

The WV Independent Observer covers community news, local events, and feature stories of interest to the people who live, work, and visit Jefferson County, West Virginia.

HIGH-IMPACT REACH ACROSS JEFFERSON COUNTY

THE INDEPENDENT OBSERVER (bimonthly, print)

- Delivered FREE via USPS to households in Charles Town, Ranson, Bolivar, Harpers Ferry, Shepherdstown, Shenandoah Junction, and Kearneysville
- Available for pickup in coffee shops & local markets around Jefferson County

JEFFERSON WEEKLY (weekly, email newsletter)

- Delivered FREE to the email inboxes of our engaged subscribers
- Timely summaries of community news and upcoming events

OBSERVERWV.COM (Online, 24/7)

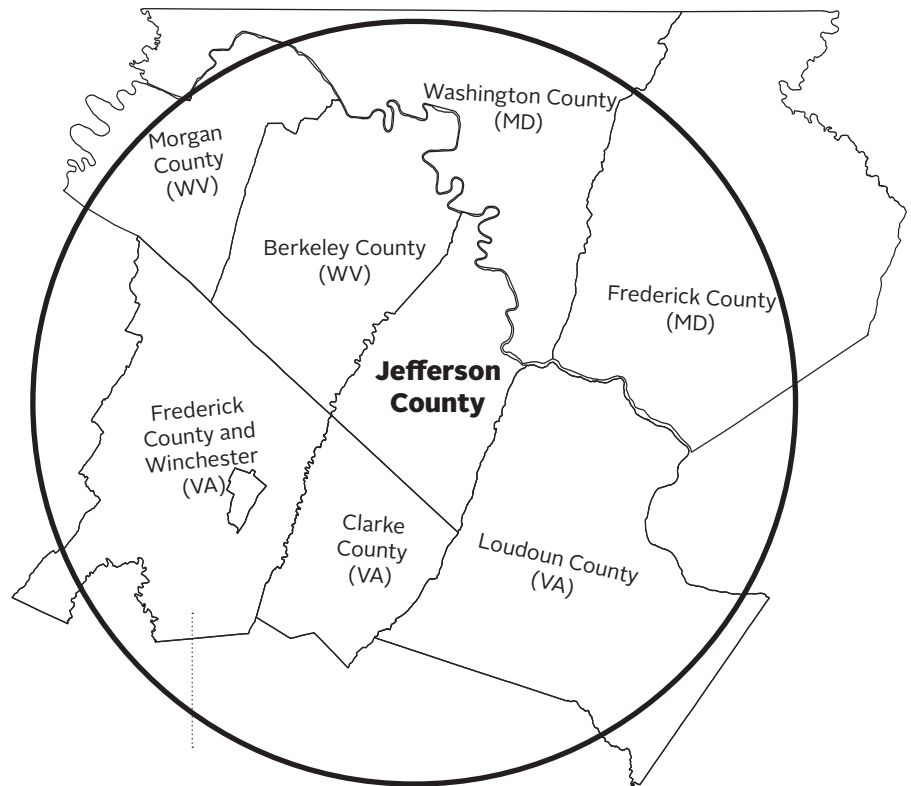
- Attractive website (no paywall) with expanded content, local guides/directories
- Active social media presence to highlight our content & advertisers and engage our community

ADVERTISE WITH US TO REACH YOUR CUSTOMERS

The Observer offers advertisers options to reach Jefferson County:

PRINT — High visibility full color ads integrated within our feature content. Delivered bimonthly throughout Jefferson County.

EMAIL NEWSLETTER — Your custom message embedded in our breaking news and upcoming events newsletter. Delivered weekly to our subscriber list of engaged readers. Category exclusive for the duration of your placement.



The Observer Is Focused On Jefferson County, West Virginia

The
WV INDEPENDENT
Observer
Print Advertising Specifications

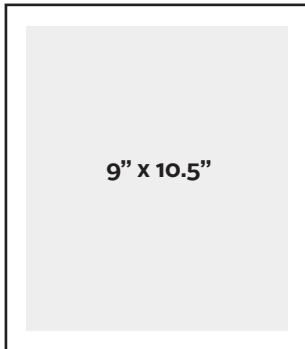
FOR QUESTIONS CONTACT:

SALES@ObserverWV.com
or call 304-249-8968

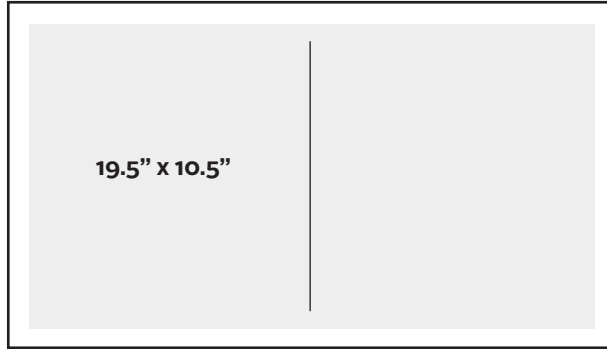
The Observer is printed in full color on all pages — no extra charges for color ads.

Revised: March 2025

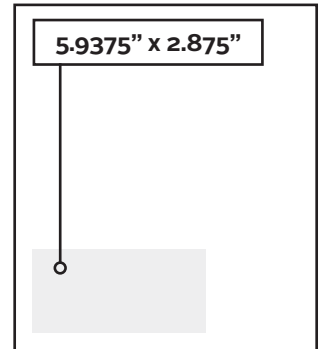
FULL PAGE



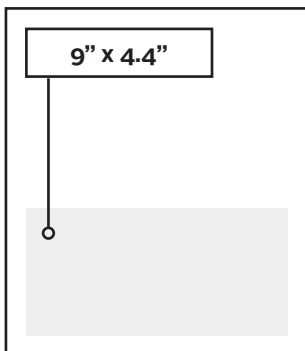
CENTER SPREAD



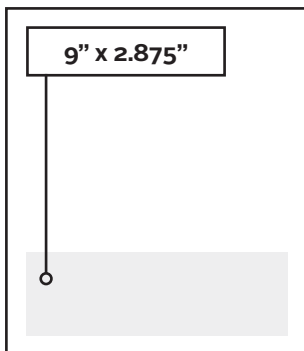
2/3 COLUMN HORIZONTAL



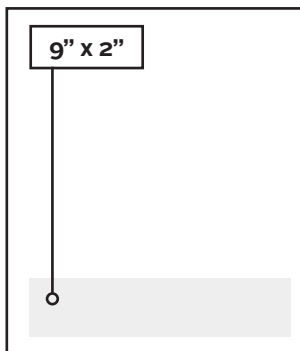
1/2 PAGE HORIZONTAL



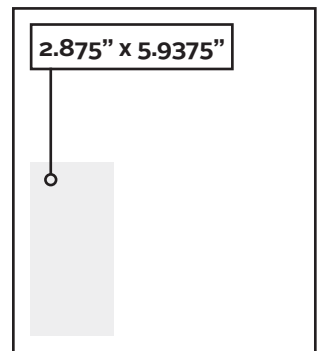
1/3 PAGE HORIZONTAL



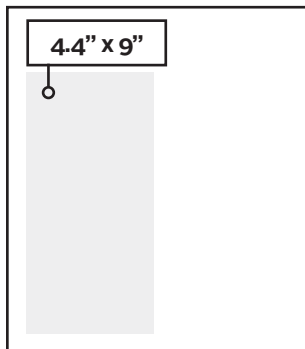
1/4 PAGE HORIZONTAL



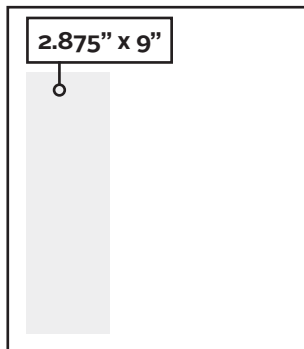
2/3 COLUMN VERTICAL



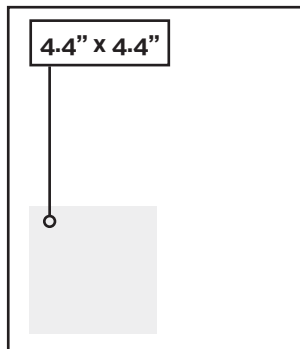
1/2 PAGE VERTICAL



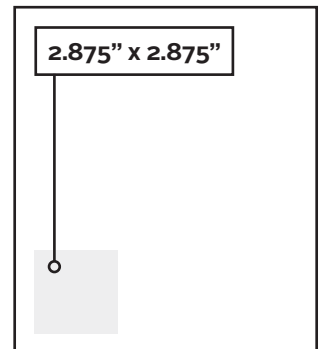
1/3 PAGE VERTICAL



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).

An ideal opportunity to highlight YOUR business and offers to residents of Jefferson County

Each week, the Jefferson Observer email newsletter lands in the inboxes of our most engaged readers, bringing timely and easy-to-read summaries of community news and upcoming events. We offer two types of regular advertising placements in the newsletter:

- Your brand identified as a Headline Sponsor immediately under the newsletter title, i.e. “Presented by YOUR BRAND”
- Your advertising message (up to 50 words) and/or image attractively incorporated into the body of the newsletter
- Category exclusivity for the duration of your placement (in other words, no more than one lawyer, or accountant, or financial advisor, or realtor, etc. in the same newsletter)

NEWSLETTER — FEATURE AD

- Your advertising message (up to 50 words) and/or image attractively incorporated into the body of the newsletter
- Category exclusivity for the duration of your placement (in other words, no more than one lawyer, or accountant, or financial advisor, or realtor, etc. in the same newsletter)

NEWSLETTER AD DESIGN

We will format your copy and image into the newsletter at no charge. Please provide:

- Image or logo (JPG or PNG format; recommended size is 600 pixels high x 360 pixels wide)
- Brief message (50 words max)
- Link to your website or social media page

EXAMPLE NEWSLETTER ADS

A message from Jefferson County CVB



Come out for a week of delicious dining experiences, price-fix menus, and unbeatable specials and deals at your favorite local spots around Jefferson County. For details and list of participating restaurants, visit WhereAlmostHeavenBegins.com.

A message from the Shepherdstown Opera House



Chicago Blues Guide on Kurt Crandall: “Shines like a diamond,” and “experts consider him to be one of the most stylish chromatic chromatic players in the world today.” Richmond-based Crandall and his band True Story play at the Shepherdstown Opera House on Thursday, March 6 at 7:30pm. General Admission (seated): \$15 advance/\$20 door. Tix.info. OperaHouseJays.com.

ADVERTISER INFORMATION

COMPANY NAME:

COMPANY ADDRESS:

ADVERTISER CONTACT (NAME):

OFFICE PHONE:

CELL PHONE:

EMAIL:

CREDIT CARD INFORMATION

WE REQUIRE A CREDIT CARD ON FILE TO PLACE ALL ADS

NAME ON CARD:

CARD NUMBER:

EXP DATE:

SECURITY CODE:

BILLING ZIPCODE ON CARD STATEMENT:

CARD TYPE:

VISA DISCOVER MASTERCARD AMEX

NAME:

SIGNATURE:

BILLING CONTACT IS SAME AS ADVERTISER CONTACT

BILLING CONTACT (NAME):

OFFICE PHONE:

CELL PHONE:

EMAIL:

PAYMENT AGREEMENT

CREDIT CARD

I agree to pay for this order by payment card. All amounts not paid in full with the acceptance of this order will be charged on the following schedule: For print advertising, in the first week of the month in which the advertisement is scheduled; For email newsletter advertising, in the month in which the advertisement is scheduled. For repeating orders, I give consent to bill my payment card on a recurring basis for the agreed amount prior to each insertion or placement. A copy of the invoice and payment receipt will be sent to the email address above.

CHECK

I agree to pay for this order by check. For print advertising, payment is due in the first week of the month in which the advertisement is scheduled. For email newsletter advertising, payment is due a week prior when the advertisement is scheduled. A copy of the invoice and payment receipt will be sent to the email address above. Mail check payable to WV Independent Observer LLC, PO Box 3044, Shepherdstown WV 25443-3088.

DATE:

PRINT AD ORDER

PRINT AD SIZE:

Refer to Print Ad Specifications reference for dimensions & file requirements

- | | |
|--|--|
| <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> 1/4 PAGE SQUARE |
| <input type="checkbox"/> 1/2 PAGE VERTICAL | <input type="checkbox"/> 1/4 PAGE HORIZONTAL |
| <input type="checkbox"/> 1/2 PAGE HORIZONTAL | <input type="checkbox"/> 2/3 COLUMN VERTICAL |
| <input type="checkbox"/> 1/3 PAGE VERTICAL | <input type="checkbox"/> 2/3 COLUMN HORIZONTAL |
| <input type="checkbox"/> 1/3 PAGE HORIZONTAL | <input type="checkbox"/> BUSINESS SQUARE |

Please refer to page one of this form for payment terms and conditions.

- Use the same ad until I contact you with a change.
- I would like The Observer to design my ad (fees based on design complexity). Provide design guidance, copy & images by the space reservation deadline.

PRINT SCHEDULE:

Indicate the print issues in which you want your ad placed.

Print Issue

- Winter (Feb-Mar)
 Spring (Apr-May)
 Early Summer (Jun-Jul)
 Late Summer (Aug-Sep)
 Fall (Oct-Nov)
 Holiday (Dec-Jan)

Reserve Ad Space By

- End of January**
End of March
End of May
End of August
End of September
Mid November

PRINT AD NOTES:

EMAIL NEWSLETTER AD ORDER

AD SIZE/PLACEMENT:

Refer to Newsletter Ad Specifications for image & copy requirements

- HEADLINE FEATURE

NEWSLETTER AD NOTES:

NEWSLETTER SCHEDULE:

Contact us for custom schedule requests.

FIRST RUN DATE (REQUESTED): _____

RUN WEEKLY UNTIL: _____

REPEAT:

- 1X 2X 3X 4X 12X 24X 50X

CUSTOM SCHEDULE REQUEST