



## MEDIA KIT

We reach our audience where they live, eat, shop, drink, play, & fill up their gas tank.

### ADVERTISING FAQ

- HASHTAG LEWISBURG has the second largest print and online multimedia platform in Greenbrier Valley. (second only to The Greenbrier Resort)
- HASHTAG is an online and print platform to all things in Greenbrier Valley.
- The editorial focus is local music, unique shopping, the arts, and excellent food and drink, each month.
- Operating 24/7, HASHTAG reaches 20,000 locals and visitors every month who are seeking relevant information about the region.
- Successful advertisers with HASHTAG understand the importance of presenting advertisements that demonstrate value to the readers. See our testimonials: [hashtagwv.com/testimonials](http://hashtagwv.com/testimonials)

### THE NUMBERS

- 300-500 unique visitors to [hashtagwv.com](http://hashtagwv.com) everyday
- 7,000 printed papers distributed monthly in: Greenbrier County, Monroe County, Raleigh County, Pocahontas County, & Alleghany County, VA
- 10,000+ followers on social media including instagram, facebook, snapchat, twitter, pinterest, and LinkedIn.
- 5,000+ Instagram followers [instagram.com/hashtagwv](http://instagram.com/hashtagwv)
- 4,500 Facebook fans [facebook.com/hashtagwv](http://facebook.com/hashtagwv) & [facebook.com/LBSPYWVENTERTAINMENT](http://facebook.com/LBSPYWVENTERTAINMENT)
- 260+ Twitter followers [twitter.com/hashtagwv](http://twitter.com/hashtagwv)
- 200+ followers on Snapchat. [snapchat.com/user/hashtagwv](http://snapchat.com/user/hashtagwv)
- 85+ Pinterest followers [pinterest.com/LBSPY](http://pinterest.com/LBSPY)
- 400+ LinkedIn connections
- HashtagWV YouTube page to advertise your business.



### ABOUT THE MANAGING EDITOR

HASHTAGWV Editor-in-Chief, Christina Entenmann has been a Lewisburg, WV resident since September 2008. She was born and raised in Fairfield County, Connecticut, and is no stranger to hard work and the entrepreneur spirit. In 2006, she graduated from Quinnipiac University (Hamden, Connecticut), Cum Laude, with a bachelor's in History and minor in German. In 2010, she graduated with an MBA (Masters in Business) from

**HASHTAG LEWISBURG | HASHTAGWV.COM**

P.O. BOX 744

LEWISBURG, WEST VIRGINIA. 24901

[hashtagwv.com](http://hashtagwv.com) | [facebook.com/hashtagwv](http://facebook.com/hashtagwv) | [twitter.com/hashtagwv](http://twitter.com/hashtagwv) | 304-647-8253 | [info@hashtagwv.com](mailto:info@hashtagwv.com)

Accounts Receivable: Damon Kercher. 919-935-8253 | [damon@hashtagwv.com](mailto:damon@hashtagwv.com)

Liberty University (Lynchburg, Virginia). In February 2012, Christina launched the LBSPY/HashtagWV publication as the first full color, free arts and entertainment tabloid in Greenbrier Valley. Most recently, Christina founded a 501(c)(3) non-profit org. called National Apprentice Day™. This program introduces America's youth to various trades and work skills across the United States. Learn more at [ApprenticeDay.org](http://ApprenticeDay.org).

#### **IN PRINT AD RATES:**

- **Back Cover** – 10” high x 10” wide:
  - \$699/issue
  - \$649/issue at 3 issues: Save 7%
- **Full Page Ad** – 10” high x 10” wide:
  - \$599/issue + online
  - \$539/month at 3 issues: Save 10%
  - \$499/month at 6 issues: Save 18%
  - \$449/month at 12 issues: Save 25%
- **Half Page Ad** – Vertical 10” high x 5” wide or Horizontal 10” wide x 5” high:
  - \$399/issue + online
  - \$349/month at 3 issues: Save 13%
  - \$329/month at 6 issues: Save 18%
  - \$299/month at 12 issues: Save 25%
- **Quarter Page Ad**– 5” high x 5” wide or 10” high x 2.437” wide:
  - \$249/issue + online
  - \$219/month at 3 issues: Save 12%
  - \$199/month at 6 issues: Save 20%
  - \$169/month at 12 issues: Save 40% (MOST POPULAR)
- **1/8 Page Ad** – 5” high x 2.437” wide:
  - \$129/issue + online
  - \$116.50/month at 3 issues: Save 10%
  - \$99/month at 6 issues: Save 17%
  - \$79/month at 12 issues: Save 25%
- **Spy Block** – 2.5” x 2.5”: \$49

#### **BONUS:**

- Any size ad gets you social media shout outs and featured on [hashtagwv.com](http://hashtagwv.com) on side widget and inside featured articles! We can link your ad to go directly to your website.
- Free feature Lewisburg Map (in-print, page 12-13) and on the Bulletin Board (in-print, page 23).

#### **ONLINE AD RATES (HASHTAGWV.COM)**

- \$49.95/month
  - \$45: ad creation.
- \$39.95/month w/ auto renew.
  - \$45: ad creation.

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