



ROANOKE VALLEY



REPORTER

COMMUNITY PARTNER GUIDE



Local Businesses and Local Journalism Growing Together.



2026-2027 EDITION



Why We Exist

"An Informed Public is Essential."

Halifax Resolves

*Resolvimus Libertatem, Humanitatem,
Inductionem juris et ordinis.
Fundamus Justitiam Humanitatis*



LOCAL JOURNALISM STILL MATTERS

The Roanoke Valley has stories that deserve to be told. Some celebrate achievement. Others hold government accountable. Many simply connect neighbors by keeping them informed about the events, people, and decisions shaping everyday life.

At the Roanoke Valley Reporter, we believe local journalism is one of the foundations of a healthy community. When citizens have access to timely, accurate, and trustworthy information, they are better equipped to participate in civic life, support local businesses, and make informed decisions for themselves and their families.

OUR MISSION

The Roanoke Valley Reporter was founded with one purpose:

To provide accurate, fair, and independent local journalism that informs our neighbors, strengthens our communities, and preserves the public's right to know.

JOURNALISM WITH PURPOSE

We envision a Roanoke Valley where citizens are informed, public officials are accountable, local businesses thrive, and neighbors remain connected through trusted local journalism.



OUR COMMITMENT

EXTENDS BEYOND REPORTING THE NEWS.



Every Story is More Than Just a Press Release.



Allowing the Sun to Shine on Local Government.



Putting a Spotlight on Those Making a Positive Difference.



Steadfast during times of emergency, natural disaster, or significant community events.



Locally Owned. Locally Focused. Community Driven.



Connecting Our Community.



WHY COMMUNITY PARTNERS MATTER

Independent local journalism thrives because communities understand it is worth supporting.

When your business becomes a Community Partner, you are doing more than purchasing advertising space.

Your partnership is an investment in a publication committed to keeping our community informed, encouraging informed civic engagement, celebrating local success stories, and strengthening this place we call home.

★ LOCAL BUSINESSES AND LOCAL JOURNALISM GROWING TOGETHER. ★

WHO READS THE REPORTER?

The Roanoke Valley Reporter is dedicated to serving the people who live, work, own businesses, raise families, attend school, worship, volunteer, and participate in civic life throughout the Roanoke Valley.

We exist to inform, connect, and empower the communities we call home—today and for generations to come.

**COMMUNITY FOCUSED**

Our readers live, work, and raise their families in Halifax and Northampton Counties and the Lake Gaston region.

LOCAL & LOYAL

They trust the Reporter for accurate, unfiltered local news and come back daily to stay informed.

ENGAGED & INVESTED

They read local news, attend events, support local businesses, and vote. They care about what happens here.

ACTIVE & INFLUENTIAL

Our audience includes decision-makers, business owners, professionals, public servants, and community leaders.



PUBLIC SAFETY



LOCAL GOVERNMENT



LOCAL SCHOOLS



LOCAL SPORTS



LOCAL COURTS



ECONOMIC DEVELOPMENT

OUR READERS' INTERESTS**OUR AUDIENCE**

Our readers are the heart of our community. We reach people who live, work, and invest in the Roanoke Valley.

- ★ Homeowners
- ★ Local Business Owners
- ★ First Responders
- ★ Community Volunteers
- ★ Civic Leaders
- ★ Parents
- ★ Teachers
- ★ Elected Officials
- ★ Retirees
- ★ Visitors to Lake Gaston

**ADVERTISING WITH CONFIDENCE**

We're committed to delivering value, transparency, and results for every advertising partner.

**PERSONAL SERVICE**

Work directly with a local publisher.

**LIMITED ADVERTISING**

Fewer advertisers. Greater visibility.

**ADVERTISING INSIGHTS**

Receive clear, monthly insights.

**LOCAL REACH**

Reach readers across our coverage area.

**MULTI-PLATFORM EXPOSURE**

Website, social media, and future digital channels.

**FLEXIBLE CAMPAIGNS**

Update or adjust your advertising anytime.

**COMMUNITY INVESTMENT**

Support independent local journalism that matters.

**GROWING TOGETHER**

Grow your business as the Reporter continues to grow.

PARTNER OPPORTUNITIES

Four Levels. One Commitment.

The Roanoke Valley Reporter offers partnerships designed to fit your goals and maximize your visibility in our community.

COMMUNITY PARTNER



Ideal for businesses looking for a steady presence alongside local news.

INCLUDES:

- Article Page Sidebar Placement

\$249
PER MONTH

LIMITED TO
10 TOTAL

COMMUNITY PARTNER PLUS



Adds homepage visibility to your presence on article pages.

INCLUDES:

- Article Page Sidebar Placement
- Homepage Sidebar Placement

\$299
PER MONTH

UP TO 5 OF THE
10 TOTAL AVAILABLE

FEATURED PARTNER



Premium placements on the homepage and within articles for maximum exposure.

INCLUDES:

- Homepage Banner Placement
- In-Article Banner Placement
- Article Page Sidebar Placement

\$399
PER MONTH

MAXIMUM OF
5 PARTNERS

PREMIER PARTNER



The highest level of visibility with exclusive header and footer placements.

INCLUDES:

- Homepage Header Banner Placement
- Homepage Footer Banner Placement
- In-Article Banner Placement
- Article Page Sidebar Placement

\$599
PER MONTH

MAXIMUM OF
3 PARTNERS

WHY PARTNER WITH THE ROANOKE VALLEY REPORTER?



LIMITED ADVERTISING

Your business won't compete with dozens of other advertisers.



LOCALLY OWNED

Work directly with the publisher, not a corporate sales office.



PROFESSIONAL AD DESIGN

We'll help create your banner at no additional cost.



FLEXIBLE CAMPAIGNS

Update your advertising as your business changes.



PERFORMANCE REPORTING

Know exactly how your advertising is performing.



SUPPORT LOCAL JOURNALISM

Your partnership helps strengthen independent local news.



When you partner with the Roanoke Valley Reporter, you're not just promoting your business—you're investing in the future of our community.

LET'S GROW TOGETHER.

(252) 365-5515 • advertising@roanokevalleyreporter.com



LIMITED PARTNERS. GREATER VISIBILITY.

We intentionally limit the number of advertising partners in each tier to ensure your investment stands out.

HOMEPAGE ADVERTISING SPOTS

8½" X 11" PRINT & PDF GUIDE

1
**PREMIER
HOMEPAGE
HEADER**
(Rotating Group)
Top of Homepage
Right of Logo



Halifax Resolves
ROANOKE VALLEY
REPORTER
★ April 12, 1776 ★

PREMIER HOMEPAGE HEADER
BANNER OPTION - 2

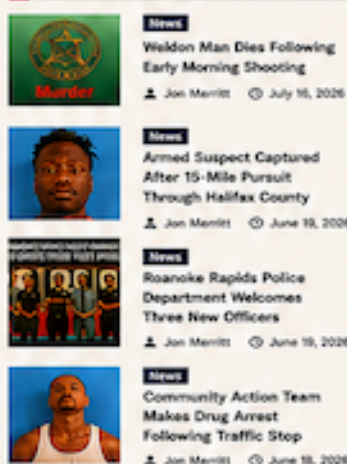
HOME NEWS OPINION VIDEO ABOUT SUBMIT A TIP CONTACT US

MAIN NEWS



News
Armed Suspect Captured After 15-Mile Pursuit Through Halifax County
Jon Merritt • June 19, 2026

RECOMMENDED • POPULAR • ARCHIVE



News
Murder
Weldon Man Dies Following Early Morning Shooting
Jon Merritt • July 16, 2026

News
Armed Suspect Captured After 15-Mile Pursuit Through Halifax County
Jon Merritt • June 19, 2026

News
Roanoke Rapids Police Department Welcomes Three New Officers
Jon Merritt • June 19, 2026

News
Community Action Team Makes Drug Arrest Following Traffic Stop
Jon Merritt • June 19, 2026

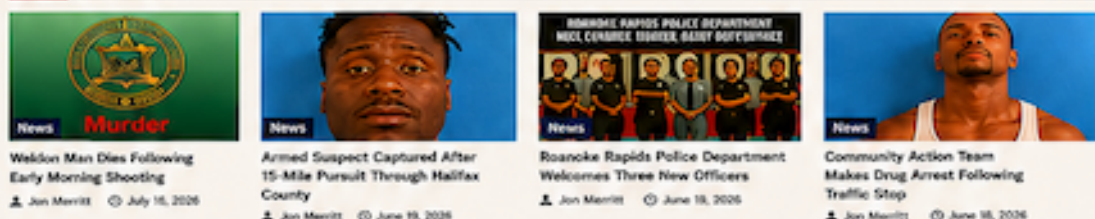
2
**COMMUNITY
PARTNER PLUS
HOMEPAGE
SIDEBAR**
(Rotating Group)
Homepage Only

3
**FEATURED
HOMEPAGE
BANNER**
(Rotating Group)
Between Main
News and
Featured News



YOUR LOGO HERE **RVR** **YOUR BUSINESS HERE**
LOCAL COMMITMENT. LASTING IMPACT. **SUPPORT LOCAL ADVERTISE TODAY**

FEATURED NEWS



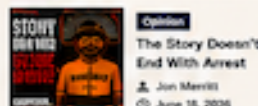
News
Murder
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Jon Merritt • June 19, 2026

News
Community Action Team Makes Drug Arrest Following Traffic Stop
Jon Merritt • June 19, 2026

OPINION



Opinion
The Story Doesn't End With Arrest
Jon Merritt • June 19, 2026

VIDEO



Video
Bond Is Not A Punishment
Jon Merritt • June 19, 2026

YOU MAY HAVE MISSED



News
Murder
Weldon Man Dies Following Early Morning Shooting
Jon Merritt • July 16, 2026

News
Armed Suspect Captured After 15-Mile Pursuit Through Halifax County
Jon Merritt • June 19, 2026

News
Roanoke Rapids Police Department Welcomes Three New Officers
Jon Merritt • June 19, 2026

News
Community Action Team Makes Drug Arrest Following Traffic Stop
Jon Merritt • June 19, 2026

5
**PREMIER
FOOTER
BANNER**
(Rotating Group)
Displays on
All Pages



YOUR LOGO HERE **YOUR BUSINESS HERE**
Proudly Supporting Our Community. **BANNER OPTION - 3**

1
PREMIER
HOMEPAGE
HEADER
(Rotating Group)
Top of Homepage
Right of Logo



HOME NEWS OPINION VIDEO ABOUT SUBMIT A TIP CONTACT US

Home / News / Roanoke Rapids Police Department Welcomes Three New Officers

News

Roanoke Rapids Police Department Welcomes Three New Officers

The Roanoke Rapids Police Department has welcomed three new officers to its ranks, adding Crystal Joseph, Alexander Holt, and Keleonta Joyner to the department's law enforcement team.

By Jon Merritt | June 18, 2026 | 2 minutes read



The addition of three new officers comes as law enforcement agencies across North Carolina and the nation continue efforts to recruit and retain qualified personnel. Local officials have frequently highlighted the importance of maintaining adequate staffing levels to meet the public safety needs of a growing community.

Officer Joseph, Officer Holt, and Officer Joyner will now begin the next phase of their careers as they complete required training and begin serving alongside veteran officers within the department.

The Roanoke Rapids Police Department asked the community to join them in welcoming the new officers as they begin their service to the city.

"Please join us in extending a warm welcome to Officer Joseph, Officer Holt, and Officer Joyner as they begin their law enforcement careers with the Roanoke Rapids Police Department," the department stated in its announcement. "We look forward to supporting them on this exciting journey as they work to protect and serve our community."

RV Reporter welcomes Officers Joseph, Holt, and Joyner and wishes them success as they begin their careers in public service.



RELATED STORIES



Weldon Man Dies Following Early Morning Shooting

By Jon Merritt | June 18, 2026



Armed Suspect Captured After 15-Mile Pursuit Through Halifax County

By Jon Merritt | June 18, 2026



Roanoke Rapids Police Department Welcomes Three New Officers

By Jon Merritt | June 18, 2026



Community Action Team Makes Drug Arrest Following Traffic Stop

By Jon Merritt | June 18, 2026



2
COMMUNITY
PARTNER PLUS
HOMEPAGE
SIDEBAR
(Top)
(Rotating Group)
Homepage Only



4
COMMUNITY
PARTNER
ARTICLE
SIDEBAR
(Bottom)
(Rotating Group)
Article Pages Only

RECENT POSTS

Weldon Man Dies Following Early Morning Shooting

Armed Suspect Captured After 15-Mile Pursuit Through Halifax County

Roanoke Rapids Police Department Welcomes Three New Officers

Community Action Team Makes Drug Arrest Following Traffic Stop

Cocaine Seized During Charlotte Street Raid, RR Man Charged

July 2026

June 2026

ARCHIVES

CATEGORIES

News

Opinion

Video

3
FEATURED
IN-ARTICLE
BANNER
(Rotating Group)
Displays Midway
Through
Article Content

5
PREMIER
FOOTER
BANNER
(Rotating Group)
Displays on
All Pages



More Than Advertising.

A partnership that makes a difference.

1. TRUSTED ENVIRONMENT

Your business appears beside credible, professional journalism — not next to controversy, clickbait, or distractions.

OTHER PLATFORMS



- ✗ Political arguments
- ✗ Misinformation
- ✗ Viral gossip
- ✗ Offensive content

VS.

ROANOKE VALLEY REPORTER



Local Deputies Recognized for Life-Saving Actions

Three deputies were honored for their quick response and dedication to keeping our community safe.



YOUR BUSINESS HERE

Proudly Supporting Our Community.

2. LONG-TERM VISIBILITY

Unlike traditional advertising that disappears quickly, our articles remain online and **searchable**, keeping your business in front of readers for months and even years to come.

TRADITIONAL ADVERTISING

**GONE.**

The exposure ends.

ROANOKE VALLEY REPORTER

**STILL WORKING.**

Articles remain online and **searchable**, working for you.



When someone searches for local news, community events, or important issues months later — they still see the article, and they still see your advertisement.

3. YOUR PARTNERSHIP MAKES A DIFFERENCE.

Your partnership helps us provide independent local journalism that keeps our community informed, safe, and moving forward.



LOCAL GOVERNMENT

Holding leaders accountable and covering the issues that affect you.



PUBLIC SAFETY

Reporting on law enforcement and keeping our community informed.



FIRE & EMS

Sharing the stories of our heroes and promoting public safety.



SCHOOLS

Highlighting education, students, and local achievements.



ELECTIONS

Providing fair, factual coverage so you can make informed decisions.



COMMUNITY ORGANIZATIONS

Highlighting the nonprofits and groups that make a difference.



LOCAL BUSINESS

Telling the stories of the businesses that drive our local economy.



ECONOMIC DEVELOPMENT

Supporting growth, opportunity, and a stronger future.



COMMUNITY EVENTS

Promoting events that bring our community together.

4. MONTHLY PERFORMANCE REPORTING

You'll receive a detailed monthly report so you can see exactly how your advertising is performing.



MONTHLY PARTNER PERFORMANCE REPORT

June 2026

TOTAL IMPRESSIONS
48,762
+18% vs. May

TOTAL CLICKS
812
+22% vs. May

CLICK THROUGH RATE
1.67%
+0.21% vs. May

TOP PERFORMING PLACEMENT

Homepage Banner
Impressions: 22,414
Clicks: 412



TOP PERFORMING ARTICLE

Community Action Team Makes Drug Arrest Following Traffic Stop
Published: June 18, 2026
Impressions: 12,387
Clicks: 198



PUBLISHER COMMENTS

Your homepage banner generated strong visibility this month. Readers engaged particularly well with your placement on articles covering local public safety and community events. Your advertisement performed best on mobile devices. Next month, we recommend updating your call-to-action to increase click-throughs.

RECOMMENDATIONS

- ☒ Consider adding a call-to-action in your ad
- ☒ Seasonal promotion for July 4th
- ☒ New article sponsorship opportunity



Every Community Partner helps strengthen independent local journalism for the Roanoke Valley.

MONTHLY PERFORMANCE REPORTING

8½" X 11" PRINT & PDF GUIDE

You'll receive a detailed monthly report so you can see exactly how your advertising is performing.



WHAT YOU'LL RECEIVE



KEY METRICS

Impressions, clicks, and click-through rate for all your placements.



TOP PERFORMERS

See which placements and articles are driving the most engagement.



PUBLISHER INSIGHTS

Our editorial team shares observations about what's resonating with readers.



SMART RECOMMENDATIONS

Actionable ideas to improve your results and grow your visibility.



DELIVERED MONTHLY

Reports are delivered by email in both PDF and easy-to-read online format.



TRANSPARENCY. RESULTS. PARTNERSHIP.

We believe in full transparency and accountability. Our monthly reports ensure you always know the value your partnership is delivering to your business.



WE'D LOVE TO HEAR FROM YOU.



CALL OR TEXT
252-365-5515



EMAIL
advertising@roanokevalleyreporter.com



VISIT US ONLINE
roanokevalleyreporter.com

Getting Started Is Easy

*We've made the process simple, straightforward, and
 focused on your success every step of the way.*



1

CHOOSE YOUR PARTNERSHIP

Select the partnership level that
 best fits your business goals and budget.



2

WE'LL DESIGN YOUR BANNER

Our professional design team will create
 a custom banner for you at no additional cost.



3

REVIEW & APPROVE

You'll receive a proof of your banner
 to review and approve before it goes live.



4

YOUR CAMPAIGN LAUNCHES

Your advertisement begins rotating in
 its designated placements across our site.



5

RECEIVE MONTHLY PERFORMANCE REPORTS

Stay informed with detailed insights, performance
 metrics, and recommendations as your campaign grows.



We make advertising simple.
You focus on your business. We'll handle the rest.



CALL OR TEXT
 252-365-5515



EMAIL
advertising@roanokevalleyreporter.com



VISIT US ONLINE
roanokevalleyreporter.com

Let's Grow Together

Local Businesses. Stronger Communities.

Thank you for taking the time to explore partnership opportunities with the Roanoke Valley Reporter.

We're honored to be considered as your trusted source for reaching local customers.



We Want to Help Your Business Thrive.

When you partner with the Roanoke Valley Reporter, you gain more than advertising—you gain a local partner who is invested in your success and in the community we call home.

Let's build something great together.

We can't wait to get started.



Thank you for supporting local journalism.
Because of partners like you, we can continue to inform, connect, and make a difference in the Roanoke Valley.



WE'D LOVE TO HEAR FROM YOU.



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An informed public is a free public.



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