



**West Virginia Press Services  
MEDIA KIT**

# Reach WV

Display  
Digital  
Classified  
Legal

In a small but complicated media market, affordable and efficient advertising exposure is one phone call or email away



[bdebord@wvpress.org](mailto:bdebord@wvpress.org)

**Betsy DeBord, Advertising Director**

**304-342-1011**

West Virginia Press Association 3422 Pennsylvania Avenue Charleston, WV 25302 [wvpress.org](http://wvpress.org)



## WVPS Benefits

# Effortless, economical and effective

**T**hank you for considering **West Virginia Press Services'** advertising opportunities.

As the newspaper industry's own advertising service, WVPS is uniquely positioned to save you and your company both time and money.

**WVPS makes placing any and all newspaper advertising simple and quick — from print**

**full-page color to classified and legals, online and bundled campaigns, inserts of any size, front page notes and other specialty items.**

**Additionally, WVPS offers tremendous savings on exclusive advertising programs.**

Give us a call and find out how the WVPS can save time and money on your advertising needs.

**Press Services addresses each order individually based on your goals.**

**Call Betsy DeBord to get results.**

**Don Smith**  
*Executive Director*  
304-342-1011  
donsmith@wvpress.org



### **We have the best options**

West Virginia Press Services can assist with the development and placement of all your advertising efforts. One call reduces your workload, eliminates your stress, and gets your results.

**Newspaper video ...** we know who can handle what

**Newspaper digital ...** we understand the audience and traffic

**Newspaper display ads ...** we can handle everything from design to placement to billing

**Newspaper legal advertising ...** we put your legal in all the required newspapers on the right day and provide documentation

**Social, radio and television ...** we can assist with any media  
**... and, most importantly ...**

**We ask what you need and make it happen.**

West Virginia Press Services can handle any order and knows each order is unique.

**Call Betsy DeBord at 304-342-1011  
to discuss your needs.**

**There is no better option for placing  
advertising in West Virginia.**

**Betsy DeBord**  
*Advertising Director  
and  
Assistant Executive  
Director*  
304-342-1011  
bdebord@wvpress.org





# Reach West Virginia

## One call, one bill ... lots of options

**... affordable, efficient advertising placement service  
available exclusively from the West Virginia Press Services.**

- Display, Digital, Classified or Legal.
- Selective markets, regional coverage or statewide coverage (72 newspapers).
- Any size or variable sizes by market.
- Full color, spot color or black and white.
- Special placements ... front page notes, banner ads and inserts.  
(We can even handle print production of your insert).
- Discounts on special advertising programs.
- Free or low-cost design services.

**West Virginia Press Services is uniquely positioned to save you time and money on newspaper advertising. One call or email and we take care of the rest.**

For questions, more information or quotes, contact:

**Don Smith**  
Executive Director  
304-342-1011  
donsmith@wvpress.org

**Betsy DeBord**  
Advertising Director and  
Assistant Executive Director  
304-342-1011  
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# WVPS Advertising Network – Exclusive Legal Advertising

**In more than 400 circumstances, actions by state or local government, private companies, institutions or individuals require the publication of a Legal Advertisement.**

**The basic state law covering Legal Advertisements is found in Chapter 59, Article 3 of the Code of West Virginia.**

## Legal Advertisement: Let WVPS guide you through the process

*Requirements for publication of a specific Legal Advertisement usually are found in the statutes governing a particular action, circumstance or governmental agency.*

**The WVPS can identify papers you need to advertise in and which ones are qualified. We take care of placement, documentation (affidavits) and billing.**

### General terms, rates and rules

- Only daily or weekly newspapers which meet the requirements set forth in Chapter 59, Article 3 are “qualified” to publish Legal Advertisements under the scope of the Code.
- A “writ of mandamus” procedure is set forth in Chapter 59, Article 3 in which governmental agencies and others can be compelled by court order to publish a required Legal Advertisement which has not been published.
- Rates which qualified newspapers may charge for Legal Advertisements are set by the state Legislature. These rates are based on the paid circulation of the qualified newspapers.
- Legals published more than one time are charged on the basis of 100% for first publication and 75% for each subsequent publication.
- The “Class” type of a Legal Advertisement determines how many successive weeks the ad must run – Class I, one week; Class II, two weeks; and so on.
- Legal advertisement may be published in a qualified newspaper published on any day of the week except Sunday.
- Counting words: The law specifies that Legal Advertisements containing white space are to be charged for as if they were “set solid” in type. Most newspapers, therefore, determine the number of words to the inch of type-set Legal Advertisements and convert the total space used to words, for purposes of charging for legals.
- Legal Ads, particularly longer ones, require additional time for typesetting and proofreading. Typical deadlines are at least one week prior to FIRST publication.
- Legal advertisements also are posted on the Internet at **[www.wvlegals.com](http://www.wvlegals.com)**

Want to place an ad with our network? Questions?

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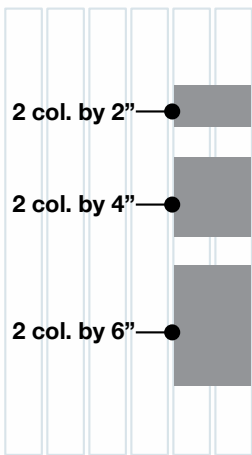


# WVPS Advertising Network – Exclusive Statewide Networks

## Affordable statewide display and classified ads

West Virginia Press Services offers two special advertising networks with the most affordable price possible for newspaper display and classified print advertising.

The display program – black and white ads no larger than 2 columns by 6 inches – and classified line ad program make it possible to reach hundreds of thousands of readers to hundreds of dollars.



### Display program

**Choose the size that fits your needs:** 2 column by 2 inch, 2 column by 4 inch or 2 column by 6 inch black and white ad sizes are available. Two columns averages 3.75" in width, but varies by paper.

**Free quotes:** Call us for quotes on discounted ad opportunities.

**Free design assistance:** Not comfortable creating your ad? We're ready to help.

**One step, one bill process:** We'll handle the delivery of your ad to more than 40 newspaper and all the billing. You pay us – we accept VISA, MasterCard, American Express, Discover, money orders and cashiers checks.

**Your ad is guaranteed to be distributed to participating newspapers for publication on a "space-donated" basis:**

Audits show 85-90 percent of the newspapers publish these ad sizes during a given week. The newspapers reserve the right to reject Statewide Display Network ads.

**Deadlines are noon Wednesday before publication week**

**Tear sheets:** We provide a random sampling of two tear sheets as proof of publication.

### Classified line ad program

**\$250 for the first 25 words:** \$7 per word thereafter.

**All advertising is prepaid:** We'll handle the delivery of your ad to our newspapers and the billing. You pay us – we accept VISA, MasterCard, American Express, Discover, money orders and cashiers checks.

**Deadlines are noon Wednesday before publication week**

**Tear sheets:** We provide a random sampling of two tear sheets as proof of publication.

Want to place an ad with our network? Questions?

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# “Statewide Network one for all”

One order.  
One {very nice} price.  
All of West Virginia.



## You can reach



Up to  
**50**  
state newspapers ...



... up to  
**250,000**  
circulation ...



... up to  
**550,000\***  
readership ...



... with presence in all  
**55**  
West Virginia counties

## For less than a penny per subscriber

The West Virginia newspaper industry offers  
this unique program at 21% of regular cost.

\*Surveys by the National Newspaper Association quote readership at 2.3 times circulation

11/04/19

To learn more or place an order, contact Betsy DeBord  
Phone: 304-342-1011 • Email: [bdebord@wvpress.org](mailto:bdebord@wvpress.org) Website: [wvpress.org](http://wvpress.org)

## Benefits

**Easy to place:** One order, one invoice, covers all newspapers in the network.

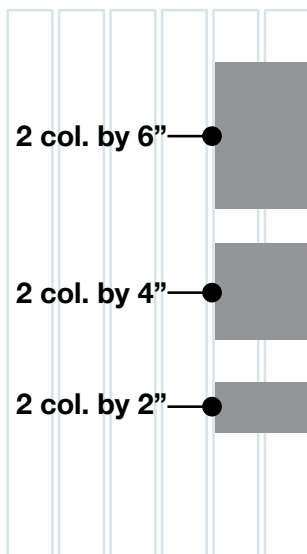
**Great value:** The West Virginia newspaper industry offers this unique program at 21% of regular cost.

**Reach:** Exposure all over West Virginia. Our ad program gives you the great reach and ROI that print generates while providing a great value you can't get anywhere else.

**Frequency bonus:** Buy three ads, get the fourth one free.

**Digital options:** Your ad can easily be converted to digital for inclusion on selected newspaper website. (Call us for details).

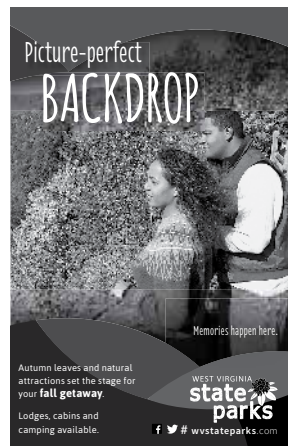
**Design assistance:** Ad design available from the WVPA at no cost. You provide the content, we prepare the ad.



Average width of  
2 columns is  
3.75 inches

## Options

Size	WVPS Rate
2 column x 6 inches deep	\$1,800
2 column x 4 inches deep	\$1,200
2 column x 2 inches deep	\$600



**2 col. x 6" ad:**  
Perfect for delivering your detailed message, brand or call to action.



**2 col. X 2" ad:**  
Can be just right for promoting your event and website.

## Details

- It's a black-and-white ad program with three ad sizes that give you maximum flexibility.
- This is a once-a-week offering. Page location or day of placement will vary.
- Distribution is up to 250,000 circulation but member newspapers have a conditional right of refusal.
- Documentation is verified with two tear sheets per ad.
- Order and advertising copy must be submitted by Tuesday, the week before publication.



# Press Releases

## Let the WVPA help you get your word out

**West Virginia Press Association offers press release distribution to its  
72 member newspapers and other media across the state.**

The WVPA will not only distribute your press release statewide, but introduce it in a way that features the newsworthiness of your content.

**Here are the ways we distribute your press release:**

- Emailed to the WVPA's media contact list — print, radio and television — with an introduction and suggested placement.
- Posted on our website — [wvpress.org](http://wvpress.org) — as a press release.
- Distributed on the WVPA "Today's News" daily newsletter
- Posted on the WVPA social media network

The West Virginia Press Association works with the media covering events around the state. News editors at the newspaper, television station and radio station make the final coverage decisions, but the WVPA shares information and provides more of the positive stories about West Virginia and local communities.

### **Press Release Distribution Rates**

**Open Rate — \$100 per release; Associate Members — No charge.**

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