



/VISOURCE



@VIRGINISLANDSSOURCE

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.

600K

**PAGEVIEWS PER
MONTH**

141K

**VISITORS PER
MONTH**

87%

**OF VISITORS
RETURN IN 24 HRS**

70%

**ACCESS BY
PHONE OR TABLET**

**YEARLY (2024)
PAGEVIEWS:
USERS:**

**ST. THOMAS
3,430,233
1,010,175**

**ST. CROIX
3,546,744
525,141**

**ST. JOHN
289,066
153,549**

MONTHLY DISPLAY ADVERTISING

	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

UP TO ONE MONTH	\$450
AFFIDAVIT OF PUBLICATION	\$25
NOTICES MUST BE SENT VIA EMAIL AS A MICROSOFT WORD DOCUMENT. NO DISCOUNTS. ADDITIONAL FORMATTING FEE MAY APPLY.	

EMPLOYMENT POSTINGS

ONE WEEK	\$150
ONE WEEK WITH ART	\$200
ALL JOB POSTINGS REQUIRE AN EMAIL ADDRESS + WEBSITE LINK. NO DISCOUNTS. ADDITIONAL FORMATTING FEE MAY APPLY.	

DISCOUNTS

- **15%** Discount for 12 Month Contracts.
- **10%** Discount for Multiple Publication Advertising.
- **30%** Discount for charitable organizations with 501(c)(3) status; cannot be combined with other discounts.

(FOR) ADVERTISING:
 ADVERTISING@VISOURCE.COM; 340.244.6631
 (FOR) PROCUREMENT/LEGAL NOTICES:
 LEGALS@VISOURCE.COM; 340.998.7498

SOCIAL MEDIA OPPORTUNITIES | FACEBOOK + INSTAGRAM

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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