

Advertising Rates

2009 - 2010

Teens planning to spend more money in the next 12 months greatly outpace those that will spend less. Teenage boys are more likely than girls to increase their spending in the next 12 months.

55% of teens spend one or more hours reading a newspaper in a given week.

Most teens (58%) obtain money from their parents as a source of income.

64% of teens have a savings account.

Teens spend an average of \$98 per week.

84% have a computer at home.

74% have access to the Internet at home.

37% of teens have purchased something online.



**TEEN
consumers**

spend over \$175 billion a year!

FlipSide

The source for all things teen

To advertise, call 348-4860 or 1-800-WVA-NEWS

Log on today! wvflipside.com

2009 - 2010

Publication Dates

SEPTEMBER ISSUE

Ad deadline: Aug. 24
Publication Date* Sept. 3

OCTOBER ISSUE

Ad deadline: Sept. 21
Publication Date* Oct. 1

NOVEMBER ISSUE

Ad deadline: Oct. 26
Publication Date* Nov. 5

DECEMBER ISSUE

Ad deadline: Nov. 23
Publication Date* Dec. 3

JANUARY ISSUE

Ad deadline: Dec. 28
Publication Date* Jan. 7

FEBRUARY ISSUE

Ad deadline: Jan. 25
Publication Date* Feb. 4

MARCH ISSUE

Ad deadline: Feb. 24
Publication Date* Mar. 4

APRIL ISSUE

Ad deadline: March 22
Publication Date* April 1

MAY ISSUE

Ad deadline: April 26
Publication Date* April 1



Advertising Rates

Open Rate

\$16.00 per column inch

8-time Rate

\$12.00 per column inch

Pick-up Rate

\$6.00 per column inch

(Ads may be picked up from the Gazette, Daily Mail, Saturday Gazette-Mail or Sunday Gazette-Mail)

Online Advertiser Directory

Link to your ad for only \$100 per month & get 18,000 impressions!



A monthly publication written by, for and about teens in Kanawha & Putnam counties.

The source for all things teen

To advertise, call 348-4860 or 1-800-WVA-NEWS

Log on today! wvflipside.com