

# THE DOMINION POST

# Advertising

## Rates & Media Kit



Serving North-Central West Virginia since 1864

Website: [dominionpost.com/marketing-services](http://dominionpost.com/marketing-services)

Main office number: 304-291-9449

Email: [advertising@dominionpost.com](mailto:advertising@dominionpost.com)



print media kit | [dominionpost.com](http://dominionpost.com)

30,000

Online average per month:

900,000 page views

100,692 new users

119,763 views per month

Over 31,000 followers



## Meet the Advertising Team:

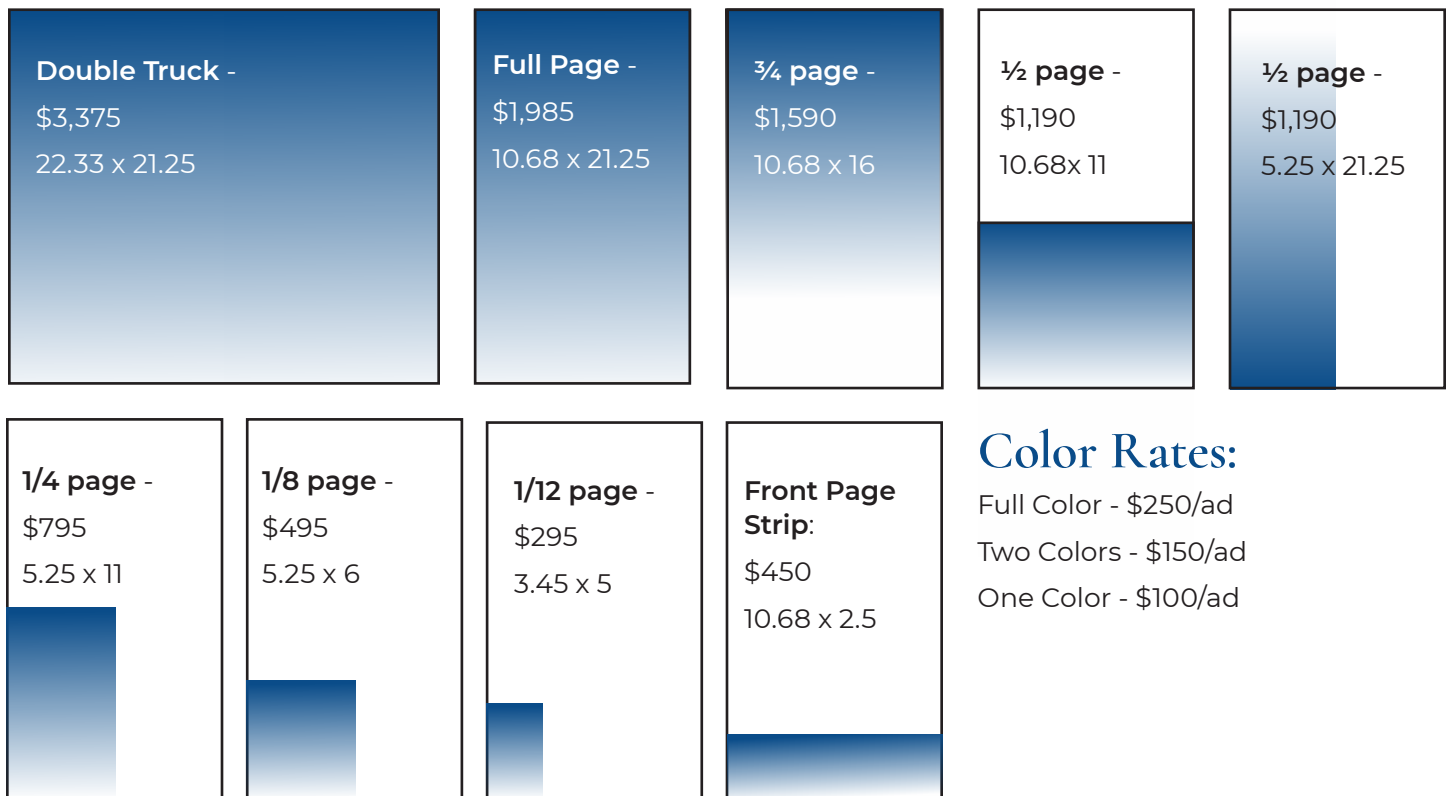
bpennington@dominionpost.com

nmoon@dominionpost.com

acontaldi@dominionpost.com



# Pricing and Specs



## Color Rates:

Full Color - \$250/ad  
Two Colors - \$150/ad  
One Color - \$100/ad

**Open Rate: \$29.00 per column inch**

## Frequency Discounts:

12x – 10%

24x – 20%

52x – 40%

Frequency discounts apply to ads run during a 12 month period. Modular rates are per publication run date. A \$12 digital fee will be added per run date

## Repeat Discounts:

Any advertisement that is 10 column inches or larger qualifies for discounted repeat insertions. Copy must remain the same for all insertions. Repeat insertions must be within six (6) days. Sunday ads cannot be discounted.

1st insertion: Regular Price

2nd insertion: 30%

3rd insertion: 40%

4th + insertion: 50%

## ROP Super Savers:

Super Savers are small, high-frequency ads designed to build top-of-mind awareness. Ads can include business name, address, phone, website, and benefit headline. Ad copy can be changed monthly. Annual agreement required. No additional discounts.

Package A: Ten (10) 5 column inch ads - \$300/month

Package B: Fifteen (15) 8 column inch ads - \$600/month

Package C: Twenty (20) 10 column inch ads - \$900/month

Package D: Twenty-five (25) 12 column inch ads - \$1,200/month

## Non-Profit/Church Rate:

A discount of 20% will be extended to non-profit charitable/civic organizations and churches.

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# POST EXTRA or TMC:

Distributed by The Dominion Post carrier force and U.S. Mail every week to The Dominion Post non-subscribers, Post Extra is a community newspaper with stories of local interest, complete with its own classified section. When you combine the penetration of both The Dominion Post and Post Extra, advertisers can reach nearly every household in Monongalia and Preston Counties. As a stand-alone product, advertisers benefit from reaching non-traditional newspaper readers, a fresh and untapped consumer ripe for spending.

## POST EXTRA ROP DISPLAY ADVERTISING:

**Color:** Full Color - \$150, Two Colors - \$100, One Color - \$75

**Open Rate:** \$11 per column inch

Double Truck - \$1,500

Full Page - \$850

3/4 page - \$680

1/2 page - \$500

1/4 page - \$340

1/8 page - \$210

1/12 page - \$125

**Frequency Discounts:**

12x - 10%

26x - 20%

52x - 40%

## SENIOR POST:

Senior Post is a monthly publication with articles and features related to health and wellness, sports, finance, and faith. It also features coverage on local seniors who make an impact and on senior centers and services.

Senior Post is published the last Sunday of every month and reaches more than 35,000 readers in print and online.

**Rates:**

Full Page: 6 months - \$650/month, 12 months - \$550/month

Half Page: 6 months - \$450/month, 12 months - \$350/month

Back Page: 6 months - \$895/month, 12 months - \$750/month

\*All 12-month contracts receive a cover feature story!

POSTMASTER: Please send address changes to: POST EXTRA, 1000 N. 10TH ST., MONROVIA, MD 21234

POSTAL CUSTOMER

**• Kruger**  
• **Allen**  
• **Family Dollar**  
• **Sportsman's Warehouse**

**• Price Cutter**  
• **Office's Bargain Outlet**

All advertising inserts may not be included in all areas.

## PostExtra

dominionpost.com

### HEALTHCARE

## WVU children's hospital continues to take shape

BY DAVID BEARD

dominionpost.com

WVU Medicine Children's Hospital continues to take shape next to its neighbors — J.W. Mingo Memorial Hospital, Memorial Hospital and the WVU Health Center — and is set to open next summer.

Chief Operating Officer Amy Bush-McCormick said it's about 90 percent complete and will bring 50 new jobs to Morgan County.

Crews are working to close it in before winter — possibly by late November.

The new "five-level" hospital, which will be connected by two enclosed walkways — on the fourth and fifth floors — to the main hospital. The building expansion will be approximately 100,000 sq ft, from 115 to 215 beds — about 10%.

But it will be its own hospital with its own emergency department, cafeteria, gift shop, diagnostic, pharmacy and chapel, all built with kids and expectant moms in mind, she said.

Looking at the building from the front, you can see the primary tower to the left and an attached

three-story structure to the right. Here's a quick tour.

Entering the tower on the left will be the waiting room, gift shop, pharmacy and cafeteria.

On the right, the third floor is "all things pediatric" as Bush-McCormick said. Six operating rooms, the heart and electrophysiology labs, the endoscopy suite and pre and post-operative areas with a lab area for the kids.

Four floors, she said, is the hub. The loading dock, supply chain, pharmacy, imaging, radiology lab (with four floors up at the front) is at the level at the back, just the for the kids. Four is the central energy plant, air handlers, boilers and chillers.

Four is also where the services of the current one hospital really expand. Six is the primary tower to the left and an attached

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### SCHOOLS

## Roll call of compassion: Keeping tabs on area kids

BY JIM BERRY

dominionpost.com

Denise Hubert didn't let her trip to the school be a looking out for her kid, she said. And, you too, it's in every student's principal's job description to be a hardener about attendance. Where's your cheerleader? What about that hall pass?

That's why we check in, Sylvester said.

However, COVID-19 has turned traditional attendance into a much more difficult task. Consider it more of a re-orientation to a new normal, the assistant principal said.

Those who have taken about kids and families.

That's the call of Hubert, the district's attendance director.

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**WVUMedicine**

**MEN'S PRIMARY CARE CLINIC**

Have you had a check-up?  
Do you know your blood pressure?  
Do you know your cholesterol?  
Are you at risk for heart disease or diabetes?



Guy — We know that routine healthcare isn't a priority for you with your work and family responsibilities. But it should be — especially when you reach the age of 40.

The WVU Medicine Men's Primary Care Clinic provides care for men by men. It's not a physical location but rather a philosophy: it is dedicated to service the unique needs of men. And the best part? The thing most feared — the prostate exam — is not required.

**WVU Medicine Family Medicine Clinic**  
at the Outpatient Center, University Town Centre

**APPOINTMENTS: 304-598-6900**

[WVUMedicine.org/MensClinic](http://WVUMedicine.org/MensClinic)

# Senior Post

Living well and gracefully through the golden years

## The Village at Heritage Point

Outstanding senior living at the best location



**DECEMBER 2020**  
A MONTHLY MAGAZINE BY

**THE DOMINION Post**  
dominionpost.com

## PREPRINTS:

### Annual Frequency Agreements (cost per thousand)

Pages	1x	6x	12x	26x	52x	78x	104x
Sheet	\$52	\$50	\$48	\$46	\$44	\$42	\$40
4	\$66	\$62	\$58	\$50	\$44	\$42	\$40
8	\$70	\$64	\$60	\$52	\$44	\$42	\$40
12	\$72	\$66	\$64	\$54	\$44	\$42	\$40
16	\$74	\$70	\$66	\$58	\$44	\$42	\$40
20	\$76	\$72	\$68	\$60	\$44	\$42	\$40
24	\$80	\$76	\$72	\$62	\$44	\$42	\$40
28	\$84	\$78	\$74	\$64	\$44	\$42	\$40
32	\$88	\$82	\$76	\$68	\$44	\$42	\$40
36 +	\$99	\$99	\$84	\$80	\$44	\$42	\$40

### Preprints will be full run only!

Distribution figures are based on average gross circulation and are more applicable than AAM Audit figures, which are based on average paid circulation.

### SHIP TO:

The Dominion Post  
1251 Earl L. Core Road  
Morgantown, WV 26505  
(304) 292-6301

**Rates** are based on cost-per-thousand inserted.

**Full run is required.**

**Size requirements** for Broadsheet (standard) size pages are equal to two (2) tab pages (4 broadsheet rate is the same as an eight (8) page tab.) Charges are based on circulation at the insertion. Annual contract required to receive lower-than-open rate. Minimum pre-print size accepted: seven (7) inches on fold x five (5) inches tall. Maximum preprint size accepted: 11.5 inches on fold x 11.5 inches tall.

**Deadline** for reservation, scheduling and cancellation is seven (7) days prior to insertion.

**Packaging** of pre-prints should be wrapped and shipped on skids. Each skid must be labeled with name of advertiser, scheduled insertion date, skid quantity and number of skids.

**Delivery** deadline for all inserts is seven (7) days prior to scheduled insertion date.

**Receiving** hours are Monday-Friday, 6am-2pm, at our warehouse loading dock.

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## POSTNOTES:

POSTNotes are 3"x3" adhesive notes that stick onto the front page of The Dominion Post in the masthead area. These are printed in eye-catching process color. They are available for full run in The Dominion Post. Available in full color and in a variety of shapes, POSTNotes will highlight service. Available for print edition papers on Sunday, Wednesday and Friday. Production templates are available upon request.

### OPEN RATE: \$1,250

2-5 times: \$950

6-11 times: \$750

12+ times: \$675

A variety of shapes are available at an additional \$10 per thousand with a full run required.

### Mechanical requirements:

Image area: 2.875" x 2.875" (on a 3"x3" square)

Bleed: 3.125" x 3.125"

Color: Full color is available. If using spot color-please provide the Pantone color swatch.

Programs supported: Adobe InDesign, Illustrator, Photoshop and Acrobat PDF. Please be sure to flatten your image and convert your type to outlines before sending.

Deadline reservation is 21 days in advance of run date.

Material Deadline is 14 days in advance of run date.

## PRINT PLUS:

The Dominion Post can custom-design and print advertisements in full process color (both sides) on gloss. Rates include design, printing and insertion into The Dominion Post. Final design approval for Print Plus must be a minimum of seven (7) business days prior to insertion date. All prices are based on cost per thousand. Other sizes, color and paper options are available. Please contact your account executive for more information.

Quantity	5.5x8.5	8.5x11	11x17
5,000-14,000	\$120	\$160	\$190
15,000-22,000	\$84	\$110	\$150
23,000-29,000	\$64	\$88	\$120
30,000-59,000	\$58	\$76	\$102
60,000-79,000	\$46	\$64	\$84
80,000-104,000	\$44	\$58	\$76
105,000-249,000	\$42	\$54	\$70
250,000 +	\$40	\$50	\$60



# BILLING & RATE POLICIES:

## COPY REGULATIONS

### NEWS/EDITORIAL STYLE COPY

Advertisements that bear a resemblance to news or editorial matter can, at our option, be labeled in 10-pt. type "ADVERTISEMENT" at the top of the advertisement.

### PRINTING MATERIAL

Advertising material furnished by the advertiser will be not returned unless requested when the advertisement is ordered. Unless special arrangements are made, advertising materials will be held thirty (30) days after the last run date. The Dominion Post shall not be responsible or does not assume any liability for damage or loss to original printing material supplied. Drawings, art and articles for reproduction are accepted only at advertiser's risk.

### APPROVAL

In order to maintain the integrity of our publication, all advertising is subject to approval and acceptance by The Dominion Post publisher. **We have the right to reject/cancel any advertisement at any time, even if it was acknowledged or accepted for publication.** All advertising is accepted and published with the understanding that all rates and regulations herein contained are acceptable to the advertiser. Any advertisement may be rejected, edited, altered, limited or canceled to conform with the policies of the newspaper. Fraudulent, dishonest or misleading advertising will not be knowingly accepted. Publisher reserves the right to reject brokered ad space or pre-printed inserts that are in conflict or competition with local advertising sales efforts.

### ADVERTISING RATES

Advertising rates may be revised at any time upon 30 days of written notice. All contracts are subject to this reservation. Rates are for single advertisers only and may not be assigned to any other party.

### POLITICAL

Any advertising which takes a position involving a political figure, party or government issue or amendment, regardless of whether or not an election is involved, will be considered political and will be charged accordingly, whether the issue is local, statewide or national. At the base of the ad a disclaimer must appear "Paid by....". Payment is required at time of placing ad. No agreement required.

### POSITION REQUESTS

Requests for position will be honored with placement as close to the desired position as possible. Placement cannot be guaranteed; however, orders cannot be accepted with position as a term of payment. Classified advertisements will be placed only in the appropriate classifications.

### LIABILITY AND ERROR ALLOWANCES

A corrective advertisement or adjustment will be given for any error materially, affecting the value of an advertisement. If at fault, The Dominion Post will be responsible only to the extent of that portion of the ad in which the error occurs. Adjustment will be given only to the first insertion and the advertisement must have been submitted by the established deadline. An adjustment cannot be given if a proofing copy of the ad was provided and the error was unmarked.

### LIMITATION OF LIABILITY

The advertiser agrees to protect and indemnify West Virginia Newspaper Publishing Company against any and all liability, loss or expense arising from incorrect advertisements, claims, for libel, competition, unfair trade practice, infringement of trademarks, trade names or patents or violation of rights resulting from the publication by The Dominion Post of the advertiser's advertisements.

### NON-PROFIT/CIVIC ORGANIZATIONS/CHARITABLE/CHURCH RATES

The "non-profit" rate will be extended to bona fide (501) c (3) charitable organizations. This includes non-profit charitable and civic organizations, along with churches. No other discounts apply.

### COMMISSIONS & BILLING

#### 1. ADVERTISING AGENCY COMMISSIONS

Retail and classified advertising rates are net and not commission-able.

#### 2. ACCOUNTS WITHOUT CREDIT

A credit application must be approved before credit is extended. All advertising is prepaid with copy until credit is established. Your account executive will provide you with a credit application. We accept all VISA, MasterCard and Discover.

#### 3. TERMS FOR ACCOUNTS WITH CREDIT

Credit account balances are due 30 days from invoice date. Finance charges are computed on a periodic rate of 1.25% per month and applied to the account for balances not paid within 60 days. Adjustments to invoices may be applied up to 60 days after invoice date.

#### 4. CONTRACTS

Contract fulfillments are monitored monthly for your convenience. A rebate (for surpassing contracted amount) or short rate (for not meeting contracted amount) is applied at the end of all applicable contracts unless otherwise specified. Customers with contracts will be given a maximum grace period of 60 days after the expiration date to renew their contracts. Contracts and invoices cannot be adjusted after this period.

