2019-2020 Advertising Kit

The Swiss Army Knife of Media

HARDY LIVE
MOOREFIELD EXAMINER
Our Readers By the Numbers

Based on polling from the past two years

- 85% Still read the print edition
- 39% Prefer to read both print and digital
- 94% Are registered voters
- 98% Who use social media follow us on Facebook
- 84% Will travel more than 30 miles to buy a car
- 45% Will travel more than 60 miles to buy a car
- 34% Plan a major purchase in the next year
- 79% Plan to drive more than 30 miles to make major purchases

176,595 Annual Page Views on our website HardyLive.com

4,864 Moorefield Examiner Facebook Page Followers
**RATES & SPECIFICATIONS**

**MOOREFIELD EXAMINER**

Published: Wednesdays weekly except last Wednesday of year.
Advertising Schedule Deadline: 2 p.m. Friday.
Advertising Materials Deadline: 9 a.m. Monday.
Distributed: By Periodical Mail, Counter Sales, and Internet.

**WEEKENDER: HARDY LIVE**

Published: Saturdays weekly, 52 issues per year.
Advertising Deadline: 2 p.m. Tuesday.
Distributed: By Standard A Mail

**NET DISPLAY RATE**

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ads sized 1 to 24 column inches</td>
<td>$7.25</td>
</tr>
<tr>
<td>Ads sized 24 column inches</td>
<td>$7.00</td>
</tr>
<tr>
<td>Banner (10&quot;x15&quot;) Limited Spaces Available</td>
<td>$7.50</td>
</tr>
<tr>
<td>$8.00 per run</td>
<td></td>
</tr>
</tbody>
</table>

**MECHANICAL MEASUREMENTS**

<table>
<thead>
<tr>
<th>Column Configuration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>$1.93</td>
</tr>
<tr>
<td>2 column</td>
<td>$3.79</td>
</tr>
<tr>
<td>3 column</td>
<td>$5.75</td>
</tr>
<tr>
<td>4 column</td>
<td>$7.08</td>
</tr>
<tr>
<td>5 column</td>
<td>$9.67</td>
</tr>
<tr>
<td>6 column</td>
<td>$11.62</td>
</tr>
</tbody>
</table>

**COLOR**

- Ads sized 1 to 24 column inches: $50 Extra
- Ads sized 24 to 120 column inches: $100 Extra
- Ads sized over 120 column inches: No Additional Charge

**NET PREPRINT INSERT RATES**

- Single Sheet (less than or equal to 0.020 pounds): $60/m
- 2-8 page tab (less than or equal to 0.040 pounds): $63/m
- 10-12 page tab (less than or equal to 0.061 pounds): $66/m
- 14-16 page tab (less than or equal to 0.081 pounds): $75/m
- 18-20 page tab (less than or equal to 0.101 pounds): $78/m
- Over 20 pages (greater than 0.101 pounds): $83/m

Minimum total charge of $100.00

Next higher page count/weight level rate applies and will be charged when agencies deduct commissions/fees from preprint orders.

**IN-COUNTY CIRCULATION BY ZIP CODE**

**CIRCULATION BY ZIP CODE**

**MOOREFIELD EXAMINER**

<table>
<thead>
<tr>
<th>Town</th>
<th>Zip Code</th>
<th># of Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker</td>
<td>26801</td>
<td>199</td>
</tr>
<tr>
<td>Fisher</td>
<td>26818</td>
<td>46</td>
</tr>
<tr>
<td>Lost City</td>
<td>26810</td>
<td>577</td>
</tr>
<tr>
<td>Mathias</td>
<td>26812</td>
<td>823</td>
</tr>
<tr>
<td>Moorefield</td>
<td>26836</td>
<td>3,472</td>
</tr>
<tr>
<td>Old Fields</td>
<td>26845</td>
<td>386</td>
</tr>
<tr>
<td>Wardensville</td>
<td>26851</td>
<td>1,000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6,827</td>
</tr>
</tbody>
</table>

**WEEKENDER**

<table>
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**COMBO DISPLAY RATE**

- $11.25 per run

**EXAMINER + WEEKENDER COMBO DISPLAY RATE**

- $30.00 per month
- $100.00 per month

**WEBSITE RATES**

- 120 pixels x 60 pixels: $0.30 per month
- 300 pixels x 250 pixels or banner: $100.00 per month

**DISCOUNTS**

- 10% Pre-Pay Discount

**LEGAL RATES**

- As set by West Virginia Law, 11/4¢ word first insertion, less 25% for additional insertions.

**BUSINESS DIRECTORY**

- Classified Section. Requires nine week commitment...$6.75 per line

**WEEDER SPECIAL ADS**

- Small Cover Ad (8.75"x3")...$45 per run
- Large Front Cover Ad (7.708"x6")...$200 per run
- Entire Front Page (Except Weekender Heading)...$1,000 per run

**Total**...$2,292

*This number includes both mail subscriptions and renewed sales.*

**Denotes Examiner Only Rate**

**Weekender Only Rate. Subject to availability.**
The Communities We Serve

Hardy County, West Virginia

Home number includes households covered by the Weekender and Moorefield Examiner.
Border are crudely drawn for illustrative purposes.
Rates good for both publications.
Run in both to qualify for our more affordable combo rate

Display Ads Sizes
per column inch (pci)
1 ci to 24 ci – $7.25 pci
Over 25 ci – $7.00 pci
Display Classified
All Sizes – $8.00 pci

Other sizes available for all publications.
Check with us on the rates.

Don’t forget our
Pre-pay Discount! Save 10% when you pay in advance!

About 75 Words

About 120 Words

About 320 Words

Larger Sizes Available!

Rates effective 10/1/19

Political and Going Out of Business Ads Must be Paid in Advance

Combo! - Run in both the Examiner and Weekender for only $45.00

Combo! - Run in both the Examiner and Weekender for only $67.50

Combo! - Run in both the Examiner and Weekender for only $90.00

Combo! - Run in both the Examiner and Weekender for only $22.50
**SPECIAL ADVERTISING**

<table>
<thead>
<tr>
<th>Weekly Front (Top Space)</th>
<th>9.7&quot; x 1.5&quot; or 11.625&quot; x 1&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Front</td>
<td>$200</td>
</tr>
<tr>
<td>3.79&quot; x 3&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weekly Front (Bottom Space)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Front</td>
<td>$200</td>
</tr>
<tr>
<td>3.79&quot; x 3&quot;</td>
<td></td>
</tr>
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</table>

Only 6 available weekly.

Hannah Heishman  
Publisher  
news@moorefieldexaminer.com  
(304) 530-6397

Courtney Dawson  
Advertising Manager  
courtney@moorefieldexaminer.com  
(304) 530-6397

Mike Mallow  
Production Manager  
mikemallow@moorefieldexaminer.com

All rates per week. Repeat discounts available.

All spaces are limited, and are on a first come, first served basis.
HardyLive.com
Real time news updates and an archive of 10 years worth of Moorefield Examiner digital editions.
More than 180,000 Pageviews projected in 2019 with significant increases expected 2020.

Banner Advertising
$100 per month (rotating)
$100 per week (static)

Small Web Ads
$25 per month (rotating)
$25 per week (static)

Small Web Ads
$100 per month (rotating)
$50 per week (static)

Weekly Print Ads
Free with Print Ad Purchase