

# MOOREFIELD EXAMINER | HARDY COUNTY WEEKENDER | HARDYLIVE.COM

## 2022 RATE CARD

Effective Feb. 1, 2022

### The R.E. Fisher Co., Inc.

Shipping: 132 S. Main St., Moorefield, WV 26836 | Mailing: P.O. Box 380, Moorefield, WV 26836  
 (304) 530-6397 | moorefieldexaminer@gmail.com

THE R.E. FISHER CO., INC. publishes two weekly publications. The Moorefield Examiner has a total paid circulation of 3,018 with 2,292 distributed in Hardy County, West Virginia, plus 200 paid online subscribers. Display and classified advertising go into the full run, while preprints are recommended for Hardy County only. The Examiner is distributed by periodical postage and counter sales on Wednesdays in the county. Delivery out of county is principally by periodical postage with wide fluctuations in delivery time. Preprints must be on hand by 4 p.m. Friday.

The Hardy County Weekender is delivered to every address, residential and business, in Hardy County, West Virginia. Preprint advertising can be inserted into any combination of ZIP codes within the network area. Preprint insertion orders must be received prior to noon Tuesday and preprints must be on hand no later than noon Monday of the week they are meant to run.

#### Personnel

Owner: R.E. Fisher Co. Inc.  
 Publisher: Hannah Heishman  
 Managing Editor: Milda M. Mullins  
 Advertising Manager: Courtney Dawson  
 Representative: West Virginia Press Services

#### General Policy

- Placing of any matter for publication by an advertiser will be regarded as an acceptance of the provisions of this rate card.
- The publisher reserves the right to edit, reject,

move or cancel advertising at any time.

- The publisher will be responsible for only one incorrect insertion.
- Color discounts and repeat run discounts are negotiable based on size and frequency of advertising, and because of limited space, will be decided at the discretion of the advertising manager.
- The publisher will not be responsible for any damage in excess of the dollar value of the space occupied by noted errors. Publisher assumes no liability for sales or other action by

the advertiser pursuant to noted errors.

- Political advertising is charged strictly by the listed advertising rates, including color rates, and must be paid in advance. Advertisement must contain the words "Paid Political Advertising" or "Paid for by (candidate)."
  - All rates on this card, unless otherwise indicated as commissionable, are NET RATES. Net rates are net amounts due and are not commissionable. All agency commissions must be added.

## RATES AND SPECIFICATIONS

#### MOOREFIELD EXAMINER

Published Wednesdays  
 except for the final Wednesday of each year.  
 Advertising placement deadline  
 is 2 p.m. Fridays\*

Deadline for materials is 9 a.m. Mondays\*

#### HARDY COUNTY WEEKENDER

Published Saturdays  
 Advertising deadline for schedule and materials  
 is 2 p.m. Tuesdays\*

\*unless otherwise noted during the year.

#### NET DISPLAY RATE

Ads sized 1 to 24 column inches ..... \$7.50 pci  
 Ads over 24 column inches ..... \$7.25 pci  
 Banner (10"x1.5") color.....\$80 per run  
 Classified Display Ads ..... \$8.50 pci

Classified Text Ads .....\$8 per week  
 runs in Examiner, Weekender and online. 25  
 words or less. 20¢ per word extra for each additional  
 word. Blind ads double the rate.

Business Directory Ads..... \$7 pci  
 Requires nine week commitment  
 Legal Ads (Public Notices).....Set by WV Law  
 11-1/2¢ per word first insertion, less 25% for additional  
 insertions

#### WEEKENDER COVER RATES

Small Cover (3.79"x3") .....\$45 per week  
 Large Cover (7.708"x6") .....\$200 per week  
 Entire Cover (except header) .\$1,000 per week  
 Examiner + Weekender combo ..... \$12 pci

#### WEBSITE RATES (links included)

120 px x 60 px .....\$60 per month  
 300 px x 250 (or banner) .....\$100 per month

#### MECHANICAL MEASUREMENTS

1 COLUMN - 1.83"      2 COLUMNS - 3.79"  
 3 COLUMNS - 5.75"      4 COLUMNS - 7.708"  
 5 COLUMNS - 9.667"      6 COLUMNS - 11.625"

#### COLOR RATES

Ads sized 1 to 24 column inches .....\$50 extra  
 Ads sized 24 to 126 column inches . \$100 extra

#### PREPRINT INSERTION RATES

Single Sheet ..... \$60 per thousand  
 2-8 Pages ..... \$63 per thousand  
 10-12 Pages ..... \$66 per thousand  
 14-16 Pages ..... \$75 per thousand  
 18-20 Pages ..... \$78 per thousand  
 20-40 pages..... \$83 per thousand  
 Over 40 pages ..... \$90 per thousand  
 Minimum quantity to run is 1,000.