

ADVERTISE IN PRINT

The Weekly Post

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

**Our Paper is
FREE
Thanks to
Advertisers
Like You!**

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

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 estimate 2.5 to 3.3 readers per paper). The paper is distributed for free via mail each Thursday (except the first week of August and last week of December) to every home in the Peoria, Fulton and Knox county communities of Brimfield, Dahinda, Douglas, Duncan, Edwards, Elmore, 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.



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

ADVERTISING RATES

Effective April 4, 2022

THESE RATES ARE FOR BLACK & WHITE ONLY LISTED PRICE IS PER WEEKLY INSERTION
COLUMN INCHES 1-11x(\$6.00 pci) 12-24x(\$5.25 pci) 25-49x(\$5.00 pci) 50x(\$4.75 pci)

1 Full Page 96"	\$525	\$475	\$450	\$425
2 Front Page (Bottom)	\$350	\$315	\$295	\$285
2 Back Page	\$275	\$250	\$235	\$215
3 Front Page (Top)	\$210	\$200	\$190	\$180
Half Page 48"	\$288	\$252	\$240	\$228
Quarter Page 24"	\$144	\$126	\$120	\$114
Eighth Page 12"	\$72	\$63	\$60	\$57
Twelfth Page 8"	\$48	\$42	\$40	\$38
Minimum 4" (2x2)	\$24	\$21	\$20	\$19

FOOTNOTES

1 - Price is discounted! 2 - Size is 10.125 x 3.25
3 - Size is 10.125 x 2

ADDITIONAL CHARGES TO BLACK & WHITE RATE PER AD

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

P.O. Box 745, Elmwood, IL 61529

www.wklypost.com

Phone: (309) 741-9790

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	9,000	Partial Run (min charge \$90)
Up to 8 pages	\$310	Up to 8 pages.....\$70 per 1,000
8-16 pages	\$360	8-16 pages.....\$90 per 1,000
16-30 pages	\$450	16-30 pages.....\$100 per 1,000
30+ pages.....	\$600	30+ pages.....\$130 per 1,000

Obituaries

\$50 for picture & up to 350 words
\$75 for 350-500 words & picture

Classifieds

\$6 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)

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



CIRCULATION BY ZIP CODE

61428.....	Dahinda.....	46
61448-9800	Oak Run	511
61451-9800	Laura.....	143
61489-5407	Williamsfield	408
61517-9900	Brimfield	1,312
61528-9998	Edwards/Kickapoo	1,219
61529-7929	Elmwood.....	1,262
61531-1296	Farmington	1,506
61559-7534	Princeville	1,373
61572-7552	Yates City.....	466

CONTACT US

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Member: Illinois Press Association



International Society of Weekly Newspaper Editors