

The WV Independent Observer writes about community news, local events, and feature stories of interest to the people who live, work, or visit Jefferson County, West Virginia.

MONTHLY PRINT CIRCULATION OF 13,000+

MAILED MONTHLY — To households in Charles Town, Ranson, Bolivar, Harpers Ferry, Shepherdstown, Shenandoah Junction, Kearneysville areas of Jefferson County, WV.

NEWSBOX DISTRIBUTION — Available in shops, lodging, and other activity centers across Jefferson County.

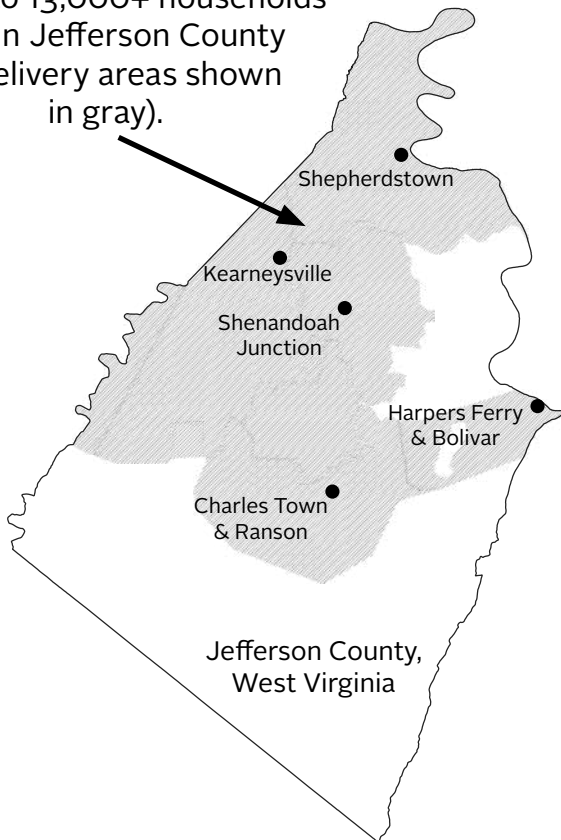
WEBSITE — Expanded content, events listings, local guides & directories.

SOCIAL MEDIA — Regular posting to highlight our content and advertisers and engage with the community.

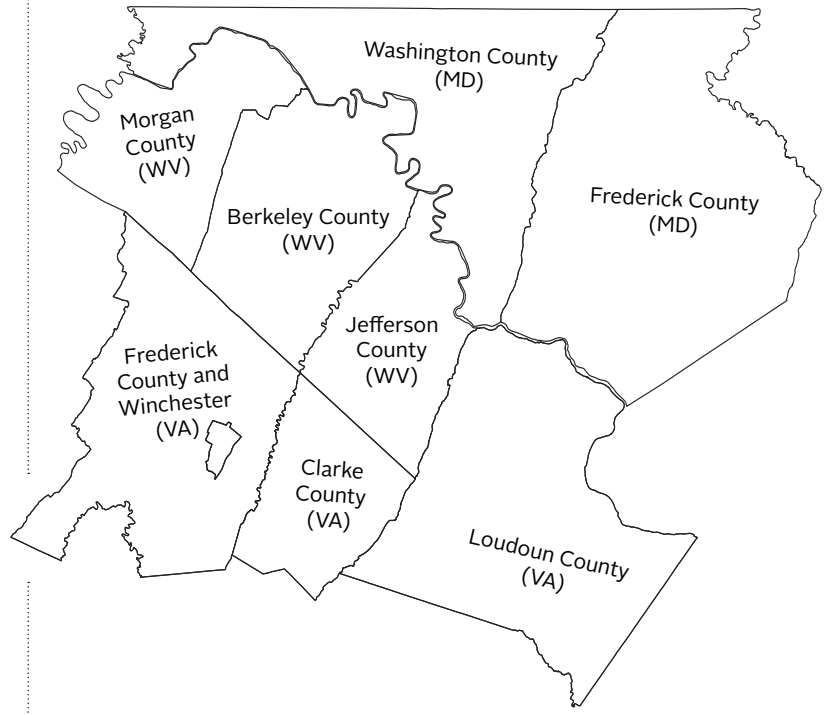
LOCAL — Family owned, local writers, local stories, local impact.

OUR READERS ARE LOCAL & OUR STORIES ARE REGIONAL

The Observer mails monthly to 13,000+ households in Jefferson County (delivery areas shown in gray).



The Observer features the stories of businesses, culture & events in the Eastern Panhandle and surrounding areas of interest to our readers.



Find Your Customers In Jefferson County, WV ■ Advertise in The Observer

WEB: WeAreTheObserver.com • **EMAIL:** Sales@WeAreTheObserver.com • **PHONE:** 304-249-8968

STANDARD RATES

SINGLE PLACEMENT RATE (One advertisement placement in one edition of monthly paper)		
FULL-PAGE REGULAR	\$1250	9"x10.5" (not on inside front or back)
1/2 PAGE	\$650	9"x4.4" (horizontal) or 4.4"x9" (vertical)
1/3 PAGE	\$425	9"x2.875" (banner) or 2.875'x9' (vertical)
1/4 PAGE	\$375	9"x by 2" (banner) or 4.4" by 4.4" (square)
2/3 COLUMN	\$260	5.9375" X 2.875" (horizontal or vertical)
BIZ SQUARE	\$130	2.875" by 2.875"

DISCOUNTED RATE SPECIALS

MULTIPLE PLACEMENTS DISCOUNT (Available with commitment to 3+ placements)		
FULL-PAGE REGULAR	\$1150	9"x10.5" (not on inside front or back)
1/2 PAGE	\$600	9"x4.4" (horizontal) or 4.4'x9" (vertical)
1/3 PAGE	\$405	9"x2.875" (banner) or 2.875'x9' (vertical)
1/4 PAGE	\$355	9"x by 2" (banner) or 4.4" by 4.4" (square)
2/3 COLUMN	\$220	5.9375" X 2.875" (horizontal or vertical)
BIZ SQUARE	\$110	2.875" by 2.875"

MULTIPLE PLACEMENTS DISCOUNT (Available with commitment to 12 placements)		
FULL-PAGE REGULAR	\$1000	9"x10.5" (not on inside front or back)
1/2 PAGE	\$520	9"x4.4" (horizontal) or 4.4'x9" (vertical)
1/3 PAGE	\$340	9"x2.875" (banner) or 2.875'x9' (vertical)
1/4 PAGE	\$300	9"x by 2" (banner) or 4.4" by 4.4" (square)
2/3 COLUMN	\$200	5.9375" X 2.875" (horizontal or vertical)
BIZ SQUARE	\$100	2.875" by 2.875"