

West Virginia Media Web Rate Card

All prices are monthly buys on a single web site

ROS - Monthly Rotation (5 Available Rotators Per Ad Size)	
Size/Location	Amount/Month
Leaderboard (728(w) x 90(h))	\$ 750
Top Box (300(w) x 250(h))	\$ 600
Skyscraper (160(w) x 600 (h))	\$ 500
Small Banner #1 (300(w) x 100(h))	\$ 200
Lower Box (300(w) x 250(h))	\$ 250
Small Banner #2 (300(w) x 100(h))	\$ 100
Small Banner #3 (300(w) x 100(h))	\$ 100

Area Exclusive Sponsorships (News, Sports, Weather)	
Size/Location	Amount/Month
Leaderboard (728(w) x 90(h))	\$ 2,000
Top Box (300(w) x 250(h))	\$ 1,800
Skyscraper (160(w) x 600 (h))	\$ 1,600

Video Exclusive Monthly Sponsorship	
Pre-roll (15 seconds) before each news story	\$ 3,000

Sponsored Contest/Giveaways (Weekly Buy)	
Submission form production with description, rules, and logo/advert	\$ 150
Banner with Logo in "Promo Area" in rotation with station promos	\$ 350

Discounts	%
Quarterly buy (3 months)	10%
Annual buy (12 months)	25%

Updated 1/31/08