



/VISOURCE



@VIRGINISLANDSSOURCE



@VI\_SOURCE

## MEDIA KIT



As the leading, local online newspaper of general circulation, the Virgin Islands Source has been publishing without interruption since 1999. In 2023 the paper received more than 8 million pageviews by drawing readers from across the Virgin Islands, U.S. mainland, and wider Caribbean.

675K

PAGEVIEWS PER MONTH

175K

VISITORS PER MONTH

87%

OF VISITORS RETURN IN 24 HRS

70%

ACCESS BY PHONE OR TABLET

YEARLY (2023)  
PAGEVIEWS:  
USERS:

ST. THOMAS  
4,000,880  
1,202,476

ST. CROIX  
3,647,916  
614,401

ST. JOHN  
508,596  
280,897

(FOR) ADVERTISING:  
ADVERTISING@VISOURCE.COM; 340.228.8784  
(FOR) PROCUREMENT/LEGAL NOTICES:  
LEGALS@VISOURCE.COM; 340.201.8405

# 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
FOUR WEEKS	\$2,000	\$2,000	\$1,000
EIGHT WEEKS	\$3,500	\$3,500	\$1,800

NO MULTIPLE PUBLICATION ADVERTISING DISCOUNT ON IN-ARTICLE ADS.  
IN-ARTICLE ADS ARE 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.

# EMPLOYMENT POSTINGS

ONE WEEK \$150

ONE WEEK WITH ART \$200

ALL JOB POSTINGS REQUIRE AN EMAIL  
ADDRESS + WEBSITE LINK. NO DISCOUNT.

# 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.

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# SOCIAL MEDIA OPPORTUNITIES | FACEBOOK + INSTAGRAM

OR \$50 PER DAY	ONE WEEK	TWO WEEKS	FOUR WEEKS
PINNED POST	\$450	\$600	\$850
FACEBOOK/INSTAGRAM STORY	\$350	\$500	\$750

# 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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