

THE WEBSTER ECHO

Est. 1891

NEW & IMPROVED BUSINESS ADVERTISING RATES

ALL ADS NOW FULL COLOR!
Affordable advertising for local businesses

Your Success is Our Success!

PRINT ADVERTISING RATES

Ad Size	Dimensions	Price
Business Card	2 columns x 4.0 inches	\$50
1/8 Page	3 columns x 3.5 inches	\$65
1/4 Page	3 columns x 7.5 inches	\$110
1/2 Page	6 columns x 7.5 inches	\$215
Full Page	6 columns x 15 inches	\$405



MONTHLY COMMITMENT SPECIALS



Ad Size	4-Week Rate
Business Card	\$175
1/8 Page	\$230
1/4 Page	\$400
1/2 Page	\$775
Full Page	\$1,450

BARGAIN BUSINESS DIRECTORY


Full-color monthly directory advertising	
1 column x 2.5"	\$25/month
2 columns x 2.5"	\$40/month

Affordable ongoing visibility for local businesses and organizations.
**Not eligible for digital bundles*

DIGITAL ADVERTISING

Option	Price
Global Site ad	\$500/month
Page banner ad	\$150/month
Section ad	\$75/month
Sponsored article	\$125/ per feature
Maximize your ad dollars with a bundle deal	
Add Site ad to 1/2 page 4-Week print package	\$300/month
Add Page banner to 1/4 page 4-Week print package	+\$100/month
Add Section ad to 1/8 page 4-Week print package	+50/ month
Add Sponsored article Business Card print package	+\$75/ per feature



 *All digital ads link out to your company website or social media page.*

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Community serving Community

CLASSIFIED ADVERTISING

Option	Price
Business classified ad (25 words)	\$5.00
Civic organization ad (25 words)	\$2.50
Lost & found ads (25 words)	FREE
Cemetery Notices -4 Week Run	\$10.00
Private party ad (25 words)	\$3.50
Garage sale ad (25 words)	\$3.00

Cemetery Notices Include:

- Cemetery clean-up announcements
- Decoration Day reminders
- Annual memorial services
- Church cemetery notices

Additional words 10¢ each

****Please note:** *Classified ads do not contain pictures.*

Legal Advertising Rates (Circulation Under 1,000)

Legal text: **\$0.04 per word (first insertion)**

Maps, plats, surveys, and other graphics: **\$3.36 per column inch (equivalent to 84 words per column inch under W.Va. Code §59-3-3)**

Subsequent insertions: **75% of the first insertion rate**

Affidavit of Publication: **\$20.00 per affidavit issued.**

OBITUARY PRICING

Death Notice FREE
*Includes name, age, town, and funeral service information. *No photo included.*

Standard Obituary (up to 500 words) \$50
Includes one color photo. Standard format is 2 columns wide.

Extended Obituary (500+ words) \$75
Includes one color photo. Additional length and layout space as needed.

Additional photo +\$10

****Obituaries must be submitted by funeral homes or authorized family representatives.**

wvecho.com

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ADVANCED LEVEL ADVERTISING FOR TODAY'S COMMUNICATION



Social Media Promotion

Single sponsored social media post ... \$35
Includes one Facebook promotional post.

Three-post social media campaign \$85
Includes three Facebook promotional posts over one week.



Aimed Emails

Email blast sponsorship \$25
Includes sponsor mention in one week's feature news email blast.

Social + email bundle \$45
Includes one sponsored Facebook post and one email sponsorship.

Check It Out! New, Live Stream Packaging!

Livestream Advertising

Hourly livestream sponsor \$100
Includes up to 1 hour of livestream coverage with at least 3 live on-air sponsor mentions during the broadcast.

Extended livestream sponsor \$150
Includes up to 2 hours of livestream coverage with featured sponsor recognition and at least 3 live sponsor mentions per hour during the broadcast.

**Contact us for special out of county rates

Community Event Sponsorships

Community event sponsor \$50
Includes one live sponsor mention during on-location event coverage.

Featured community event sponsor \$100
Includes 3 live sponsor mentions during event coverage.

Premier community event sponsor \$150
Includes featured sponsor recognition top and bottom of every hour during the event coverage.



INSERT ADVERTISING

Customer-provided inserts Starting at \$100
Price may vary based on size, weight, and quantity.

Insert design & production Starting at \$150
Includes basic design and print-ready preparation.

Full insert package..... Starting at \$250
Includes design, printing, and insertion.