



## WEST VIRGINIA NEWSPAPER PUBLISHING COMPANY

*The Dominion Post* is published seven days a week.

### National Advertising Account Executive

#### National Account Executive

**Jessica Davis** (304) 291-9405  
jdavis@dominionpost.com

### Mailing Address

#### The Dominion Post

Greer Building  
1251 Earl L. Core Road  
Morgantown, WV 26505

### Directors

Publisher  
David A. Raese (304) 291-9401  
draese@dominionpost.com

Advertising Director  
Brad Pennington (304) 291-9411  
bpennington@dominionpost.com

Controller  
Brian D. Cole (304) 284-0301  
bcole@dominionpost.com

Managing Editor  
Pam Queen (304) 291-9433  
pqueen@dominionpost.com

Production Director  
Christopher Halterman (304) 284-0304  
chalterman@dominionpost.com

Circulation Operation Manager  
Joe Duley (304) 291-9457  
jduley@dominionpost.com

### Contact Information

Main Phone	(304) 292-6301
Retail Advertising	(304) 291-9449
National Advertising	(304) 291-9405
Classified Advertising	(304) 291-9420
Newsroom	(304) 291-9425
Circulation	(304) 291-9456
Production/Graphics	(304) 284-0304

### Fax Numbers:

Classified/Legal Ads	(304) 291-9464
Retail Advertising	(304) 292-3704

### E-mail:

Classified Ads	classads@dominionpost.com
Retail Ads	ads@dominionpost.com
Circulation	circulation@dominionpost.com
Production/Graphics	ads@dominionpost.com

### Representatives:

*West Virginia Press Services*  
3422 Pennsylvania Avenue  
Charleston, WV 25302  
(304) 342-1011

*Pennsylvania Newspaper Publishers Association*  
3899 North Front Street  
Harrisburg, PA 17110-1536  
(717) 234-4067

### Member:

Audit Bureau of Circulations  
Newspaper Association of America  
West Virginia Press Association  
Pennsylvania Newspaper Publishers Association

### POLICY

1. All advertising is accepted and published with the understanding that all rates and regulations herein contained are acceptable to the advertiser.
2. Advertising rates may be revised at any time upon 30 days written notice and all contracts are subject to this reservation.
3. Requests for position will be honored with placement as close to the desired position as possible. Placement cannot be guaranteed, however, and orders cannot be accepted with position as a term of payment. Classified advertisements will be placed only in the appropriate classifications.
4. Any advertisement may be rejected, edited, altered, limited or cancelled to conform with the policies of the newspaper. Fraudulent, dishonest or misleading advertising will not be knowingly accepted.
5. A corrective advertisement or adjustment will be given for any error materially affecting the value of an advertisement. If at fault, *The Dominion Post* will be responsible only to the extent of that portion of the ad in which the error occurs. Adjustment will be given only to the first insertion and the advertisement must have been submitted by the established deadline.
6. Publisher reserves the right to reject brokered ad space or pre-print inserts that are in conflict or competition with local advertising sales efforts.
7. The advertiser agrees to protect and indemnify West Virginia Newspaper Publishing Co. against any and all liability; loss or expense arising from incorrect advertisements; claims; for libel; unfair competition; unfair trade practice; infringement or trademarks; trade names; patents; or violation of rights resulting from the publication by *The Dominion Post* of the advertiser's advertisements.

# NATIONAL

# ADVERTISING RATES 2018

EFFECTIVE JANUARY 1, 2018

OPEN RATE	PER COLUMN INCH
Daily	\$36.32
Sunday	\$41.14

## ROP DEPTH REQUIREMENTS

Display advertisements must be at least one inch in depth. Any advertisement more than 19 inches in depth will be charged for full column depth (21-1/2 inches).

CLASSIFIED	DAILY	SUNDAY
Display	\$36.68	\$41.34
Liner	\$3.69	\$4.13

Liners require pre-payment - no discounts apply.

Blind Box \$30.00

\$5.00 for tearsheet • \$5.00 for affidavit • \$1.50 Bold charge

## COLOR

1 COLOR	PROCESS
\$150	\$250

## MECHANICAL REQUIREMENTS IN INCHES

COLUMNS	ROP	CLASSIFIED
1	1.64"	1.03"
2	3.45"	2.24"
3	5.25"	3.45"
4	7.06"	4.65"
5	8.87"	5.86"
6	10.68"	7.06"
7		8.27"
8		9.47"
9		10.68"

	ROP	CLASSIFIED
PAGE DEPTH	21.25"	21.25"
INCHES PER PAGE	129"	193.5"
DOUBLE-TRUCK WIDTH	22.334"	22.334"

*The gutter of a double-truck advertisement is charged as a column.*

## COPY REGULATIONS

There will be a composing charge for any advertisement produced and cancelled without another publication date scheduled.

## PRINT PLUS

Single-sheet inserts designed, printed and distributed.

Standard sizes include 5.5"x8.5", 8.5"x11" and 11"x17".

Other sizes are available upon request. Full run distribution.

## POSTNOTE ADVERTISING

Advertising available every day on the front page of *The Dominion Post*.

For more information, contact your account executive or call (304) 291-9449.

Full run distribution.

## COMMISSIONS

National ROP and Classified Display rates are gross with a 15% commission to recognized agencies. No cash discount. Classified Liners, Preprints, PostNotes and Print Plus are non-commissionable rates.

## PREPRINT INSERTS

Pages	OPEN	3x	11x	31x
Card	\$57	\$55	\$53	\$51
4 Tab	\$76	\$69	\$65	\$56
8 Tab	\$79	\$72	\$68	\$59
12 Tab	\$83	\$75	\$71	\$61
16 Tab	\$87	\$79	\$75	\$64
20 Tab	\$90	\$82	\$78	\$67
24 Tab	\$94	\$85	\$81	\$69
28 Tab	\$97	\$89	\$84	\$72
32 Tab	\$101	\$92	\$87	\$75
36 Tab	\$104	\$95	\$90	\$78
40 Tab	\$108	\$98	\$93	\$80
44 Tab	\$111	\$102	\$96	\$82

Rates based on cost per thousand inserted. Broadsheet (standard) size pages are equal to two tab pages (4 broadsheet rate is the same as 8-page tab). Annual contract required to receive lower than open rate. Any combination of sizes earns contract fulfillment.

Deadline for reservation, scheduling and cancellation is ten days prior to insertion. Full run distribution. No zoning available. Minimum preprint size accepted: 7 in. on fold x 5 in. tall Maximum preprint size accepted: 11.5 inches on fold x 11.5 inches tall

Preprints should be wrapped and shipped on skids for delivery to our loading dock: 1251 Earl L. Core Road, Morgantown, WV 26505. All skids should be labeled with name of advertiser, scheduled insertion date, skid quantity and number of skids. Deadline for delivery is seven days prior to scheduled insertion date. Deliveries are accepted from 7 am to 3:30 pm, Monday through Friday.

## ADVERTISING DEADLINES

### RETAIL AND CLASSIFIED DISPLAY ADVERTISING

PUBLICATION	ORDER DEADLINE
Monday	4:00 p.m. Thursday
Tuesday	4:00 p.m. Friday
Wednesday	4:00 p.m. Monday
Thursday	4:00 p.m. Tuesday
Friday	4:00 p.m. Wednesday
TMC	4:00 p.m. Monday
Saturday	4:00 p.m. Wednesday
Sunday	4:00 p.m. Thursday
Sunday (Life and Leisure & Real Estate - Sections E & F)	11:00 a.m. Wednesday

Deadlines are for both reservation of space and submission of copy. Special sections and holidays may require advanced deadlines.

### CLASSIFIED LINE AD

PUBLICATION	ORDER DEADLINE
Monday	3:30 p.m. Friday
Tuesday	4:00 p.m. Monday
Wednesday	4:00 p.m. Tuesday
Thursday	4:00 p.m. Wednesday
Friday	4:00 p.m. Thursday
TMC	3:00 p.m. Friday
Saturday	3:30 p.m. Friday
Saturday Real Estate liners	4:00 p.m. Thursday
Sunday	3:30 p.m. Friday
Sunday Real Estate liners	4:00 p.m. Thursday

