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

“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

**PRICING & SPECS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Color Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; x 20.8&quot;</td>
<td>$1,786</td>
<td>Full page</td>
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<tr>
<td>10&quot; x 15&quot;</td>
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<tr>
<td>$423</td>
<td></td>
<td>Inside Banner</td>
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<tr>
<td>$170</td>
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<td>3.25&quot; x 2&quot;</td>
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</table>

**Call of duty**

Petit takes bench as Washington County’s newest judge

**New Year’s Day meteor’s size, mass estimated by scientists**

**In seventh heaven**

**AHN changes visitation policy amid latest surge**

**GET YOUR MOBILITY BACK WITH OUR LARGE SELECTION OF PRODUCTS!**

**Gina Canada, DO**

**PRIMARY CARE**

Dr. Canada brings her years of experience and expertise to the new WVU Medicine Uniontown Hospital Primary Care office in Carmichaels located at 102 Carmichaels Plaza.

**Telemedicine and New Patient Appointments Available.**

Call **724-912-7526** to schedule an appointment today.
**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%

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

---

**Commercial Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
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<tr>
<td>One</td>
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<tr>
<td>Two</td>
<td>$4.60</td>
</tr>
<tr>
<td>Three</td>
<td>$3.83</td>
</tr>
<tr>
<td>Four</td>
<td>$3.28</td>
</tr>
<tr>
<td>Five</td>
<td>$2.84</td>
</tr>
<tr>
<td>Six</td>
<td>$2.61</td>
</tr>
<tr>
<td>Seven</td>
<td>$2.37</td>
</tr>
<tr>
<td>Ten</td>
<td>$2.29</td>
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<tr>
<td>Fifteen</td>
<td>$2.15</td>
</tr>
<tr>
<td>Thirty</td>
<td>$1.97</td>
</tr>
</tbody>
</table>

**Multi-Pub Discount**

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

---

**Auction Rates**

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Daily Per Inch</td>
<td>$46.00</td>
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<tr>
<td>Daily Per Line</td>
<td>$3.84</td>
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<tr>
<td>Sunday Per Inch</td>
<td>$51.00</td>
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<tr>
<td>Sunday Per Line</td>
<td>$4.25</td>
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**Other Classified Rates**

<table>
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<tr>
<th>Format</th>
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<th>Weekend</th>
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<tbody>
<tr>
<td>Legal rates</td>
<td>$3.97</td>
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<tr>
<td>Affidavits</td>
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<tr>
<td>Box numbers</td>
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<tr>
<td>In memoriam</td>
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<td>$3.40</td>
</tr>
<tr>
<td>Church Rate</td>
<td>$22.50</td>
<td>$24.50</td>
</tr>
</tbody>
</table>

*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.

“The advertising rates in each of our niche publications varies. Please contact your sales representative for more information.

724.222.2200
advertising@observer-reporter.com

“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
2022 SPECIAL SECTIONS

Additional Special Sections available:

- Home Improvement
- Peters Twp. Community Day
- Greene County Yearbook
- Biggest Winner
- A Guide for South Hills Parents**
- Black Friday Wrap
- Holiday Gift & Event Guide
- Twelve Days of Giveaways
- Bingo
- Meadows Magazine
- TV Weekly

The advertising rates in each of our special sections varies. Please contact your sales representative for more information.

*Also Publishes March, June & December
** Summer Camp Edition publishes in April and Back to School Edition publishes in August
*** In addition to May, a Career Expo takes place in Sept.
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

2022 DIGITAL AD RATES
ADVERTISE WITH US

Carole DeAngelo  
Advertising Director  
cdeangelo@observer-reporter.com

Pamala Tuscano  
Classified Manager  
ptuscano@observer-reporter.com

Jessica Tennant  
Special Projects Manager  
jtennant@observer-reporter.com

Natalie Gloady  
Digital Strategy Manager  
natalie@reimaginemainstreet.com

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Washington 724.222.2200 | Mon Valley 412.944.5575  
advertising@observer-reporter.com | observer-reporter.com

AWARDS