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.

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.

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### ADVERTISING RATES

Effective May 1, 2015

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

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

*(0.125 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%
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
Up to 8 pages ..........$300
8-16 pages ..........$350
16-30 pages ..........$400
30+ pages ..........$500
Partial Run (min charge $90)
Up to 8 pages ......$60 per 1,000
8-16 pages ..........$75 per 1,000
16-30 pages ..........$90 per 1,000
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!

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

<table>
<thead>
<tr>
<th>Front Page, Back Page and Looks Great Inside!</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
<th>1/12 Page</th>
<th>Minimum (Business Card)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.125 x 8</td>
<td>4.98 x 8</td>
<td>4.98 x 4</td>
<td>3.25 x 4</td>
<td>2 x 2</td>
<td></td>
</tr>
</tbody>
</table>

CONTACT US
The Weekly Post, PO Box 745, Elmwood, IL 61529
Phone: (309) 741-9790
www.wklypost.com • jeff@wklypost.com

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

Member: Illinois Press Association
International Society of Weekly Newspaper Editors