The Almanac is an opt-in weekly community newspaper delivered throughout the South Hills.

94% of The Observer-Reporter readers are homeowners

Observer-Reporter readers spend $278 million on healthcare & medical services annually

The Almanac readers spent $73.5 million on jewelry, watches and accessories

50% of Observer-Reporter readers make $60,000 or more annually

Observer-Reporter readers spend $310.5 million dining out annually

Observer-Reporter readers spend $141.4 million on women’s clothing & accessories annually

400,000 Avg. Monthly Unique Users

1,000,000 Avg. Monthly User Sessions

2,000,000 Avg. Monthly Pageviews

“The Observer Reporter’s digital team is professional and very knowledgeable when it comes to online marketing. They were able to assist Washington Health System as we launched a new initiative. During this marketing launch it was key to have an online presence to support the overall campaign. With the digital components we were able to pinpoint our key demographic as well as track our success through timely reports. I highly recommend their services. Once again, I thank this team for their amazing support and comprehension!”

- Stephanie Wagoner
Manager of Marketing and Community Relations, Washington Health Systems
Polar Plunge Saturday was a response to the COVID-19 pandemic, said registration will take place along Second Street at the wharf boat launch. The annual event, which comes with a $10 cost, supplementary to other health safety guidelines available on the site.

Washington County has 289 new cases; Greene County 48 reported Tuesday. In a civil lawsuit filed in December, a woman alleged that she was injured when she fell while participating in the Polar Plunge event.
**Commercial Rates**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>$4.90</td>
</tr>
<tr>
<td>Two</td>
<td>$4.33</td>
</tr>
<tr>
<td>Three</td>
<td>$3.61</td>
</tr>
<tr>
<td>Four</td>
<td>$3.09</td>
</tr>
<tr>
<td>Five</td>
<td>$2.68</td>
</tr>
<tr>
<td>Six</td>
<td>$2.46</td>
</tr>
<tr>
<td>Seven</td>
<td>$2.24</td>
</tr>
<tr>
<td>Ten</td>
<td>$2.16</td>
</tr>
<tr>
<td>Fifteen</td>
<td>$2.03</td>
</tr>
<tr>
<td>Thirty</td>
<td>$1.86</td>
</tr>
</tbody>
</table>

**Auction Rates**

- **Daily Per Inch**: $46.00
- **Daily Per Line**: $3.80
- **Sunday Per Inch**: $51.00
- **Sunday Per Line**: $4.25

**Other Classified Rates**

- **Legal rates**: Daily $3.97, Weekend $3.97 per line
- **Affidavits**: $7.50
- **Box numbers**: $30.00
- **In memoriam**: Daily $3.40, Weekend $3.40 per line
- **Church Rate**: $22.50

**Annual Space Contracts**

<table>
<thead>
<tr>
<th>Dollar Volume</th>
<th>O-R Daily Rate</th>
<th>O-R Sunday Rate</th>
<th>The Almanac</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$38.75</td>
<td>$41.25</td>
<td>$41.25</td>
</tr>
<tr>
<td>$3,000</td>
<td>$31.75</td>
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<td>$35.00</td>
</tr>
<tr>
<td>$5,200</td>
<td>$31.50</td>
<td>$30.50</td>
<td>$30.50</td>
</tr>
<tr>
<td>$7,500</td>
<td>$26.75</td>
<td>$30.00</td>
<td>$30.00</td>
</tr>
<tr>
<td>$12,000</td>
<td>$26.50</td>
<td>$28.84</td>
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<tr>
<td>$16,500</td>
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<td>$23,000</td>
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<td>$34,500</td>
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<tr>
<td>$50,000</td>
<td>$24.50</td>
<td>$26.75</td>
<td>$26.75</td>
</tr>
</tbody>
</table>

*Contact rates can be earned based on the previous year's advertising volume or by signing a current year contract.*

**Frequency Discounts**

- **Display ads must run within seven days of the first publication with minor copy changes only. Ads must be at least two column inches.**
  - 2 Times .................................. 10%
  - 3 Times .................................. 15%
  - 4 Times .................................. 20%
  - 5 Times .................................. 25%
  - 6 Times .................................. 30%
  - 7 Times .................................. 40%

**Multi-Pub Discount**

Pick up your ad in The Almanac for 50% off the one-time rate.

*Minimum 3 Lines Per Day*
NINE OUT OF 10 NEWSPAPER READERS (91%) report that they take action after reading or looking at inserts.

Source: Coda Ventures

MORE THAN 8 IN 10 ADULTS over the age of 18 read a newspaper each week.

Source: 2017 Release 1 Nielsen Scarborough Report

“When we opened Designer Consignor of Peters Township, we turned to the Almanac. We had an overwhelming response from our advertising.”

- Barb Gallo, Owner, Designer Consignor, Peters Twp.
Our niche publications are uniquely curated for the communities and neighborhoods in which they are delivered. The content is designed to focus on the news and events within these local regions, as well as to highlight the businesses and organizations that service the areas.

“Advertising in the Observer-Reporter has helped us in so many ways. The ads we run are seen by all their subscribers and many of these people bring these ads in to the shop for easy reference. The staff is extremely easy to work with and have great ideas.”

- Tracy Wheeler, Management at Coen Tire LLC
FEBRUARY
Best of Sports

JUNE
Football Preview

SEPTEMBER
Weddings

MARCH
Best of the Best

DECEMBER
Whiskey Rebellion

AUGUST
Cookbook

NOVEMBER
Kick off at the Admission is FREE!

OCTOBER
Home Show

MAY
Washington Co. Home Show

APRIL
Weddings

JULY
Whiskey Rebellion

AUGUST
Football Preview

SEPTEMBER
Washington County Home Show

MARCH
Best of Sports

JUNE
Best of the Best

FEBRUARY
Best of the Best

JUNE
Football Preview
Blanketing Washington, Greene + southern Allegheny Counties, our online readership is more than 90% local. Our websites offer unique online advertising opportunities with digital ads, homepage banners, email + section sponsorships, + interactive user experiences.

**HOMEPAGE BANNER**
$299/Day

**RUN OF SITE IMPRESSIONS**

- 25,000 impressions $250
- 75,000 impressions $750
- 50,000 impressions $500
- 100,000 impressions $1,000

Additional impression packages available upon request.

**OR + ALMANAC ONLINE + EMAIL SPONSORSHIPS**

$300/Month + up

Options include, but not limited to:
- App
- e-Edition
- Obituaries
- Community News
- Weather
- Police Beat
- Lottery
- Steelers News
- Daily Poll
- Podcasts
- Video
- OR Online
- Sports Update
- Email News
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Special Projects Manager
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Natalie Gloady
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AWARDS

Top 3 Digital Agencies

Pennsylvania News Media Association
Keystone Press Awards
Local Media Association