

Observer-Reporter

2024 print media kit | observer-reporter.com

CIRCULATION PRINT & DIGITAL

14,944 Daily | Readership: 37,360

15,824 Sunday | Readership: 39,560

NEW WEBSITE!

In December 2023, we launched a brand new website to give our readers the most up-to-date, user-friendly experience possible. This provides an excellent opportunity for our advertisers to promote themselves on new ad positions throughout the website. Ask your sales rep for more information!

"The Observer-Reporter's media strategy has certainly helped our school and church to gain community awareness. We recognize the importance of their guidance and interest to our public relations within Washington and Greene Counties."

-Tony Drury, Grace Christian Education Center



BE LOCAL: Find savings at area businesses in our couple book INSIDE

Observer-Reporter

OUR 116TH YEAR, WASHINGTON, PA

THURSDAY NOV. 23, 2023

www.observer-reporter.com

A little help from our friends 2000 Turkeys raises \$219,000

By KAREN MANFRED
Staff writer
kmanfred@observer-reporter.com

This year's 2000 Turkeys drive has come to a close, and we're thrilled to announce the 2023 campaign raised \$219,000 to help Washington County's food-insecure families celebrate a Thanksgiving dinner.

We thank you, Washington County! Thanks to your willingness to open your hearts and your wallets, more than 5,000 families will enjoy a holiday meal with loved ones.

WTPA radio host Pete Povich has been a part of 2000 Turkeys since shortly after it was started by the late Observer-Reporter columnist Byron Seals and civic activist Wayne Armstrong, along with Grace Episcopal, when the group handed out turkeys and canned goods from the back of a van.

"I would say if I go back to when I started with Byron and Wayne and Grace, there is no way we could have predicted this type of reaction to 2000 Turkeys and the amount of money coming in to help people every Thanksgiving. It's just amazing," said Povich.

This year's 2000 Turkeys campaign wouldn't have been possible without the generosity of individuals, businesses and organizations who joyfully donated.

In partnership with Food Bank of Washington County, Greater Pittsburgh Community Food Bank and City Mission's House of Love



Allison Elementary School first-grader Daniel Bernacki, front, won a kick-a-thon contest at Kang's Black Belt Academy to benefit 2000 Turkeys. From left are Pete Povich, Karen Manfired, Anne Bernacki, Kang's owner Jeff Jox and Dave Thorne.

program, 2000 Turkeys provided Thanksgiving dinners - turkeys and/or side dishes, desserts and gift cards - to more than 5,000 struggling families.

On Tuesday, Allison Park Elementary School first-grader Daniel Bernacki, a student at Kang's Black Belt Academy, stepped forward to donate to cause, but for him, donating to 2000 Turkeys gives him a chance to help friends and neighbors, brothers and sisters, uncles and aunts, and

Change of heart?

Kennison withdraws challenge to Burgess mayoral win in Washington

By Mark Kennison
Staff writer
mkennison@observer-reporter.com

The losing candidate in Washington's mayoral race has withdrawn his challenge to the Nov. 7 election after previously claiming there were irregularities with the voting process.

Independent candidate Mark Kennison and 19 other voters filed the challenge last week morning before Judge Gary Gilman. Kennison and his attorney Lane Turhace announced they were withdrawing the petition, although they left the door open for a subsequent challenge before Monday's deadline to certify the race.

"My client did not run for mayor or file this petition to divide this city," Turhace said. "He was interested in getting to the bottom of the results for the people who supported him and voted for him."

Turhace added that the petitioners had been "turned" since filing the challenge, and there were concerns about "retaliation" if they went forward. When Gilman asked Kennison if that was the problem of racism, he said he was not sure, but he was not sure if that was the problem of racism, he said he was not sure.

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Senior assistance is just a phone call away with Area Agency on Aging program

Editor's note: Today, we kick off a series of stories to highlight the nonprofits in our area. From now until Christmas Eve, look for the "Helping the Helpers" logo to read about a different organization every day. The series will profile nonprofits in the region that focus on human services, community betterment and the arts, and include ways to help them continue to help others.

By Maura Gorman
For the Observer-Reporter
mgorman@observer-reporter.com

The Southwest Pennsylvania Area Agency on Aging, Inc. (AAA) provides a variety of services ranging from senior centers to home care services.



Educational opportunities are offered regularly at area senior centers with topics ranging from safety to Medicaid enrollment.



Jojo Burgess and Mark Kennison

WHAT'S CLOSED

Federal, state and local government offices are closed today in observance of the Thanksgiving holiday. Banks and financial institutions are also closed and there is no mail delivery. State, county and many municipal offices are also closed Friday.

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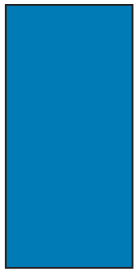
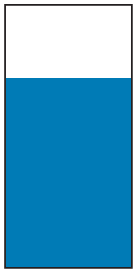
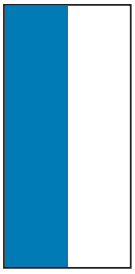
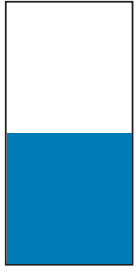
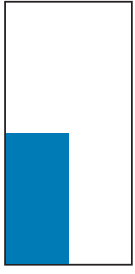
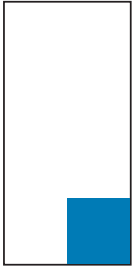
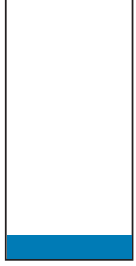
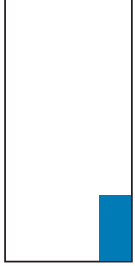
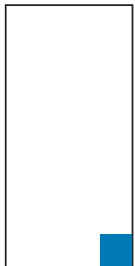
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PRICING & SPECS 2024

	Full page \$1,965 10" x 20.8"		3/4 page \$1,580 10" x 15"		1/2 page vertical \$1,210 4.9375" x 20.8"
	1/2 page horizontal \$1,210 10" x 10"		1/4 page \$755 4.9375" x 10"		1/8 page \$470 4.9375" x 5"
	Inside Banner \$470 10" x 2"		1/12 page \$275 3.25" x 5"		1/16 page \$190 3.25" x 2"

FREQUENCY DISCOUNTS

4 times	10%
8 times	15%
12 times	20%
16 times	25%
20 times	30%

COLOR OPTIONS

Full page, 3/4, 1/2: **\$200 per ad**
1/4, 1/8, banner: **\$125 per ad**
1/12, 1/16: **\$75 per ad**

Open Rate \$38.00

Frequency discounts apply to ads run within a 12-month period. A discount of 20% will be extended to non-profit, charitable/civic organizations and churches. All other sizes priced per column inch (\$38.00). Modular rates are per publication date.

2024 DEADLINES

Publishing Day	Space Reservation	Ad Finalized
Monday	Friday at 10 AM	Friday at NOON
Tuesday	Friday at NOON	Friday at 4 PM
Wednesday	Monday at NOON	Monday at 4 PM
Thursday	Tuesday at NOON	Tuesday at 4 PM
Friday	Wednesday at NOON	Wednesday at 4 PM
Sunday	Thursday at NOON	Thursday at 4 PM

Observer-Reporter

122 South Main Street
Washington, PA 15301
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observer-reporter.com

2024 NICHE PUBLICATIONS



Living In Washington County
Bi-monthly
February
April
June
August
October
December



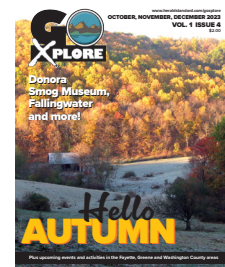
Mon Valley Magazine
Bi-monthly
January
March
May
July
September
November



Greene County Magazine
Quarterly
March
June
September
December



Southwestern PA Business Journal
Quarterly
March
June
September
December



GO Xplore
Quarterly
March
June
September
December



SWPA Seniors
Quarterly
January
April
July
October