

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!**

The Weekly Post is a weekly newspaper published by Lampe Publications LLC with a circulation of 9,100 and a readership of 30,030 (\*studies estimate 2.5 to 3.3 readers per paper). The paper is distributed for free via mail each Thursday (except for two weeks per year, one being 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.

**ASK ABOUT ONLINE ADVERTISING at [illinoisweeklies.com](http://illinoisweeklies.com)**

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



**\*Reach 30,030 Readers Every Week!**

## ADVERTISING RATES

Effective February 1, 2025

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

	1-11 ads per year (\$6.50 pci)	12-24 ads per year (\$6.00 pci)	25-49 ads per year (\$5.50 pci)	50 ads per year (\$5.25 pci)
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1 Full Page 96"	\$624	\$576	\$528	\$504
Half Page 48"	\$312	\$288	\$264	\$252
Quarter Page 24"	\$156	\$144	\$132	\$126
Eighth Page 12"	\$78	\$72	\$66	\$63
Twelfth Page 8"	\$52	\$48	\$44	\$42
Two by Three 6"	\$39	\$36	\$33	\$31.50
Business Card 4" (2x2)	\$26	\$24	\$22	\$21
2 Front Page (Bottom)	\$375	\$350	\$330	\$310
2 Back Page (Bottom)	\$300	\$280	\$265	\$250
3 Front Page (Top)	\$250	\$230	\$215	\$200

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

[www.illinoisweeklies.com](http://www.illinoisweeklies.com)

Phone: (309) 741-9790

[jeff@wklypost.com](mailto:jeff@wklypost.com)

Thank You For Your Business!



AD SIZES		Notable
Columns	Inches	
1 Column.....	1.54	<ul style="list-style-type: none"> <li>• A full page is 6 columns by 16 inches and contains 96 inches.</li> <li>• We do not run ads that are 1 column wide. Our minimum size is 2 columns by 2 inches.</li> </ul>
2 Column.....	3.25	
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](mailto: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, beyond which a charge is assessed. • Accounts past due more than 30 days incur a 3% interest charge on total due.

**OTHER RATES**

**Inserts**

Up to 8 pages.....	\$80 per 1,000
9-12 pages.....	\$90 per 1,000
13-15 pages.....	\$95 per 1,000
16-20 pages.....	\$105 per 1,000
21-28 pages.....	\$150 per 1,000
29+ pages.....	\$175 per 1,000

*Partial Run (min charge \$90)*

Mail inserts to:  
P&P Press, Inc.  
6513 N. Galena Rd.  
Peoria, IL 61614

*NOTE: 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.

**Legal Ads**

\$5.50 per column inch

**Classifieds**

\$7 for up to 20 words,  
15¢ for each word thereafter

Outside our Circulation Area?  
Subscriptions are \$60 for 1 year!

**CIRCULATION BY ZIP CODE**

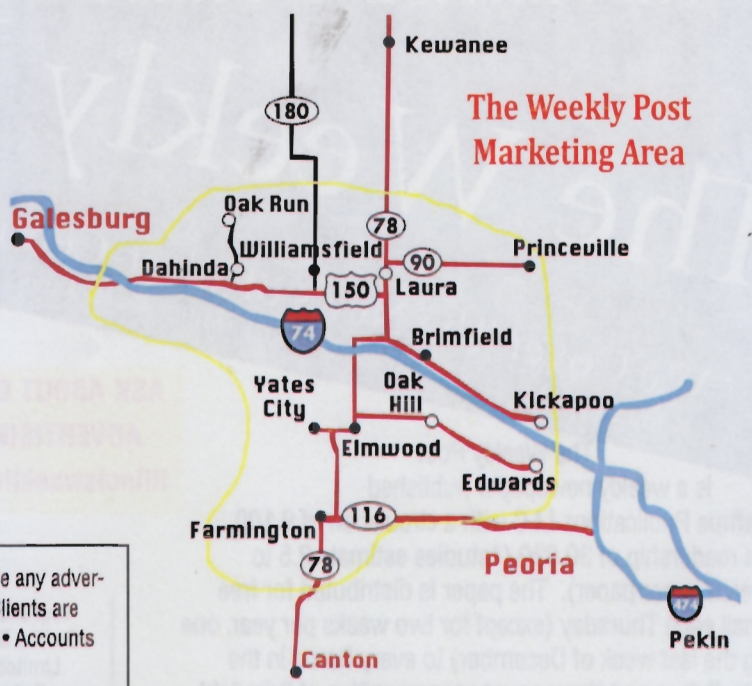
61428.....	Dahinda.....	46
61448-9800.....	Oak Run.....	529
61451-9800.....	Laura.....	146
61489-5407.....	Williamsfield.....	427
61517-9900.....	Brimfield.....	1,337
61528-9998.....	Edwards/Kickapoo.....	1,254
61529-7929.....	Elmwood.....	1,252
61531-1296.....	Farmington.....	1,535
61559-7534.....	Princeville.....	1,405
61572-7552.....	Yates City.....	450

**CONTACT US**

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[www.illinoisweeklies.com](http://www.illinoisweeklies.com) • [jeff@wklypost.com](mailto:jeff@wklypost.com)

**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	3.25x2



Member: Illinois Press Association



International Society of Weekly Newspaper Editors