Per Week	<b>Monthly Investment</b>	<b>\$847.50</b>	<b>Annual Investment</b>	<b>\$10,170.00</b>
<b>Gold Package:</b>	Six 2x2 Ads Per Week	<b>Monthly Investment</b>	<b>\$907.50</b>	<b>Annual Investment</b>	<b>\$10,890.00</b>
<b>Opal Package:</b>	Three 2x3 Ads Per Week	<b>Monthly Investment</b>	<b>\$797.50</b>	<b>Annual Investment</b>	<b>\$9,570.00</b>
<b>Quartz Package:</b>	Five 2x3 Ads Per Week	<b>Monthly Investment</b>	<b>\$1,188.00</b>	<b>Annual Investment</b>	<b>\$14,256.00</b>
<b>Diamond Package:</b>	Six 2x3 Ads Per Week	<b>Monthly Investment</b>	<b>\$1,291.25</b>	<b>Annual Investment</b>	<b>\$15,495.00</b>





## Market Complete

- Is a 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

<b>Zone</b>	<b>Non Contract</b>	<b>13 X Per Year</b>	<b>26 X Per Year</b>	<b>52X Per Year</b>
A	\$53.00	\$51.00	\$49.00	\$47.00
B	\$53.00	\$51.00	\$49.00	\$47.00
C	\$53.00	\$51.00	\$49.00	\$47.00
D	\$53.00	\$51.00	\$49.00	\$47.00

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

Zones subject to change.



## Sunday Pre-print Rates

Tab Page	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
2	\$45.00	\$40.50	\$38.25	\$35.50
4	\$56.75	\$53.00	\$50.00	\$47.00
8	\$59.75	\$55.25	\$53.00	\$49.50
12	\$62.50	\$58.25	\$55.50	\$52.25
16	\$65.00	\$61.00	\$58.25	\$54.50
20	\$65.50	\$61.50	\$59.25	\$55.50

Tab Page	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
24	\$73.75	\$69.50	\$66.75	\$63.50
28	\$78.00	\$73.75	\$70.50	\$67.00
32	\$81.75	\$77.00	\$74.75	\$71.00
36	\$85.75	\$81.50	\$78.50	\$74.50
40	\$89.75	\$85.25	\$82.00	\$78.00
48	\$93.75	\$89.25	\$87.00	\$82.00

### Delivery Address

240-20th Street  
 Wheeling WV 26003

### Delivery Hours

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



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240-20th Street  
Wheeling WV 26003

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## **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	\$2.29	\$27.46	\$2.56	\$30.76
5,250	\$2.28	\$27.32	\$2.55	\$30.62
10,500	\$2.21	\$26.53	\$2.54	\$30.50

### Open Space; Minimum Charge \$65.01

1 to 6 Days	\$4.33	\$51.99	\$4.74	\$56.89
7 to 14 Days	\$4.00	\$48.05	\$4.32	\$51.88
15 + Days	\$3.94	\$47.26	\$4.20	\$50.42

### 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	\$2.50	\$29.96	\$2.73	\$32.74
5,250	\$2.49	\$29.83	\$2.72	\$32.60
10,500	\$2.40	\$28.78	\$2.63	\$31.55

### Open Space; Minimum Charge \$87.78

1 to 6 Days	\$5.85	\$70.22	\$6.27	\$75.24
7 to 14 Days	\$4.97	\$59.66	\$5.47	\$65.60
15 + Days	\$4.24	\$50.82	\$4.66	\$55.97



## 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	\$308.00
Two Colors	\$413.00
Process	\$468.00



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	\$18.48
3/4 Page	\$19.31
Half Page	\$20.19
1/4 Page	\$20.63
1/8 Page	\$21.07
1/12 Page	\$22.00
1/16 Page	\$24.20

**CAPS Classified Color  
 Per Ad Rates**

Full Page	\$103.40
3/4 Page	\$80.30
Half Page	\$57.20
1/4 Page	\$34.10
1/8 Page	\$22.55
1/12 Page	\$19.25
1/16 Page	\$16.50

**Weekly Discounts**

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

**Frequency Discounts**

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





## Contact Us!

### Advertising

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Effective January 1, 2024



# The Intelligencer.

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## Wheeling News-Register

1500 Main Street, Wheeling, WV 26003

304-233-0100

[www.theintelligencer.net](http://www.theintelligencer.net)