

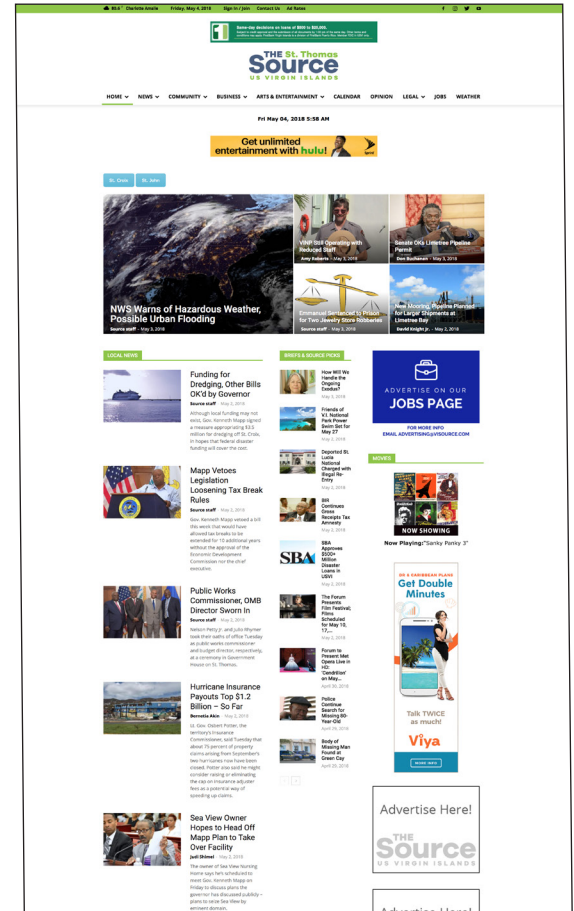


**THE**  
**Source**  
US VIRGIN ISLANDS

# Media Kit

## The Best Advertising Value in the US Virgin Islands

- The **Source** is a newspaper of general circulation, publishing continuously with no interruptions **since 1999**.
- More than **100,000 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 site; **66%** are returning visitors.
- **50%** of our readers **access** the Source **by phone or tablet**.
- Advertisements earn **100,000s of individual impressions**.



## Source Statistics May 2019

*\*Data extracted from Google Analytics.*

	<u>St. Thomas</u>	<u>St. Croix</u>	<u>St. John</u>	<u>Total</u>
<b>Pageviews</b>	230,840	324,005	48,821	603,666
<b>Unique Pageviews</b>	192,160	259,119	43,542	494,821
<b>Users</b>	61,517	64,793	25,033	151,343
<b>Pages per Session</b>	1.87	2.60	1.40	
<b>Avg Session Time</b>	1:41	2:14	1:01	
<b>Avg Time/Page</b>	1:56	1:33	2:32	



# THE Source

US VIRGIN ISLANDS

## 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

*\*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](mailto:advertising@visource.com) or call 340.228.8784

For Legal Notices and Jobs Postings, contact [visourcerep@gmail.com](mailto:visourcerep@gmail.com) or call 340.201.8405