

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.

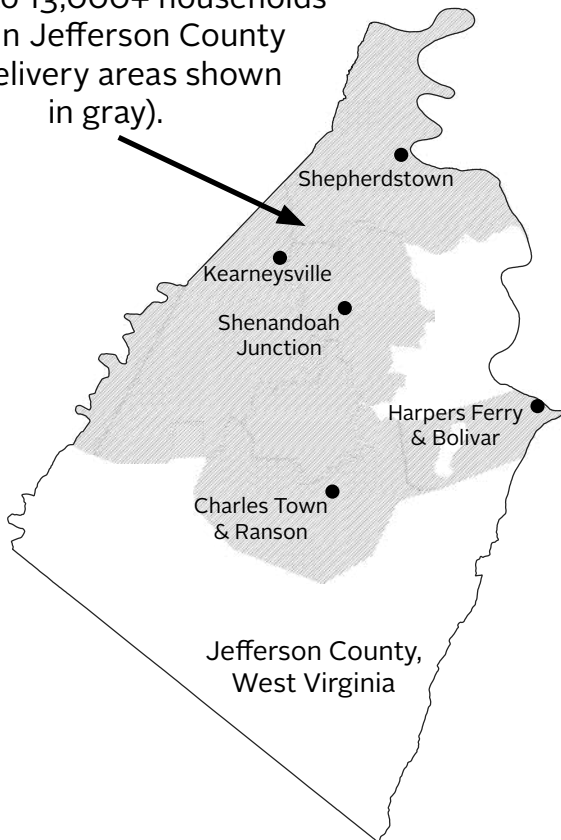
WEBSITE — Expanded content, events listings, local guides & directories.

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

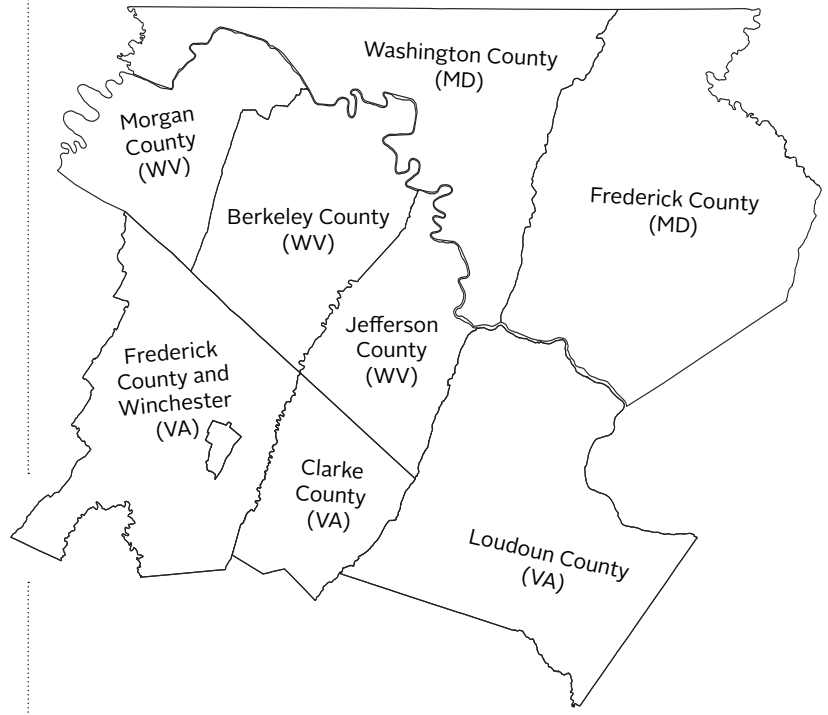
LOCAL — Family owned, local writers, local stories, local impact.

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

The
WV INDEPENDENT
Observer

Print Advertising Specification Sheet

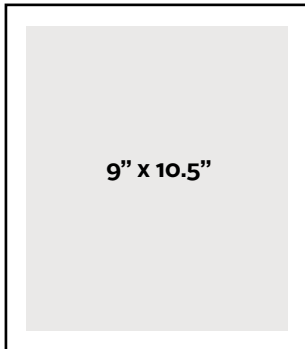
FOR SPECIFIC PRICING DETAILS CONTACT:

SALES@WeAreTheObserver.com
or call your sales contact.

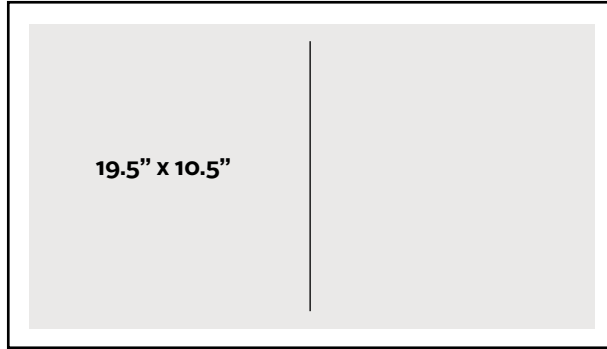
Pricing varies based on length of commitment.
Special offers available for non-profit
organizations.

Revised: April 2021

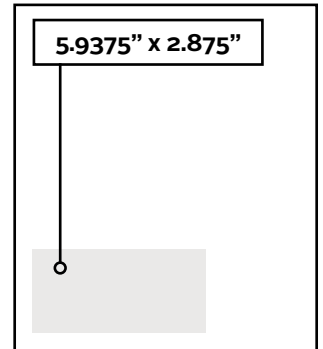
FULL PAGE



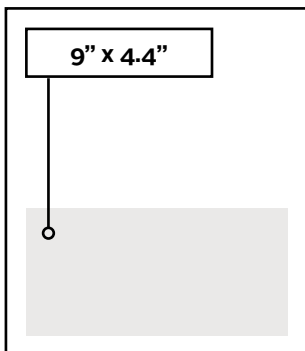
CENTER SPREAD



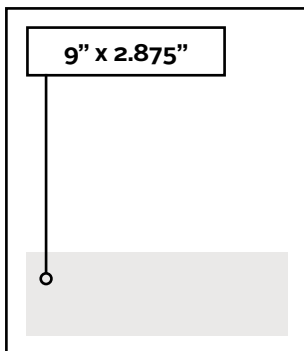
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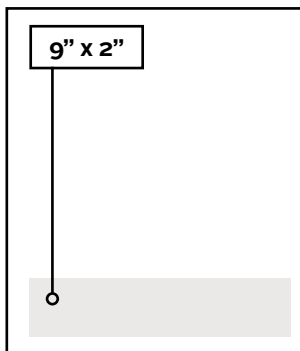
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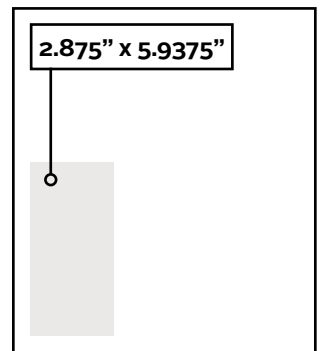
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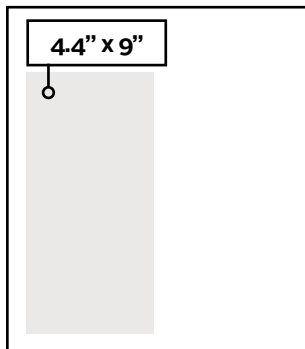
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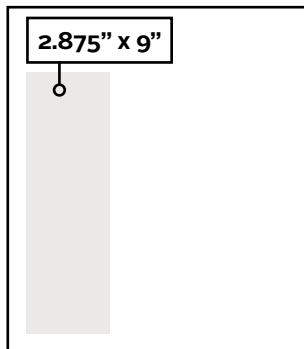
2/3 COLUMN VERTICAL



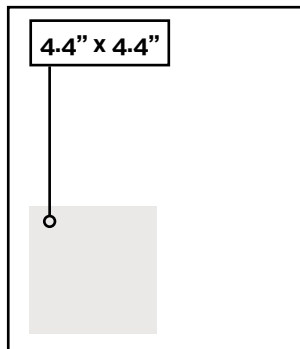
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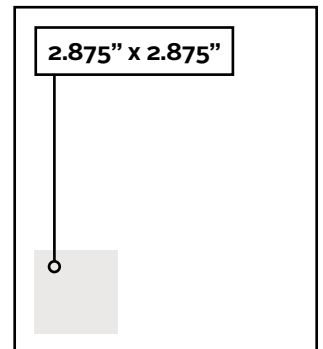
1/3 PAGE VERTICAL



1/4 PAGE SQUARE



BUSINESS SQUARE



FILE REQUIREMENTS

LIVE AREAS: Allow 1/4 inch all sides for live area (text and graphics). Borders and background bleed OK to full dimensions.

DPI: 300

COLOR: CMYK colorspace

ACCEPTABLE FINAL ART FILE FORMATS: High quality print-ready .pdf or .jpg files (We do not accept quark files).