

2024 Media Kit



Herald-Star & Weirton Daily Times. Delivering Results Like No Other Media!



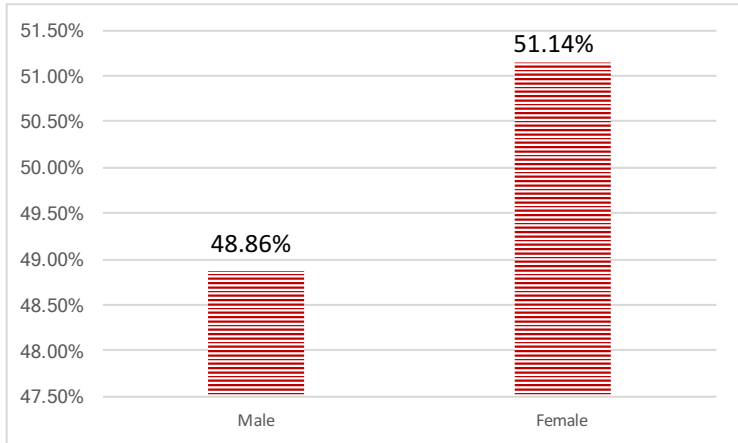
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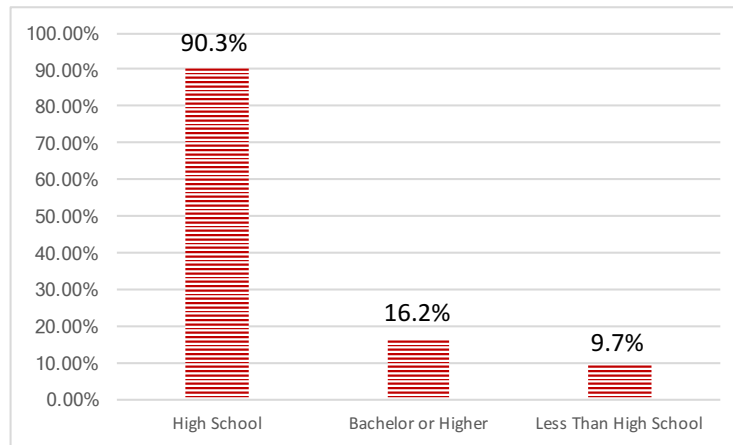
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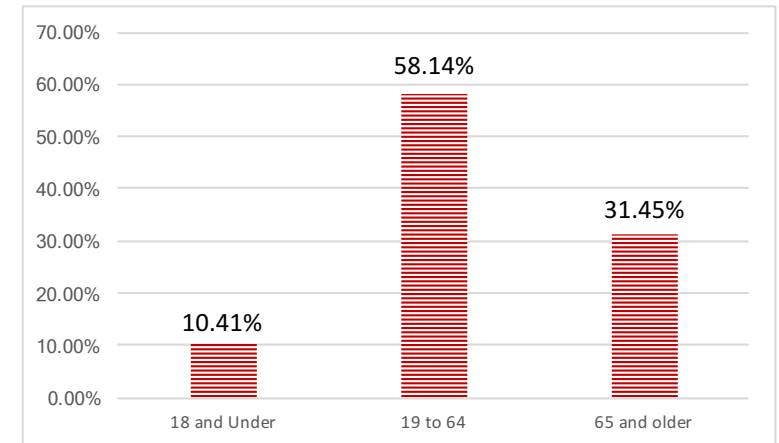
Who we are.



By Gender



By Education



By Age



Jefferson County



Hancock County

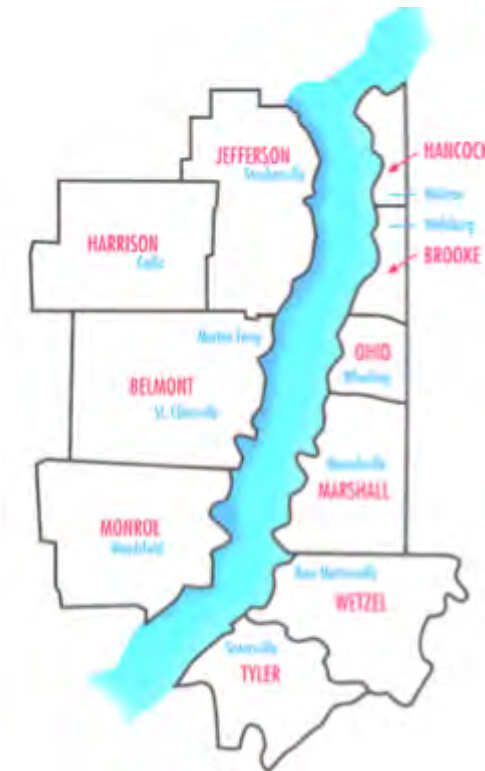


Brooke County

Who we reach.

The Herald Star and Weirton Daily Times provides the most in-depth local coverage of events and issues in Jefferson County and Harrison County in OH, Hancock County and Brooke County in WV.

The Herald Star and Weirton Daily Times print products reach more than **12,400** readers every morning Sunday through Friday, while our digital franchises reach **4,852** additional unique readers each day.





Retail Advertising Rates & Information

Contract Rates

Commitment Level	PCI Rates
250"	\$44.97
500"	\$44.02
1,000"	\$43.13
2,000"	\$41.81
Open Rate	\$54.68
Church Rate	\$32.01

Color Rates

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

Deadlines

PUBLICATION DAY	PUBLICATION DEADLINE
Monday	Thurs. 5:00 p.m.
Tuesday	Fri. 5:00 p.m.
Wednesday	Fri. 5:00 p.m.
Thursday	Tues. 5:00 p.m.
Friday	Wed. 5:00 p.m.
Sunday	Wed. 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	\$13.31
3/4 Page	\$13.75
Half Page	\$13.97
1/4 Page	\$14.30
1/8 Page	\$14.03
1/12 Page	\$14.85

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 Rates & Information

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 Herald Star Online Advertising
- *The Weirton Daily Times 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.

Bronze Package:	Three 2x2 Ads Per Week	Monthly Investment \$464.20	Annual Investment \$5,570.40
Silver Package:	Five 2x2 Ads Per Week	Monthly Investment \$784.30	Annual Investment \$9,411.60
Gold Package:	Six 2x2 Ads Per Week	Monthly Investment \$880.00	Annual Investment \$10,560.00
Opal Package:	Three 2x3 Ads Per Week	Monthly Investment \$649.00	Annual Investment \$7,788.00
Quartz Package:	Five 2x3 Ads Per Week	Monthly Investment \$1,062.60	Annual Investment \$12,751.20
Diamond Package:	Six 2x3 Ads Per Week	Monthly Investment \$1,182.50	Annual Investment \$14,190.00



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.
- 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

Zone	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
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

Purchase two zones deduct \$1.00 from CPM.
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	\$69.50	\$58.75	\$54.50	\$47.25
4	\$69.75	\$59.00	\$54.75	\$47.50
8	\$70.00	\$59.25	\$55.00	\$47.75
12	\$70.25	\$59.50	\$55.25	\$48.00
16	\$70.50	\$59.75	\$55.50	\$48.25
20	\$70.75	\$60.00	\$55.75	\$48.50

Tab Page	Non Contract	13 X Per Year	26 X Per Year	52X Per Year
24	\$71.00	\$60.25	\$56.00	\$48.75
28	\$71.25	\$60.50	\$56.25	\$49.00
32	\$71.50	\$60.75	\$56.50	\$49.25
36	\$71.75	\$61.00	\$56.75	\$49.50
40	\$72.00	\$61.25	\$57.00	\$49.75

Delivery Address

240-20th Street
Wheeling WV 26003

Delivery Hours

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



Delivery Address

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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	\$1.34	\$16.10	\$1.48	\$17.42
5,250	\$1.31	\$15.71	\$1.44	\$17.29
10,500	\$1.20	\$15.44	\$1.42	\$16.76

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	\$1.51	\$18.08	\$1.60	\$19.14
5,250	\$1.49	\$17.82	\$1.58	\$19.01
10,500	\$1.46	\$17.56	\$1.54	\$18.48

Open Space; Minimum Charge \$43.73

1 to 6 Days	\$2.92	\$34.98	\$3.31	\$39.73
7 to 14 Days	\$2.77	\$33.26	\$3.17	\$38.02
15 + Days	\$2.64	\$31.68	\$2.99	\$36.43

Open Space; Minimum Charge \$45.21

1 to 6 Days	\$3.01	\$36.17	\$3.41	\$40.92
7 to 14 Days	\$2.86	\$34.32	\$3.27	\$39.19
15 + Days	\$2.74	\$32.74	\$3.14	\$37.62



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	\$10.36
3/4 Page	\$10.59
Half Page	\$11.61
1/4 Page	\$12.96
1/8 Page	\$14.31
1/12 Page	\$15.65
1/16 Page	\$16.83

**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

Pam Bennett
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Effective January 1, 2024



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www.weirtondailytimes.com