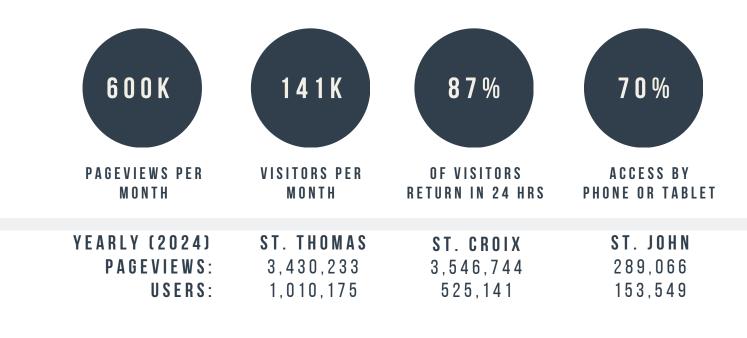




MEDIA KIT



As the leading, local online newspaper of general circulation, the Virgin Islands Source has been publishing without interruption since 1999. In 2024 the paper received more than 7.2 million pageviews by drawing readers from across the Virgin Islands, U.S. mainland, and wider Caribbean.



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MONTHLY DISPLAY ADVERTISING

| ADVENTION | ST. THOMAS | ST. CROIX | ST. JOHN |
|------------------------------------|---------------|---------------|-------------|
| END OF ARTICLE (300X250) | \$400 | \$400 | \$300 |
| POSTER (300X250) | \$600 | \$600 | \$400 |
| BANNER (728X90) | \$800 | \$800 | \$500 |
| SKYSCRAPER (180X600) | \$800 | \$800 | \$500 |
| MASTHEAD BANNER [1200X140] | \$1,200 | \$1,200 | \$600 |
| VIDEO/POSTER: WEEK/MONTH (450X250) | \$500/\$1,000 | \$500/\$1,000 | \$250/\$500 |

VIDEO PLAYS ON HOMEPAGE OF SOURCE SITES.

| IN-ARTICLE | ADS | ST. THOMAS | ST. CROIX | ST. JOHN | |
|------------|----------|------------|-----------|----------|--|
| | | | | | |
| | ONE WEEK | \$600 | \$600 | \$400 | |

A **10% DISCOUNT** IS APPLIED TO IN-ARTICLE AD RUNS GREATER THAN TWO WEEKS. NO MULTIPLE PUBLICATION DISCOUNT. RATES ARE PER WEEK AND CANNOT BE PRO-RATED. SIZING IS **460X680** PIXELS. WEBSITE LINK REQUIRED.

PROCUREMENT + LEGAL NOTICES

EMPLOYMENT POSTINGS

UP TO ONE MONTH \$450

ONE WEEK \$150

AFFIDAVIT OF PUBLICATION \$25

ONE WEEK WITH ART \$200

NOTICES MUST BE SENT VIA EMAIL AS A MICROSOFT WORD DOCUMENT. NO DISCOUNTS. ADDITIONAL FORMATTING FEE MAY APPLY. ALL JOB POSTINGS REQUIRE AN EMAIL
ADDRESS + WEBSITE LINK. NO DISCOUNTS.
ADDITIONAL FORMATTING FEE MAY APPLY.

DISCOUNTS

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| OR \$50 PER DAY | ONE WEEK | TWO WEEKS | FOUR WEEKS |
|-----------------|----------|-----------|------------|
| | | | |
| PINNED POST | \$350 | \$600 | \$850 |

SOURCE DIRECT BANNER (FREE DAILY EMAIL NEWSLETTER)

| | ST. THOMAS | ST. CROIX | ST. JOHN |
|------------|------------|-----------|----------|
| ONE WEEK | \$500 | \$500 | \$350 |
| TWO WEEKS | \$900 | \$900 | \$500 |
| FOUR WEEKS | \$1,250 | \$1,250 | \$750 |

VIDEO (OFFERINGS ON HOMEPAGE + SOCIAL MEDIA)

| | ST. THOMAS | ST. CROIX | ST. JOHN |
|------------|------------|-----------|----------|
| ONE WEEK | \$1,000 | \$1,000 | \$750 |
| TWO WEEKS | \$1,500 | \$1,500 | \$1,300 |
| FOUR WEEKS | \$2,000 | \$2,000 | \$1,800 |

ALL THREE (SOCIAL, VIDEO, SOURCE DIRECT)

| | ST. THOMAS | ST. CROIX | ST. JOHN |
|------------|------------|-----------|----------|
| ONE WEEK | \$1,500 | \$1,500 | \$1,000 |
| TWO WEEKS | \$2,250 | \$2,250 | \$1,750 |
| FOUR WEEKS | \$3,000 | \$3,000 | \$2,500 |

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