2021 MEDIA KIT





207 W. King Street • Martinsburg, WV 25401 • Phone 304-263-8931 • Fax 304-267-2829 • journal-news.net

Delivering your message to your audience

It Pays To Advertise In The Journal . . .





"We have used The Journal for over 25 years to brand the Larry DeMarco Team in the Eastern Panhandle. We have found the marketing to be effective and will continue to advertise with them. Judy and the entire staff is always supportive and explains different advertising opportunities that are available to us."

> - Larry DeMarco Broker, Modern Realty Results

"We have seen a direct correlation between our advertisements in The Journal and increased sales at M Street Bakery. The Journal is mindful that we are a small business with finite resources and works with us to make sure that we use our advertising dollars wisely. We definitely recommend advertising in The Journal."

> - Marshall McCormick Owner, M Street Bakery

"The ad has worked out really well. I've tried several other means of advertising, including Loudoun county and Frederick publications and The Journal seems to work the best. I'm very happy with my advertising with you."

> - Kevin Wetzel Owner, Wetzel Plastering

Why Do I Read The Journal?

"I read to keep up on the local news, legals, lawsuits, and property sale ads."

> - Ted Anderson Martinsburg

"I read the comics and obituaries. Plus, I love seeing the headlines, working the puzzles, and reading the Hints from Heloise."

> - Beverly Zittle Gerrardstown

"I like to read the entire Journal and really like the editorials, Journal Junction and the local news."

> - Bobby Green Martinsburg



"I read to find out local information. The Journal is good for keeping up with what's going on in the local area. They are also good with showing promotions and keeping up with diversity."

> - Oscar Washington Kearneysville



Audience Demographic

Gained 64,000 residents over the last two decades.



IN PRINT • ONLINE • ON THE GO

Delivery Zones

BERKELEY, JEFFERSON & MORGAN COUNTIES, WV

Just a short distance from Washington, DC and Baltimore, West Virginia's Eastern Panhandle is the fastest growing region in terms of population and housing. The area, which includes Berkeley, Jefferson and Morgan Counties offers a relaxed atmosphere full of history, scenery and small-town charm.

Serving these three counties, **The Journal** provides the most in-depth local coverage of events and issues in the area.

Published every morning, Sunday through Friday, **The Journal** is the leading source of local and community news, local business, sports and recreation.

The Journal Select is published every Friday and delivered to non-subscribers. Advertise in **The Journal** and **The Journal Select** to saturate your advertising message to all of the households in the Eastern Panhandle of West Virginia.





IN PRINT • ONLINE • ON THE GO

Digital Dominance





MIDDLE AD POSITION

By Website 1,109,322 Monthly Visitors* *Source: 2020 Google Analytics monthly average

Targeted by location, time & more.

> Ask how to feature your business here.



By Mobile 10,504 Monthly Visitors*

*Source: 2020 Google Analytics monthly average

The go to source for emailed news & more.

By Digital Newsletter Headlines and Breaking News from The Journal





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Print 15,750 Monday-Friday Readers 16,800 Weekend Edition Readers

e-Newsletter Headlines from The Journal



<complex-block>

Website

36,471 Daily Page Views **28,062** Daily Unique Views



Custom solutions to reach your target



Real Estate - Monthly Eastern Panhandle's only exclusive real estate magazine



We Can't Wait To Help You Build Your Brand

TV Select - Each Weekend Week long shelf life!



Your Ad Here 2 column x 3" (3.25" x 3")

> Your Ad Here 2 column x 2" (3.25" x 2")



The Shepherdstown Chronicle - Each Friday

Mailed to the affluent 25443 zip code Repetition builds recognition. Frequency BRAND advertising using small space ads allowing you to consistently invite and welcome readers to do business with you, while promoting your products and services several times per week in print and online, for one third of the cost.



Display Ads

ROP AD SIZE REFERENCE CHART (6 Column Format)

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Page A2 — Tuesd	age A2 - Tuesday, January 12, 2021 FROM		PAGE ONE journa		d-news.net • The Journa	
Author	ities still se	arching fo	r suspect i	in fatal hit	t-and-run	
BY BREANNA FRA Mrancis(§)our rule income MARTINSBURG – contrined 54,000 servant been issued for mose indo itom eganting a Dex 211 rut that killed a wortson i to search for answess. According to Berdra mon, a "Be on the Lodou mon, a "Be on the Lodou refoll, on is still out on a cle believed to have strue COVVIDE	NCIS Lifed a resident of a lifetime food horse and is accurate to the second barrow and is accurate to the constraint of the Cherrotic Stivenaba. Harmen said investigators are grief products that the and excess of horses shores that restores mostly accurate restores mostly accurate restores and start restores and start restores and start restores and research accurate restores and research restores and restores and restores and research restores and restores restored for any information load restored for restored for any information load restored for any information load restored for restored for restored restored for restored for restored restored for restored for restored restored for restored restored for restored restored for restored	revent. The investigators are del- biling into source new tochnology in their investigative efforts to locate the white, so I'th pretty hapdell through their continued efforts, we're doing what we can." Harmon said Harmon said the public is en contempelo result of whiti ago information it may have regard- ing a possible supper and addee		red sold an order description doe stand the vehicle will have "heavy host end domays," as well as the missing a headlight. Divises said heavy to the Divise said heavy to the the Sheplendown Road after time and the same shows and the According to the Bake Headhin Vehicutes of the Divises insteady of ym to a podestrain mathy do ym to a podestrain mathy do ym to a podestrain and a divise the honse. "Yne doddy fanade was found to be pubeless and hot	breathing," the first deputsion Facebook pages sid. The visitin has been identif bod as then blues, Keller the body of the blues, Keller the level to be string in her laws, the interface of the incident. Arryone with information co- secutify fortage is asked to co- tach the Biodoley County Sher iff's Office at 30-8-267-7000. Those who with to remain anonyrooms can call Crime Si ers at 304-267-4099.	
					total COVID-19 deaths as of	
The total ansthet of a first part of the total ansthet of a first part of the total ansthet of a first part of the total part of total part of the total part of the total part of the total part of the total part of total part of the total part of total part of the total part of	Active Con Active	As of Janu	tive Cases in W ary 11, 2021 sylvania	Courty 202 Bachaor 214 Bonne 214 Braham 214 Gellin 214 Cort Cort 214 Cort Cort 214 Cort 214 C	Next of the second seco	
self-quarattine or hospita – ware 29,257 as of Ma a 7% increase from 72,3 the cases seven days ago an 18% increase from 24 active cases 14 days ago, counties have active case the 12th week in a row. / cases have increased in 3 of 55 counties, down free mention heat work.	Kad waky, 52 ac- aad All 55 for ktite 5 det # 46		Virginia	Moningatia 248 Moningatia 274 Moningatia 238 Moningatia 238 Moningatia 535 Moningatia 565 Pressantin 264 Postombranis 264 Postombranis 264 Postombranis 264 Postombranis 264 Postombranis 264 Postombranis 264 Samonis 255 Samones 255	as of Jan. 4, up from 15.2% a of Dae. 29. Out of an estimate 782 ICU beds in the state, 65 beds = or 83.17% of the state ICU capacity = are being us West Virginia's R1 number the rate flat shows how quickl the vitus is spreading in the co- runnity, was 0.97 as of Mondi down from 1.02 has week. The	
or 55 contract, down not contrain but work. On DHHR's County , System map, 42 out of 5: thes were listed as not due either higher infection rat percent positivity, with 1 thes listed as orrange – th worst color rating. Justice promoved Monday that he	Alert Cumulative Coronavi 5 occio so or 1 occio a cocio e ancli car- with		Total Deaths Percent of Cases/Te 3,554 5.3	Taylor 2014 Tactar 244 H3 Tactar 244 0% Webster 306 Webster 50 West 182 West 35 Wood 1.056	third best rate in the ration all being second worst two weeks ago. Any Rt value below 1 means the growth of the vinus dowing, while numbers above mean the virus is spreading. The daily percent of post- COVID-10 ensues in Work 10	
NESS	cr-		*Active cases include hospitalio Data Courtery/WY Departm (Graphic/Steven	real-match and Asman Resources Aber Adams, Optier Newspapers) rostrictive as we've been," Jas-	gittin was 8.77% Monday. Th cumulative percent of positive cases was 5.38%.	
	changes will be announced to f fire metrics used to color code d counties this week.	"We may very well be ex- panding the orange zone, which will allow us a little bit of ad-	dition freedoms and everything in regard to our ability to go to school in orange and not be as	tice said. The state reported 1,594	Steven Alten Adams can b reached at sadams@nevsani sentinel.com.	
RD 2" x 2")	endment Park be crowd Mary of Bose rally a knowledge anarchel blier wey a knowledge anarchel blier wey a knowledge anarchel blier werden so and fighting blier was official so and fighting blier was a knowledge anarchel blier werden so and a knowledge anarchel a knowledge anarchel blier werden so and so and so and a knowledge anarchel a knowled	including two U.S. Capitol Po- lice officers: one was beaten to death by the mob and the other committed suicide over the week e end. An undetermined amount of damage and vandalism occurred in the Capitol, with doors, win-	LOTTERIES West Virginian State Lottery Tenso 1400-WWACASH 1400-483-2274 WEST VIRGINIA Daily 3 0-54-3 Cash 25: 25-68-10-21 District 25: 25-68-10-21	The Journal Andrew State		
I khen	UUILU INFORMATION You Wood It Mayt === Also service by <u>The Journal</u> perful-aren.est	D-WA Capito	D.G. 5: 1-1-4-5-1 NIGHT DRAWING D.C. 2: 1-9 D.C. 3: 67-9 D.C. 4: 4-11-3 D.C. 5: 2-32-5-4 GHTH	Publisher: Christopher Klaster chinafer Opurnal-news.net Accounting: Carel Dash, office runs chush Upurnal-news.net Advecting: Judy Galeston, network instastic Opurationews.net adon: Jeri Wines, circulation n ellipaantal-news.net		
Peterson Peterson 1016 N. Que Martinsbi	en Street.	VASH 30	PAGE x 5 " 75" x 5")	would like to other convenient to concerning delivery, pisses 447; Ext. 118 or 227 fors 7 a, nonday. This office is dosed- 25-6381. Johnson Caunty offi- enday and Pristy, This office I and Pristy, This of the I and Pristy, Thi	QUESTIONS In 5 gav, weeks of all you have and the characteristic of the balance and the characteristic of the balance in 5 gav, weeks of all and all the balance of a single balance the balance of the balance of the balance the balance of the balance of the balance the balance of the balance of the balance of the balance the balance of the balance of	
Joir	<mark>Re-Opening</mark> n Our Unli ash Club F	mited	NIGHT DRAWING Pick 2: 6-6 (2) Pick 3: 6-8-2 (2) Pick 4: 5-8-7 (2) Pick 5: 2-91-2-7 (2) Cash 5: 4-19-20-35-38 <u>VIRGINIA</u> DAY DRAWING Pick 3: 4-6-6 Pick 4: 1-6-9-8 Pick 4: 1-6-9-8	26 weeks \$196.60 52 weeks \$258.00 "Best rotes: E2Pay - \$17.05 per rotenth home dell Newspaper subscriptors are normal The Journal (USPS 331-000) war by The Journal Publishing W 25401. Periodical postage p toral smalling offices. POSTMAL THE JOURNAL, P.O. Box:	very andable 22 weeks 5306.80 26 weeks 5153.40 13 weeks 576.70 EZ Pay 525.60	
VV a	Valid thru February 28, 202 First month unlimited washes, onl		POWERBALL Estimated jackpot: \$550M Next drawing: Wednesday MEGA MILLIONS Estimated jackpot: \$515M		807, Martinsburg, WV 25402 Iournal is printed ecycled paper.	



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Classified Ads

ROP AD SIZE REFERENCE CHART (8 Column Format)







The Journal