

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 8,700 and a readership of 28,000 (*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, Elmore, Elmwood, Farmington, Kickapoo, Laura, Monica, Oak Hill, Princeville, Williamsfield and Yates City.

We also deliver to most of Edwards. Our readers live within easy driving distance of Canton, Galesburg, Peoria and Pekin.

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**

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



***Reach 28,000
Readers
Every Week!**

ADVERTISING RATES

Effective September 1, 2025

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

	1-11 ads per year (\$7.00 pci)	12-24 ads per year (\$6.25 pci)	25-49 ads per year (\$5.75 pci)	50 ads per year (\$5.50 pci)
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1 Full Page 96"	\$624*	\$576*	\$528*	\$500*
1 Half Page 48"	\$312*	\$288*	\$264*	\$250*
Quarter Page 24"	\$168	\$150	\$138	\$132
Eighth Page 12"	\$84	\$75	\$69	\$66
Twelfth Page 8"	\$56	\$50	\$46	\$44
Two by Three 6"	\$42	\$37.50	\$34.50	\$33
Business Card 4" (2x2)	\$28	\$25	\$23	\$22
2 Front Page (Bottom)	\$400	\$375	\$350	\$315
3 Front Page (Top)	\$275	\$250	\$235	\$225
2 Back Page (Bottom)	\$325	\$300	\$280	\$265

***Full Page &
Half Page
ads are
discounted!**

**The more ads
you run,
the cheaper
the rate!**

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, \$20 for more than 12 inches, \$15 for 12 inches and under

P.O. Box 745, Elmwood, IL 61529

www.illinoisweeklies.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

We prefer ads Friday by noon. But our deadline 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, beyond which a charge is assessed. • **Political ads, Classified ads and ads for new customers must be paid in advance.** • Accounts past due more than 30 days incur a 3% interest charge on total due.

OTHER RATES

Inserts

Up to 8 pages.....	\$90 per 1,000
9-12 pages.....	\$95 per 1,000
13-15 pages.....	\$105 per 1,000
16-20 pages.....	\$115 per 1,000
21-28 pages.....	\$160 per 1,000
29+ pages.....	\$185 per 1,000
<i>Partial Run (minimum charge \$100)</i>	

Mail inserts to:
P&P Press, Inc.
c/o Chris Walsh
6513 N. Galena Rd.
Peoria, IL 61614

NOTE: We charge to pick up inserts!

Obituaries

\$60 for picture & up to 350 words
\$85 for 350-500 words & picture
More than 500 words, TBA.

Legal Ads

\$6 per column inch

Classifieds

\$8 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.....	49
61448-9800	Oak Run	497
61451-9800	Laura.....	149
61489-5407	Williamsfield	432
61517-9900	Brimfield	1,343
61528-9998	Edwards/Kickapoo	1,264
61529-7929	Elmwood.....	1,247
61531-1296	Farmington	1,500
61559-7534	Princeville	1,401
61572-7552	Yates City	448
TOTAL ZIP CODE MAILING		8,330
Various Drop Spots.....		445
Subscribers		325
TOTAL		9,100

CONTACT US

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Phone: (309) 741-9790
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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	3.25x2

Member: Illinois Press Association

