



THE
Source
US VIRGIN ISLANDS

Media Kit

The Best Advertising Value
in the US Virgin Islands

- The **Source** has been a newspaper of general circulation publishing continuously, with no interruptions since 1999.
- An average **80,000 to 90,000 loyal** readers per month come to the site as Unique Visitors.
- **50+%** of our readers visit **multiple pages** and **79%** return to the Source within **24 hours**.
- **30%** of our readers demonstrate their loyalty by **returning to the site 2-3 times in the same day**.
- **34%** are **new visitors** to the website, **66%** are returning visitors to the website.
- **50%** of our readers **access** the Source **by phone or tablet**.
- Advertisers experience **24/7/365 visibility** on the USVI's most respected and credible news source.
- Advertisements earn **100,000s of individual impressions**.
- Fast, dependable and customer-service oriented, the Source can get your advertisement up and running within forty eight hours or less of receiving approved copy.



YOUR AD MESSAGES ARE FEATURED ON THE ISLANDS' MOST TRUSTED NEWS SOURCE. AND THEY ARE SEEN AND READ.

THE St. Croix
Source
US VIRGIN ISLANDS

THE St. Thomas
Source
US VIRGIN ISLANDS

THE St. John
Source
US VIRGIN ISLANDS

CONTACT US TODAY AND PLACE YOUR AD ON THE VI SOURCE!

For Display Advertising, contact advertising@visource.com or call 340.228.8784

For Legal Notices, contact visourcerep@gmail.com or call 340.201.8405

www.stthomassource.com • www.stcroixsource.com • www.stjohnsource.com



MONTHLY DISPLAY ADVERTISING OPTIONS

	<u>St. Thomas</u>	<u>St. Croix</u>	<u>St. John</u>
End of Article (300x250 pixels)	\$300	\$300	\$200
Poster (300x250 pixels)	\$500	\$425	\$300
Banner (468x60 pixels)	\$700	\$600	\$400
Skyscraper (180x600 pixels)	\$700	\$600	\$400

WEEKLY IN ARTICLE ADVERTISING OPTIONS

	<u>St. Thomas</u>	<u>St. Croix</u>	<u>St. John</u>
One (1) Week	\$500	\$400	\$250
Four (4) Weeks	\$1,800	\$1,400	\$900
Eight (8) Weeks	\$3,000	\$2,500	\$1,500
Twelve (12) Weeks	\$4,200	\$3,500	\$2,000

**In article ads can be run in 2-week increments only. No discount for multiple publications.
Advertising sizes available in pixels: 400x400, 460x400, 400x600, 425x550, 460x680*

LEGAL NOTICES & PROCUREMENT NOTICES

One Month	\$400
Affidavit of Publication	\$25

**Notices must be presented via email as a Microsoft Word document.*

JOB / VACANCY POSTINGS

One Week	\$125
One Week with Artwork	\$200

**All job postings require an email and a website link for contact information.*

- 15% Discount for 12 Month Contracts
- 10% Discount for Multiple Publication Advertising
- 30% Discount for Charitable Organizations

**All rates except in-article ads, legal notices, and job postings are based upon minimum six month contract paid in advance. Three month contract paid in advance, add 25 percent.
Anything less than three months, add 50 percent.*

For Display Advertising, contact advertising@visource.com or call 340.228.8784

For Legal Notices, contact visourcerep@gmail.com or call 340.201.8405

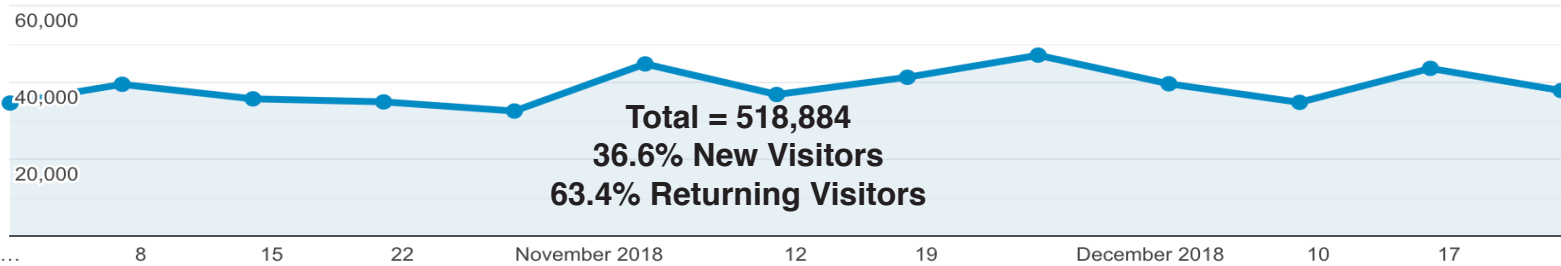


Source Statistics December 2018

**Data extracted from Google Analytics.*

	<u>St. Thomas</u>	<u>St. Croix</u>	<u>St. John</u>	<u>Total</u>
Pageviews	169,933	256,546	42,949	469,428
Unique Pageviews	140,638	203,232	38,502	382,372
Sessions	64,294	94,382	30,399	189,075
Users	40,230	38,812	22,227	102,269
Pages/ Sessions	2.02	2.72	1.41	
Avg Session	1:52	2:27	1:41	
Avg Time/Page	1:50	1:25	2:25	

St. Thomas Source Pageviews Oct-Dec 2018



St. Croix Source Pageviews Oct-Dec 2018



St. John Source Pageviews Oct-Dec 2018



For Display Advertising, contact advertising@visource.com or call 340.228.8784

For Legal Notices, contact visourcerep@gmail.com or call 340.201.8405

www.stthomassource.com • www.stcroixsource.com • www.stjohnsource.com