

ADVERTISE IN PRINT

The Weekly Post

"We Cover The News of West-Central Illinois With A Passion"
 Serving Brimfield, Dahinda, Duncan, Edwards, Elmwood, Farmington, Kickapoo, Laura, Monica, Oak Hill, Princeville, Williamsfield and Yates City

The Weekly Post is a weekly newspaper published by Lampe Publications LLC with a circulation of 9,000 and a readership of 27,000 (*studies show 2.5-3.3 readers per paper). The paper is distributed for free via mail each Thursday (except the last weeks of June and December) to readers in the Peoria, Fulton and Knox county communities of Brimfield, Dahinda, Duncan, Edwards, Elmwood, Farmington, Kickapoo, Laura, Monica, Oak Hill, Princeville, Williamsfield and Yates City.

Our readers live within easy driving distance of Canton, Galesburg, Peoria and Pekin. Advertisers can offer free copies upon request.

Our goal is to inform and entertain readers with news of their communities not readily available elsewhere, and to serve our advertisers by informing customers about their businesses and services.

***Reach
27,000
Readers
Every
Week!**

**Your Premium Ad
On The Back Page!
Limited Space,
Order Now!**



**Our paper is
FREE
thanks to
advertisers
like you!**

ADVERTISING RATES

Effective May 1, 2015

THESE RATES ARE FOR BLACK & WHITE ONLY • LISTED PRICE IS PER WEEKLY INSERTION

Other Sizes Available!

COLUMN INCHES	1-11x(\$5 pci)	12-24x(\$4.50 pci)	25-49x(\$4.25 pci)	50x(\$4 pci)
Full Page 96"	\$480	\$432	\$408	\$384
Half Page 48"	\$240	\$216	\$204	\$192
*Front Page	\$300	\$265	\$260	\$250
*Back Page	\$250	\$225	\$210	\$200
Quarter Page 24"	\$120	\$108	\$102	\$96
Eighth Page 12"	\$60	\$54	\$51	\$48
Twelfth Page 8"	\$40	\$36	\$34	\$32
Minimum 4" (2x2)	\$20	\$18	\$17	\$16

*(10.125 x 3.25)

ADDITIONAL CHARGES TO BLACK & WHITE RATE PER AD

Color: Up to four colors, \$15 for 12 inches or larger, \$10 for under 12 inches

DISCOUNTS: Annual Pre-Pay 5%

P.O. Box 745, Elmwood, IL 61529

Phone: (309) 741-9790

www.wklypost.com

jeff@wklypost.com

Thank You For Your Business!

AD SIZES

Columns	Inches
1 Column.....	1.54
2 Column.....	3.25
3 Column.....	4.98
4 Column.....	6.69
5 Column.....	8.40
6 Column.....	10.125

Notable

- A full page is 6 columns by 16 inches and contains 96 inches.
- We do not run ads that are 1 column wide. Our minimum size is 2 columns by 2 inches.

AD DEADLINE

For best results, we prefer ads Friday by noon.
But our deadline for ads is Monday by noon.

SUBMIT ADS TO: jeff@wklypost.com
An Adobe pdf or a jpg file is preferred.

DISCLAIMERS: The Weekly Post reserves the right to refuse any advertising. • There is no charge for copy editing, layout and design. • Clients are limited to three changes per ad, after which a charge may be assessed.

OTHER RATES

Inserts

Full Run	8,100	Partial Run (min charge \$90)	
Up to 8 pages	\$300	Up to 8 pages	\$60 per 1,000
8-16 pages	\$350	8-16 pages	\$75 per 1,000
16-30 pages	\$400	16-30 pages	\$90 per 1,000
30+ pages	\$500	30+ pages	\$110 per 1,000

Obituaries

Basic Obituaries free!
Longer Obituaries \$1 per column inch, \$5 per picture.

Classifieds

\$5 for up to 20 words, 10¢ for each word thereafter

Live Outside our Circulation Area?

Subscriptions are \$50 for 1 year!



CIRCULATION BY ZIP CODE

61428.....	Dahinda	46
61448-9800.....	Oak Run	497
61451-9800.....	Laura	148
61489-5407.....	Williamsfield.....	410
61517-9900.....	Brimfield.....	1,327
61528-9998.....	Edwards/Kickapoo.....	1,160
61529-7929.....	Elmwood.....	1,267
61531-1296.....	Farmington	1,524
61559-7534.....	Princeville	1,449
61572-7552.....	Yates City	462

CONTACT US

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SOME POPULAR AD SIZES (size in inches, first dimension is width)

Front Page, Back Page and Looks Great Inside!	1/2 Page	1/4 Page	1/8 Page	1/12 Page	Minimum (Business Card)
10.125 x 3.25	10.125 x 8	4.98 x 8	4.98 x 4	3.25 x 4	2x2