



YEAR IN REVIEW & BUSINESS HONOR ROLL

TIMES
WEST VIRGINIAN

OVERVIEW

The **YEAR IN REVIEW** & **BUSINESS HONOR ROLL** takes advantage of two types of content readers enjoy. Therefore the section is highly anticipated and well-read.

YEAR IN REVIEW

The content is provided by the news staff. It is relatively easy for them to do since they only need to curate the top 3 or 4 stories from each month of the previous year. You can do a separate review of the top Sports stories in the back of the section.

HONOR ROLL

Consists of advertisements that tout how many years a business has been in business. The ads can be purchased in one of 4 sizes. All ads are placed in the section in chronological order with the oldest business first. Each ad features a date or the number of years in business at the top.

SALES COLLATERAL

HONOR ROLL

The sales one-sheet shown at right includes benefits to the advertiser along with the ad sizes and rates available. The rates are total audience and include our weekly shopper as well as our digital marketplace.

TOP STORIES OF 2019 YEAR IN REVIEW

AND OUR 2020 BUSINESS HONOR ROLL

TIMES
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YOUR AD WILL
REACH OUR TOTAL
AUDIENCE OF 33,410
READERS OR 96%
OF THE LOCAL
MARKET!

**SHOWCASE YOUR BUSINESS AND PROUDLY
TELL YOUR CUSTOMERS AND POTENTIAL
NEW CUSTOMERS JUST HOW LONG IT HAS
BEEN SINCE YOU FIRST OPENED YOUR DOORS.**

You have something to celebrate because your business has been around through the years and isn't going anywhere!

This special edition will feature advertisements by local companies in their chronological order of establishment. In addition, the publication will include a review of the top stories of 2019 from the Times West Virginian.

So, whether your business has been around for 50 years or 5 months, don't miss this great opportunity to tell your story.

4 AD SIZES TO CHOOSE FROM

\$70	\$110	\$145	\$160
SINGLE	DOUBLE	TRIPLE	QUAD
(1.924" X 2.5")	(3.973" X 2.5")	(6.022" X 2.5")	(8.071" X 2.5")

CLOSING DATE: TUESDAY, JANUARY 14
PUBLICATION DATE: WEDNESDAY, JANUARY 22

RESERVE YOUR PLACE IN THE HONOR ROLL NOW!

JON FOX (304) 367-2519 JFOX@TIMESWV.COM
CATHY MORRISON (304) 367-2560 CMORRISON@TIMESWV.COM
BEVERLY MILLER (304) 367-2511 BEVMILLER@TIMESWV.COM
HEATHER PUJALS (304) 367-2541 HPUJALS@TIMESWV.COM
KRISTA MCCOY (304) 367-2526 KMCCOY@TIMESWV.COM

PROJECT P&L

2019 INCOME

Ad Revenue	40 ads	\$3,935
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2019 EXPENSES

Commissions	3 in sales	\$255
Printing	16 pgs. tab/5,000 copies	\$487
Inserting		\$200

2019 PROFIT

Total		\$3,248
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NOTE

In 2019 we distributed the section only in the newspaper and did not do total audience distribution. The rates were increased for 2020 and it will be total audience distribution.

RECOMMENDATIONS

Here are a few suggestions that would help with your project.

YEAR IN REVIEW

The content can be selected at the end of each month during the year. This will dramatically shorten the time it will take the news staff to select the stories.

HONOR ROLL

After experimenting, it was determined that too many ad sizes or too large ad sizes made it more difficult to place the ads in chronological order. You will still need “house ads” in all 4 sizes to go between some ads to keep them in the correct order..