

THE Source US VIRGIN ISLANDS

Advertising Insights for April 2025

April's edition of *Advertising Insights* opens with a look at post-COVID advertising trends for business owners to consider - such as placing an emphasis on the familiar, even the common. We also offer tips to enhance the readability of online ads to better the odds they reach readers. The key is balance. And, as always, don't miss out on the advertising opportunities available from the Source's regular video offerings: *Consider The Source with Adisha Penn* and *Weekly Weather Forecast with Jesse Daley*.

Goodbye Glamor: **Average Is Better**

"Content gets more average."

That's the verdict from the Forbes Communications Council website as it surveys marketing trends. In this case, "average" means regular and ordinary - as in down-to-earth, more rough, less polished.

"Call it the pandemic esthetic," the experts argue. "We favor the amateur style. It's everywhere," the authors insist, citing a post-COVID hangover that favors "the user-generated look" over the more polished, high-finish surface we

The Forbes logo, consisting of the word "Forbes" in a white serif font on a black rectangular background.

associate with celebrities.

“ ... ”

Play up what you and your customers have in common.

– Forbes.com

From the Similar, to the Shared, to the Common

But there's more than pandemic fatigue at work here.

As the Forbes writer puts it, celebrities have "gone from being glamorous aliens to less well-dressed versions of ourselves."

What does this mean for your marketing? Here are several strategies:

- Play up what you and your customers have in common
- Rely less on celebrity endorsements and appeal
- Recognize - and employ - the "user-generated look"



Emphasize the familiar, the common. The homemade ascends - and you'll stand out by being... average.

Full Article:

<https://www.forbes.com/councils/forbescommunicationscouncil/2025/01/02/8-mega-trends-that-matter-for-marketing-in-2025/>

Source Pageviews Robust in March

In March 2025, combined Source publications on St. Thomas, St. Croix and St. John achieved close to 630,000 pageviews. What a great way to enter Spring!

Like all media, there is always some seasonality in readership. That said, Source publications continue to provide, month-after-month, season-after-season, a consistent - and consistently high - floor of pageviews.

For a more detailed look inside the numbers, talk to a Source sales representative by emailing us at advertising@visource.com or calling 340-244-6631.



Spread Your Ad Reach:

A Great Opportunity for Our Advertisers

Find in-depth coverage of the week's most outstanding stories from our *Consider The Source* newscast with Adisha Penn. Source readers can tune in to hear directly from a wide range of residents making an impact in the community. *Consider The Source* airs Sundays on Fox/NBC (Channel 10) at 10 a.m., and Mondays on all our Virgin Islands Source sites and our YouTube channel. For the latest updates, subscribe to or follow host Adisha Penn [here](#).



We're excited to give the Source - and our Territory and advertisers - a positive platform for exposure with *Consider The Source*. The show can be seen throughout the Caribbean, Florida and across the East Coast.

Don't miss out on this unique advertising opportunity!

Consider The Source: <https://stthomassource.com/>

Banner Ads Tips:

The Value of Balance

Working within the limits of a typical banner ad demands a keen eye for composition, or what the pros at Improvado, an AI-powered marketing intelligence and analytics platform, call "balance."



The best ads maintain "a balance between visuals and text." That is, they recognize that "too much text can overwhelm the viewer, while too little can leave the message unclear."

The trick is see how text and visual complement each other.

Visuals should never "overshadow" the message. At the same time, "text should be concise and supported by strong visual elements."

Follow Natural Reading Patterns

Establish a strong visual hierarchy to direct the viewer's attention to the most important elements first.

A large or colorful element - an image or a word, especially words like Free, Sale and New, focus a reader's attention.



Wherever possible, the article advises, "Organize the layout to follow a natural reading pattern, typically from left to right and top to bottom." The goal is to guide the reader's eye "from the headline to the supporting image, and finally to the CTA (Call To Action)."

“ ... ”

*Avoid trying to cram too much
into a small space. That's what
landing pages ... are for.*

– Improvado.io

Finally, avoid trying to cram too much into a small space. That's what landing pages, social media and apps are for.

If you can follow these simple rules, "avoiding clutter," you'll enhance "readability" and increase the likelihood that viewers read your ads.



Your Source for VI Weather Updates...

Our readers can quickly and easily check out the daily local weather in the Source Weather section, as well as view the weekly weather video updates from Jesse Daley [here](#). Find them on all Source publications. And contact advertising@visource.com to learn more about sponsorships and advertising opportunities in our Weather section.



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Our expert staff at the Source publications remains available to provide you with personalized assistance in developing ads and ad campaigns.
