

# 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)

# The Dominion Post

print media kit | dominionpost.com

## Print & Digital Readership:

30,000

## Digital Reach:

Online average per month:

900,000 page views

100,692 new users

## E-Edition:

119,763 views per month

## Social Media:

Over 31,000 followers

## Meet the Advertising Team:

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Top headlines for 2019  
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**Rabies**  
Rabid kitten bites  
veterinary employees  
Page A-3

THE DOMINION  
**Post**

DOMINIONPOST.COM  
SERVING NORTH-CENTRAL WEST VIRGINIA SINCE 1864

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Big changes  
highlight 2019  
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**Opinion**  
Do Americans even understand  
value of time off?  
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DOMINIONPOST.COM

**Wednesday**  
Jan. 1, 2020

High **42** Low **31**  
Comcastcast  
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**OBITUARIES**  
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**Gover Jr., Charles**  
Kelly, Elma

**NATION**  
**Make SMART goals for New Year**

U.S. News & World Report says more than 80% of all resolutions fail

**MORE COVERAGE**  
To read more New Year's resolutions refer to Page A-9

**BY SUZANNE ELLIOTT**  
SELI001@DominionPost.com

A new year is here. While it is a time to celebrate the last 12 months and to look forward to what 2020 will bring, it's also a time to look in the mirror and make that New Year's resolution.

It can be as simple as saving money or losing weight, the most common New Year's resolutions. Come the second week of February, however, shedding those extra pounds or having a fatter bank account just doesn't happen. It's estimated 156 million people give up on their resolutions each year.

Why? Lack of planning, said Stephanie McWilliams, a clinical instructor and assistant director in the department of psychology at West Virginia University.

"Planning for success is only half the battle, as we also need to plan for failure," she said. "Do you have the tools you need to be successful? What resources, such as social support, environment, education do you need to make a successful change?"

Make SMART goals: Specific, Measurable, Achievable and Time-manageable, and know the resources you need for success, she said. Also, treat your goal as a marathon, not a sprint.

"Often times, these are things that people don't think much about: Do you have the appropriate social support? Have you educated yourself as to what is and what is not required for the behavior change you're trying to make? Have you set up your envi-

**LOCAL**

## A look back at 2019's biggest stories from Monongalia County

**BY BEN CONLEY**  
BConley@DominionPost.com

A deal to bring a \$1.1 billion power plant expansion, the merging of EMS services, the opening of a new aquatic center and the reintroduction of subdivision regulations all made news in Monongalia County in 2019.

**New PILOT**  
The Monongalia County Commission and Longview Power are working on a PILOT or payment in kind of taxes, agreement for the \$1.1 billion solar and natural gas expansion planned for the coal-fired power plant on Fort Martin Road.

This will be the second such agreement between the power producer and the county. An incentive to build the 710 megawatt, \$2.2 billion coal plant locally, Longview signed a PILOT agreement in 2003 worth \$165 million over 40 years.

The new PILOT will be worth an additional \$68 million to the county, according to Longview representatives.

Longview announced in February its plans to pursue an "all-of-the-above" strategy, combining what it calls the most efficient coal-fired facility in the western hemisphere with a 1,200 megawatt natural gas plant on Fort Martin Road and a 350-acre solar array, the majority of which will be in Pennsylvania.

When the sun is shining, the solar array will generate about 70 megawatts, offsetting a significant portion of the power used to operate the coal plant.

Longview Chief Operating Officer Stephen Nelson said the solar and gas projects remain in the permitting process, and a SEI REVIEW, A.2

**OBITUARIES**  
PAGE A-9

**NATION**  
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## RIVERFRONT PROJECT

March-Westin workers Jacob Kivner (left), Harman Hartman, Alan Tuttle and Mike McIntyre prepare to pour concrete at the Hazel Ruby McQuain Park. Below, March-Westin superintendent and field engineer Harman Hartman walks under newly constructed roof at the Hazel Ruby McQuain Park.

**Renovations to Hazel Ruby McQuain Park near completion**

**BY BEN CONLEY**  
BConley@DominionPost.com

Harman Hartman, superintendent and field engineer for March-Westin, said renovation of the city's riverfront amenities remains on schedule.

The three buildings there, we're about 80% complete on them. We just have some touch-up work left on those," he said. "We're going to be pouring a bunch of sidewalks, and hopefully we'll get all the seeding, landscaping planning and all the asphalt done in the spring."

The work is being completed thanks to a \$1.1 million gift from the Hazel Ruby McQuain Charitable Trust, which was announced by the city in January 2018.

March-Westin was named the city's "construction manager at risk" on the project in March 2018 for \$269,700.

Trimstar Engineering and Pittsburgh-based design firm Strada provided design and engineering services at a total cost of \$255,500.

According to the terms of the agreement, the city will create a full-time position to maintain and operate the park and riverfront, as well as a fund into which it will place \$150,000 annually, up to \$1 million, for maintenance and repairs.

Renovations to the riverfront park include expansion of the amphitheater stage and seating area,

**NEWSPAPER**

## Changes in time for the New Year

An update to a classic look; new features coming soon

Newsroom@DominionPost.com

The Dominion Post works every day to meet the needs of the community and keep up with the times. Since 1864, this company has been in the business of delivering news to the people of north-central West Virginia.

We always work to adjust and modernize our look and offerings to meet changing tastes and standards. As The New Dominion, The Morgantown Post or West Virginia Publishing Co., we cover the stories that matter to you. We heard you, and in 2020 we are bringing you the same The Dominion Post and so much more.

We are returning to our most recognizable logo with just a few revisions. Can you spot them? The infographic on the next page points out the specific changes to this version. For comparison, you can also see how our names and logos have changed through the years.

The Dominion Post can trace its pedigree back to The Morgantown Post and The New Dominion papers, both founded in the mid-19th century. In 1897, The New Dominion became the region's first daily newspaper and we've been innovating local news ever since. Though both were owned by West Virginia Newspaper Publishing Co. by the 1920s, the papers ran concurrently for some years after. You can see an example of both logos in the graphic.

Eventually, the papers merged in the 1970s, giving rise to our current embodiment — The Dominion Post. Our predecessors at the paper sure had some fun playing around with the logo

**SEE LAYOUT, A.2**

LOCAL A3 | OBITUARIES A9 | PERSPECTIVE A8 | CROSSWORDS B9 | COMICS B9 | BRIDGE A2 | SPORTS B3

HOME DELIVERY: 304-282-4301 | NEWS TIPS: 304-251-9425 | WEATHER: PARTLY CLOUDY, HIGH 42 LOW 31

Happy New Year!  
The Village at Heritage Point

From Our Family To Yours. 304-285-5575  
Heritage-Point.com

THE DOMINION  
**Post**

dominionpost.com

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# Pricing and Specs

**Double Truck -**  
\$3,375  
22.33 x 21.25

**Full Page -**  
\$1,985  
10.68 x 21.25

**¾ page -**  
\$1,590  
10.68 x 16

**½ page -**  
\$1,190  
10.68 x 11

**½ page -**  
\$1,190  
5.25 x 21.25

**¼ page -**  
\$795  
5.25 x 11

**1/8 page -**  
\$495  
5.25 x 6

**1/12 page -**  
\$295  
3.45 x 5

**Front Page Strip:**  
\$450  
10.68 x 2.5

## 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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# RETAIL SPECIAL SECTION/ PROMOTIONS CALENDAR

\*Schedule subject to change

## January

In the Post  
Senior Post

## February

In The Post  
Valentine's Page  
Senior Post

## March

Wedding Planner  
In the Post  
Bracket Bucks  
Post-opoly  
Senior Post

## April

Progress Editions  
Menu Guide Spring/Summer  
Pirates Schedule Poster  
Leading Ladies  
Senior Post

## May

Guide to Summer  
Armed Forces Day Page  
Memorial Day Flag  
Senior Post

## July

How-To-Guide  
Senior Post

## August

WVU Kick-Off  
Fall Sports Guide  
College Football Guide  
GoalPost  
Senior Post  
WVU Rally Posters

## September

GoalPost  
Buckwheat Festival  
WVU Rally Posters  
Steelers Schedule Poster  
Power Points  
Senior Post

## October

MoHawk BowlPost  
GoalPost  
Color Me Safe  
Menu Guide Fall/Winter  
WVU Rally Posters  
Power Points  
Senior Post

## November

WVU Basketball Preview  
GoalPost  
WVU Rally Posters  
Power Points  
Senior Post  
Veteran's Day Flag  
Local Holiday Shopping Guide

## December

Letters to Santa  
BowlPost  
Annual The Dominion Post Calendar  
WVU Rally Posters  
Survivor Football  
Wrapping Contest  
Power Points  
Senior Post



# 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 which is at least a readership of 33,000. As a stand-alone product, advertisers benefit from reaching non-traditional newspaper readers, a fresh and untapped consumer ripe for spending.



- Kroger
  - Giant Eagle
  - Family Dollar
  - Sportsman's Warehouse
  - Price Cutter
  - ALDI
  - Ollie'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 — JW Ruby Memorial Hospital and the WVU Health and Wellness Institute — just as its first patients open next summer.

Chief Operating Officer Amy Bush-Maclean said it's about the completion and will bring the new jobs to Morgan County.

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

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 center lined 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 third floor is "all things neonatal" as Bush-Maclean termed it. Six operating rooms, the heart and electrophysiology labs, the endoscopy suite and pre and post-operative areas with a labor area for the kids.

Four floors, she said, is the bulk. The leading floor, supply chain, three main medical suites, lab and four floors up at the front is a general level at the back, just like the Ruby Hospital in the central energy plant, air handlers, boilers and chillers.

Plans call to improve the current one-story hospital really expand into the center tower.

SEE HOSPITAL P.3

## SCHOOLS

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

**BY JIM BERRY**  
dominionpost.com

Danica Hubertstein didn't get her legs to shake.

And then she found out the call had high-profile principal's job description.

In the end, though, both were the same. It's those calls from the principal's office seem to be doing. Stacy Sylvester said Friday.

Sylvester is a former teacher who now serves as assistant principal at Skyview Elementary.

If your kid attends the school on River Street, a chance, during this pandemic, to be a part of your job. Some kids are still in school — and some don't go to school.

On that you've opened your email to read a Skyview message containing your kid's name in the subject line.

Maybe you have yet to experience either one of the assistant principal's call.

However, if and when you do, she has two bits of advice: Don't panic, and don't assume the worst.

In fact, she said, you can consider either one a good thing.

That's because the school is looking out for your kid, she said. And, you too.

It's in every assistant principal's job description to be a hardliner about attendance. Where's your child's name?

What about that hall pass?

Not the "truant officer" you're thinking of.

It's not about the traditional attendance sheet.

Monongalia County Schools, she said, are not just about the kids — and some don't go to school.

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

Hubertstein said, "We'll ask, 'This is every thing all right? What can we do to help?'"

Consider a more of a relationship than a report, the assistant principal said.

"Parents, we have to talk about kids and families."

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

Hubertstein, as a second language before joining the local school district, she had worked as a police officer from California to that.

Make the kid lives out in the snow and can't always get to a W-1 location.

Make sure and dad are

SEE KIDS P.3

# 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 30,000 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!

**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?

Guys — 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 Center

**APPOINTMENTS: 304-598-6900**

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

Serving North-Central West Virginia since 1864

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# THE POWER OF PREPRINTS AND OTHER NEWSPAPER INSERTS

For most individuals, the number of preprinted inserts/flyers that come with the Sunday Paper is a key part of the weekly shopping ritual.

Nearly 50,000 readers in Monongalia and Preston counties read the Sunday paper each week.

73% of adults regular/occasionally shop by reading newspaper advertising inserts.

60% of adults prefer that advertising inserts be delivered with the newspaper.

64% of adults prefer to receive coupons in newspaper inserts, more than all other media combined.

82% of adults used a newspaper insert in the past month.

67% clipped and saved a coupon

59% used it to compare prices

52% saved an insert until they visited a store.

43% used a special ad, sale or promotion to make an unplanned purchase

4.4 days is the average time a newspaper insert is saved.

## IMPACT

Preprints can be separated from the newspaper demanding to be read.

## CONTROL

Advertisers control size, color, pages, items, and reproduction with a preprint.

## FLEXIBILITY

Newspaper can deliver single sheets, cards and catalogs - from large formats to small light stock.

## EFFICIENCY

Inserts are cost-effective in terms of distribution, and able to deliver for much less than direct mail.

## DATE SPECIFIC DELIVERY

Newspapers deliver inserts on the day chosen as opposed to within a window of time.

## ENVIRONMENT

Because newspapers are a welcomed guest in a subscriber's home, inserts coming in newspapers are more like to be seen and read.

## DEADLINES/TIMING

Newspapers can accept preprints on a shorter lead time than other distribution vehicles, allowing the ultimate in advertiser responsiveness to market conditions, product and pricing needs.

## SATURATION

Newspapers are able to distribute preprints to the masses. Both subscribers and non-subscribers can be reached through the typical newspaper program.

## Display Ad Sizes

### Retail

6 Column = 10.68"

5 Column = 8.87"

4 Column = 7.06"

3 Column = 5.25"

2 Column = 3.45"

1 Column = 1.64"

### Classified

9 Column = 10.68"

8 Column = 9.47"

7 Column = 8.27"

6 Column = 7.06"

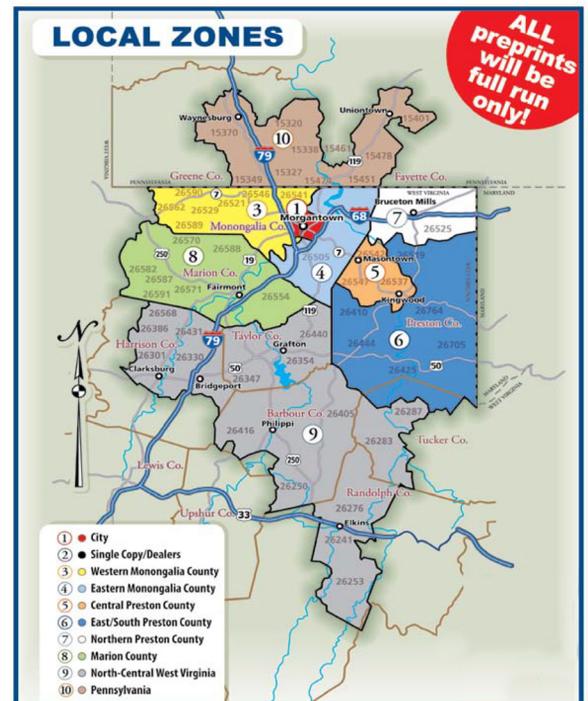
5 Column = 5.86"

4 Column = 4.65"

3 Column = 3.45"

2 Column = 2.24"

1 Column = 1.03"



# 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.

# 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 per run
- 6-11 times: \$750 per run
- 12+ times: \$675 per run

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"x 3" 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 covert 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.

Serving North-Central West Virginia since 1864

Visit [dominionpost.com/marketing-services](http://dominionpost.com/marketing-services) to get started.

Main office number: 304-291-9449 · Email: [advertising@dominionpost.com](mailto:advertising@dominionpost.com)

Every campaign is completely customized based on your business, your goals, your customers, and your budget.

## Looking for new ways to find your perfect customer? Try targeting them online!

### DIGITAL MARKETING SERVICES BY THE DOMINION POST:

Social media is a great advertising platform to reach potential customers, but only if your customers are actually using social media.

A comprehensive digital advertising campaign can reach highly targeted segments of the general population, regardless of what apps, websites, or platforms they engage with.

### Generally, digital ads are broken up into several basic categories, including:



**Targeted Emails:**  
mass emails sent to highly targeted segments of the population.



**Geo-Fencing:**  
targeting people based on places they have physically been.



**Retargeting:**  
following a targeted customer around the internet with ads.



**OTT: "over the top TV"**  
sending video ads onto devices such as Roku or Apple TV.



**Social Media Advertising**  
paid and organic ads delivered to multiple platforms.



**Custom Website**  
a fully designed site with your company's custom branding and information.

### Why choose The Dominion Post?

#### CUSTOMIZED CAMPAIGNS

Every campaign is completely customized based on your business, your goals, your customers, and your budget.

#### WE'RE LOCAL

We are LOCAL. Other media companies farm these services out to places out of state, or even out of the country. All of our strategies come from the minds of digital marketing experts right here in the Morgantown area. We know the community, we know the economy, and we will strive to build a strategy specifically with your business in mind.

#### ACCURATE MONTHLY REPORTS

We will deliver a detailed report each month that will show you exactly how well your campaign is going. That report will determine a concrete return on investment so you know that your hard-earned dollar is MAKING you more money, rather than being just another advertising expense.

#### PROPER TIME AND DEDICATION

Our eyes will be on your campaign regularly, making adjustments as needed to make sure the right people are getting the right message every time.

## Services broken down:

### Consumer Targeting

**Standard Display** Includes a blend of Consumer Targeting tactics (Content + Behavior + Demographic + Search Retargeting + Cross Device + Retargeting + Geo Targeting)

**Real Time Geo-Fencing** Display campaign targeting specific users within a specific geo frame in real time.

**Look-Back Geo-Fencing** Includes a blend of all Consumer Targeting tactics, both Behavioral and Geo-Fencing. Online and physical conversions will be tracked.

**Device ID Address Match** Display campaign targeting specific devices that are known to dwell in the residential addresses provided by client.

**OTT (Tier 1)** A Full Episode Player, Connected TV Streaming video campaign that runs on premium inventory sources (40,000 minimum impression).

### Email/ Email Retargeting

**1 Email Deployment** Dedicated Targeted email sent out on behalf of the advertiser targeted to specific users and delivered to their personal and/or work email address.

**Email Retargeting** Retargets users who opened your client's email with their ads for up to 10 days. Prices are in addition to the cost of your email deployment.

### Search Engine Optimization

SEO is priced by the hour in increments of 4 hours. Ranging from a minimum of 4 hours, up to 60+ hours.

### Social Media Advertising

Targeted Ads delivered to Facebook and Instagram.

### Website Development

#### 1-15 pages

- stock images
- Mobile responsive design
- Social media integration
- Contact form integration
- Basic on-page SEO
- User friendly WordPress platform
- User friendly Content Management System
- CMS Training once website is complete
- 100% ownership of site once complete
- 30 days of complimentary web maintenance



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