



## LEWISBURG'S CITY PAPER: MEDIA KIT

We are your #1 source for local food, music, shopping, and events.  
7,000 free, full color papers distributed across 5+ counties in WV & VA every month!  
We reach our audience where they live, eat, shop, drink, play, & fill up their gas tank.

### ADVERTISING FAQ

- HASHTAG LEWISBURG CITY PAPER has the second largest print and online multimedia platform in Greenbrier Valley. (second to The Greenbrier Resort)
- HASHTAG LEWISBURG CITY PAPER is an online and print platform to all things in Greenbrier Valley and surrounding areas.
- The editorial focus is local music, unique shopping, the arts, and excellent food and drink, each month.
- Operating 24/7, HASHTAG LEWISBURG CITY PAPER reaches 20,000 locals and visitors every month who are seeking relevant information about the region.
- Successful advertisers with HASHTAG LEWISBURG CITY PAPER understand the importance of presenting advertisements that demonstrate value to the readers. See our testimonials: [hashtagwv.com/testimonials](http://hashtagwv.com/testimonials)
- Demographics: Our audience is a diverse group of readers that eat, drink, shop, attend events, support the arts, stay in hotels, enjoy live music, live locally, are visiting the area, and/or explore the outdoors. Ages range from youth to 99.
- Distribution: Greenbrier County, Monroe County, Pocahontas County, areas of Beckley, areas of Hot Springs, and Alleghany County. We currently have 32 city paper boxes, 26 city paper wire racks distributed in these areas, in addition to having priority placement on shelves.

### 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
- 9,400+ followers on social media including instagram, facebook, snapchat, twitter, pinterest, and LinkedIn. [@hashtagwv](https://www.instagram.com/hashtagwv)

### Advantages of Newspaper Advertising: Why Newspapers are Still King

- Newspapers offer better targeting
- Newspaper advertising is more flexible – Print to web features
- Newspaper advertising typically costs less per thousand readers than television, radio, and direct mail advertising.
- Newspaper advertising reaches more customers – Readers spend considerably more time reviewing information in newspapers than television and radio, and social media.

HASHTAG LEWISBURG CITY PAPER | [HASHTAGWV.COM](http://HASHTAGWV.COM)

P.O. BOX 744

LEWISBURG, WEST VIRGINIA. 24901

[hashtagwv.com](http://hashtagwv.com) | [@hashtagwv](https://www.facebook.com/hashtagwv) on facebook, twitter, and instagram | 304-647-8253 | [info@hashtagwv.com](mailto:info@hashtagwv.com)

- Newspaper readers are more affluent and have more purchasing power.  
[Source: mediaspectrum.net/advantages-of-newspaper-advertising-why-newspapers-are-still-king/](http://Source: mediaspectrum.net/advantages-of-newspaper-advertising-why-newspapers-are-still-king/)



### **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 Liberty University (Lynchburg, Virginia). In February 2012, Christina launched the LBSPY/Hashtag Lewisburg City Paper as the first full color, free arts and entertainment tabloid in Greenbrier Valley. In 2015, 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:**

- **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%

### **BONUS:**

- All print advertisements are featured on [hashtagwv.com](http://hashtagwv.com) inside featured articles! We can link your ad directly to your website.
- Free feature Lewisburg Map and on the Bulletin Board

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