

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 one week in July and the 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 June 1, 2023

THESE RATES ARE FOR BLACK & WHITE ONLY. PRICE IS PER WEEKLY INSERTION. PCI=per column inch

1-11 ads per year (\$6.25 pci) 12-24 ads per year (\$5.50 pci) 25-49 ads per year (\$5.25 pci) 50 ads per year (\$5.00 pci)

1 Full Page 96"	\$590	\$518	\$494	\$450
Half Page 48"	\$300	\$264	\$252	\$240
Quarter Page 24"	\$150	\$132	\$126	\$120
Eighth Page 12"	\$75	\$66	\$63	\$60
Twelfth Page 8"	\$50	\$44	\$42	\$40
Business Card 4" (2x2)	\$25	\$22	\$21	\$20
2 Front Page (Bottom)	\$365	\$330	\$310	\$290
2 Back Page (Bottom)	\$290	\$260	\$245	\$230
3 Front Page (Top)	\$225	\$210	\$200	\$190

The more ads
you run,
the cheaper
the PCI.

FOOTNOTES

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

COLOR COSTS EXTRA BUT MAKES YOUR AD STAND OUT!

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

P.O. Box 745, Elmwood, IL 61529

Phone: (309) 741-9790

www.illinoisweeklies.com

jeff@wklypost.com

Thank You For Your Business!

AD SIZES

Columns	Inches	Notable
1 Column.....	1.54	• A full page is 6 columns by 16 inches and contains 96 inches.
2 Column.....	3.25	• We do not run ads that are 1 column wide. Our minimum size is 2 columns by 2 inches.
3 Column.....	4.98	
4 Column.....	6.69	
5 Column.....	8.40	
6 Column.....	10.125	

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

Up to 8 pages.....	\$75 per 1,000
8-16 pages.....	\$95 per 1,000
16-30 pages.....	\$105 per 1,000
30+ pages.....	\$150 per 1,000
<i>Partial Run (min charge \$90)</i>	

Mail inserts to:
P&P Press, Inc.
6513 N. Galena Rd.
Peoria, IL 61614
We charge to pick up inserts!

Obituaries

\$50 for picture & up to 350 words
\$75 for 350-500 words & picture
More than 500 words, TBA.

Classifieds

\$6 for up to 20 words,
10¢ for each word thereafter

Legal Ads

\$5.25 per column inch

Live Outside our Circulation Area?
Subscriptions are \$50 for 1 year!

CIRCULATION BY ZIP CODE

61428.....	Dahinda.....	46
61448-9800.....	Oak Run.....	518
61451-9800.....	Laura.....	146
61489-5407.....	Williamsfield.....	409
61517-9900.....	Brimfield.....	1,340
61528-9998.....	Edwards/Kickapoo.....	1,298
61529-7929.....	Elmwood.....	1,256
61531-1296.....	Farmington.....	1,494
61559-7534.....	Princeville.....	1,402
61572-7552.....	Yates City.....	451

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	Business Card (Minimum)
10.125 x 3.25	10.125 x 8	4.98 x 8	4.98 x 4	3.25 x 4	2x2

Member: Illinois Press Association



International Society of Weekly Newspaper Editors