



/VISOURCE



@VIRGINISLANDSSOURCE

MEDIA KIT



As the leading, local online newspaper of general circulation, the Virgin Islands Source has been publishing without interruption since 1999. In 2025 the paper received more than 7.2 million pageviews by drawing readers from across the Virgin Islands, U.S. mainland, and wider Caribbean.

600K

PAGEVIEWS PER MONTH

171K

VISITORS PER MONTH

87%

OF VISITORS RETURN IN 24 HRS

70%

ACCESS BY PHONE OR TABLET

YEARLY (2025)
PAGEVIEWS:
USERS:

ST. THOMAS
3,637,463
1,330,534

ST. CROIX
3,318,040
489,739

ST. JOHN
295,005
235,754

(FOR) ADVERTISING:
ADVERTISING@VISOURCE.COM; 340.244.6631
(FOR) PROCUREMENT/LEGAL NOTICES:
LEGALS@VISOURCE.COM; 340.998.7498

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 OR END-OF-ARTICLE.

IN-ARTICLE ADS

	ST. THOMAS	ST. CROIX	ST. JOHN
ONE WEEK	\$600	\$600	\$400

A **10% DISCOUNT** IS APPLIED TO IN-ARTICLE AD RUNS GREATER THAN TWO WEEKS. SIZING IS **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 DOC. NO PRORATING OR DISCOUNTS. FORMATTING FEE MAY APPLY.

EMPLOYMENT POSTINGS

ONE WEEK	\$150
ONE WEEK WITH ART	\$200

NOTICES MUST BE SENT VIA EMAIL AS A MICROSOFT WORD DOC. NO PRORATING OR DISCOUNTS. FORMATTING FEE MAY APPLY.

DISCOUNTS

- **15%** Discount for 12 Month Contracts.
- **30%** Discount for charitable organizations with 501(c)(3) status; cannot be combined with other discounts.
- **NO PRORATING. CLIENT IS RESPONSIBLE FOR MANAGING THE FULL USE OF THEIR AD RUN.**
- **ALL FINAL ARTWORK MUST BE SUBMITTED VIA EMAIL IN CORRECT SIZE AS JPEG, PNG, or GIF.**

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SOCIAL MEDIA OPPORTUNITIES | FACEBOOK + INSTAGRAM

OR \$50 PER DAY

ONE WEEK

TWO WEEKS

FOUR WEEKS

PINNED POST

\$350

\$600

\$850

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

50% Discount for newsletter banners when paired with regular display banner ad run.

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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STTHOMASSOURCE.COM

STCROIXSOURCE.COM

STJOHNSOURCE.COM