



# Cooperative Advertising Program Winter 2018-19 Media Menu

## BROADCAST

### Pandora Streaming Radio

**FLIGHT DATES**

October 29 to December 23, 2018  
January 7 to March 3, 2019

**MARKETS**

Baltimore, \$2,500 per flight  
Charlotte, \$2,500 per flight  
Norfolk-Portsmouth-Newport News, \$2,500 per flight  
Richmond, \$2,500 per flight  
Roanoke, \$2,500 per flight  
Washington DC, \$2,500 per flight  
West Virginia in-state, \$2,500 per flight

### Traditional Radio

**FLIGHT DATES**

November 5 to 25, 2018  
January 28 to February 17, 2019

**MARKETS**

Beckley/Bluefield, \$2,250 per flight  
Charleston, \$5,625 per flight  
Charlotte, NC, \$8,175 per flight  
Huntington-Ashland, \$2,925 per flight  
Parkersburg-Marietta, \$2,025 per flight  
Richmond, VA, \$3,300 per flight  
Washington, DC, \$29,025 per flight  
Wheeling, \$1,800 per flight

## OUT OF HOME

### Murphy Media - Digital Outdoor Billboards

**FLIGHT DATES**

November 5 – December 2, 2018  
January 28 – February 24, 2019

**MARKETS**

Bluefield-Beckley-Oak Hill, \$813 per flight  
Charleston-Huntington, \$750 per flight  
Clarksburg-Weston, \$750 per flight  
Parkersburg, \$455 per flight

### Outfront Media - DC Transit

**FLIGHT DATES**

November 5 – December 2, 2018  
January 28 – February 24, 2019

**EXECUTIONS**

Digital Platform Network, \$5,600 per flight  
Two Sheet Rail Poster, \$3,500 per flight



## PRINT

### Blue Ridge Outdoors

#### INSERTIONS

November 2018  
December 2018  
January 2019  
February 2019  
March 2019

#### AD SIZE

2-page spread, \$4,800 per insertion  
Full page, \$2,667 per insertion  
Half page, \$1,600 per insertion  
Quarter page, \$967 per insertion

### New South Media

#### INSERTION

WV Living winter issue

#### AD SIZE

Full page, \$1,250  
Half page horizontal, \$800

### The Washington Post

#### INSERTION

Sunday Travel Ski Issue

#### AD SIZE

Quarter page, \$3,000

### WV Press Association

#### INSERTION WEEKS

November 5, 2018  
November 12, 2018  
November 19, 2018  
November 26, 2018  
December 3, 2018  
December 10, 2018  
December 17, 2018  
December 24, 2018  
December 31, 2018  
January 7, 2019  
January 14, 2019  
January 21, 2019  
January 28, 2019  
February 4, 2019  
February 11, 2019  
February 18, 2019  
February 25, 2019  
March 4, 2019  
March 11, 2019  
March 18, 2019  
March 25, 2019

#### MARKET & AD SIZE

Kentucky 2x4, \$2,000 per insertion  
Maryland-DC 2x4, \$1,550 per insertion  
Ohio 2x4, \$1,150 per insertion  
Pennsylvania 2x4, \$1,600 per insertion  
Virginia 2x4, \$1,150 per insertion  
Contiguous States 2x4, \$7,450 per insertion  
Statewide Network 2x4, \$600 per insertion  
Statewide Network 2x6, \$900 per insertion



## DIGITAL

### Expedia

#### EXECUTION

Display Banners

#### FLIGHT DATES

November–December, \$5,000

January–February, \$5,000

November–January, \$7,500

### Nfluence

#### EXECUTION

Display Banners

Preroll Video

#### FLIGHT DATES

November–December, \$5,000 per execution

January–February, \$5,000 per execution

November–February, \$10,000 per execution

### Sojern

#### EXECUTION

Display Banners

#### FLIGHT DATES

November–December, \$5,000

January–February, \$5,000

November–February, \$10,000

### Trip Advisor

#### EXECUTION

Display Banners

#### FLIGHT DATES

November–December, \$5,000

January–February, \$5,000

November–February, \$10,000

### Madden Media

#### EXECUTION

Search Engine Marketing,

November – February

#### LEVELS

Bronze, \$1,200

Silver, \$2,400

Gold, \$3,600

Platinum, \$5,000

Diamond, \$10,000

### Facebook Ads

#### FLIGHT WEEKS\*

November 5, 2018, \$250

November 12, 2018, \$250

November 19, 2018, \$250

November 26, 2018, \$250

December 3, 2018, \$250

December 10, 2018, \$250

December 17, 2018, \$250

December 24, 2018, \$250

December 31, 2018, \$250

January 7, 2019, \$250

January 14, 2019, \$250

January 21, 2019, \$250

January 28, 2019, \$250

February 4, 2019, \$250

February 11, 2019, \$250

February 18, 2019, \$250

February 25, 2019, \$250

March 4, 2019, \$250

March 11, 2019, \$250

March 18, 2019, \$250

March 25, 2019, \$250

\*Facebook Ads are limited to one per quarter per partner.