

Observer Weekly

AWARD-WINNING LOCAL JOURNALISM, DELIVERED WHERE YOUR CUSTOMERS ARE.

- The Observer was voted **Best Small Local Newspaper in West Virginia** by readers in the 2025 WV Living Magazine awards.
- Every week, our email newsletter lands in the inboxes of Jefferson County residents and visitors with the local news and community events they care about most.
- Throughout the week, our social media keeps readers engaged with timely stories, event coverage, and featured local businesses.
- **The result?** Your message reaches an audience that trusts The Observer for independent, quality reporting about their community.

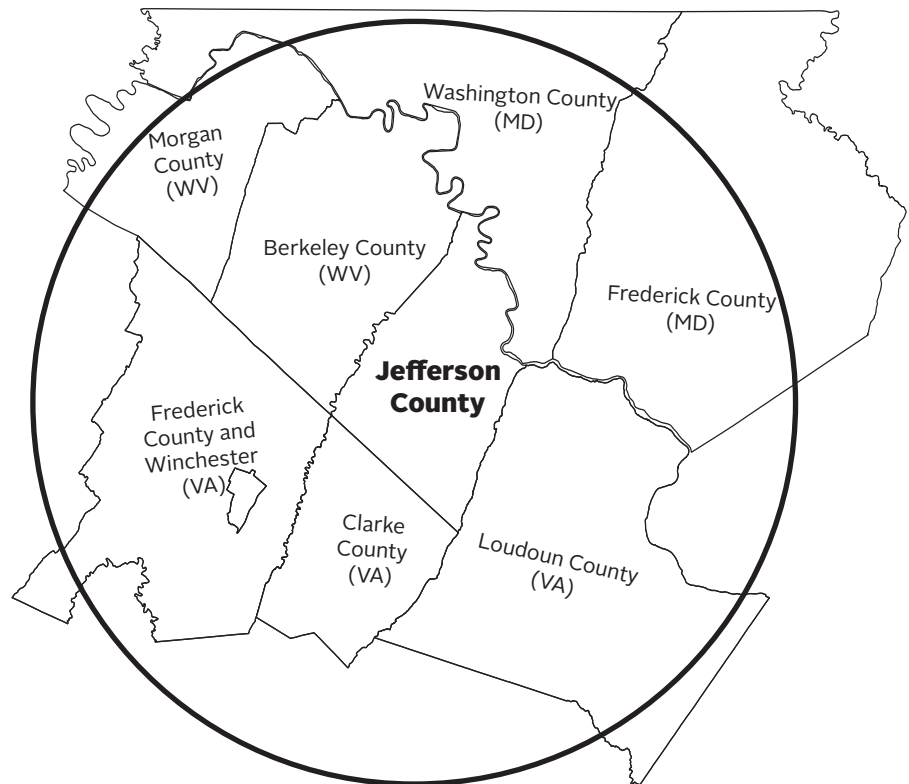
ADVERTISE WITH US TO REACH YOUR CUSTOMERS

Connect to your customers in Jefferson County:

We are laser-focused on what matters to Jefferson County residents and visitors.

Our focus, frequency, and quality means we are ideally-positioned to help you reach your customers in Jefferson County.

We are proactive and flexible: Ask us about custom packages and programs.



The Observer Is Focused On Jefferson County, West Virginia

WEB: ObserverWV.com • **EMAIL:** Sales@ObserverWV.com • **PHONE:** 304-249-8968

Observer Weekly

ADVERTISE WITH US!

Connect with Jefferson County through award-winning local journalism.

Our readers are engaged, local, and looking for businesses they can trust.
Here's how to reach them:

IN-NEWSLETTER ADVERTISING

- Your advertising message and image embedded directly within the body of the Observer Weekly newsletter
- Full size image (600 pixels wide x 360 pixels high)
- Headline with accompanying copy (up to 100 words)
- Links to your website, social media, video, or email

OPTIONAL ADD-ONS TO BOOST YOUR VISIBILITY & ENGAGEMENT

Available for an additional fee:

- Guaranteed placement in the first advertising position immediately following the feature story
- Category exclusivity — Assurance that no competing business in your category (e.g., law firm, accountant, financial advisor, realtor) appears in the same issue
- Social media amplification — Your ad or message shared across The Observer's social media channels to extend reach beyond the newsletter

WHAT YOU NEED TO PROVIDE

We will format your copy and image into the newsletter. Please provide:

- Image or logo (JPG or PNG format; recommended size is 600 pixels wide x 360 pixels high)
- Brief message (100 words max)
- Link to your website, social media page, video, or contact email.

EXAMPLE NEWSLETTER ADS

A message from the Jefferson County CVB



The weather is heating up this week and so are the local restaurants! Enjoy delicious dining experiences, price-fix menus, and unbeatable specials and deals at your favorite local spots around Jefferson County.

Details at WhereAlmostHeavenBegins.com

A message from Appalachian Chamber Music Festival



The Appalachian Chamber Music Festival has returned for their Fifth Anniversary Season August 2 – 17. Tickets are still available for this weekend including our Festival Highlights event on Saturday, August 16 in Harpers Ferry. For more information visit

AppalachianChamber.org

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