Willits Weekly

Online & Print

EST. 2013

A Nostalgic & Modern Record of Community and Life in Willits

Online at www.WillitsWeekly.com

AFFORDABLE ADVERTISING 2017

Display Ads

Visual graphic ads with text and images are displayed throughout the body of the paper. They are priced in column inches and can be printed in full color or black and white.

Everyday rates for our continuing advertisers will be offered at **$6 per column inch for black and white** and **$8 per column inch for full color.** Design services are included in this rate. Prices are for one run only. Repeat discounts are available.

Classified Ads

Small text-only ads are displayed in a group under the "Classifieds" heading. Individual headers are included in the price. Classifieds are run only in black and white.

Classifieds are just $10 for 30 words for two weeks. Classifieds that only need to run one week are $7 at the same word count. If more verbiage is needed, the price will increase accordingly. Please email your classified ad copy to willitsweekly@gmail.com to order your ad or get a price.

Flyer Insertion

Flyers or booklets placed inside the centerfold of the newspaper and distributed with the papers to our free distribution boxes and our paid mail subscribers.

Insertion fee for prepared material is $250. This includes getting the prepared material to Eureka and having our printing company place the flyer or booklet inside printed copies of the chosen edition. Design assistance for preparing the customer's files for printing and printing services by our printing press are also available for additional charges. Contact us for details.

Publication Date: Every Thursday

Deadline for ads:
Monday prior to publication

Copies: 3,500 - 4,000

Color: CMYK **DPI:** 300

REPEAT RATES

Discounts are available for weekly repeat advertisers. Months will be billed accordingly for 4 or 5 weeks.

One monthly ad copy change allowed.

One or Two Time Repeat:
Repeat an ad for a second or third week and receive 10% off your bill.

Buy Three, Get One at 50% off:
Repeat an ad four times in a month and get 50% off the price of the final ad.

3 to 6 Month Block Commitment:
Run an ad each week for a total of three to six months and receive up to 15% off your total bill.

6 to 12 Month Block Commitment:
Run an ad each week for a total of six to twelve months and receive up to 20% off your total bill.

Get your copy of Willits Weekly

Papers are available at businesses all over town. Willits Weekly's black-and-white distribution boxes are located at many places including:

Old Mission Pizza, Brewed Awakening, Ace Copy & Shipping, Willits Post Office, Village Market, J.D. Redhouse, Ardella's Diner and 101 Drive-In

Locally Owned | Independent | Editions Every Thursday | Online & In Print

ADVERTISING & INFO:

Jenn Drew | 707-354-1670 **Maureen Moore** | 707-972-7047 **Jennifer Poole** | 707-459-2633

Questions? Email: willitsweekly@gmail.com | **advertising@willitsweekly.com**

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Ad rates for single run | Prices subject to change

Ad run in print and online at www.WillitsWeekly.com for one price!

4.94" wide x 5" tall

$90 (B&W) **$120** (COLOR)

4.94" wide x 3" tall

$54 (B&W) **$72** (COLOR)

3.25" wide x 4" tall

$48 (B&W)

$64 (COLOR)

3.25" wide x 2" tall

$24 (B&W)

$32 (COLOR)

BIG BLOCKS:

Quarter Page: 4.94" w x 10.5" h:

$189 (B&W) / **$252** (COLOR)

Half Page: 10" w x 10.5" h:

$378 (B&W) / **$504** (COLOR)

Full Page: 10" w x 21" h:

$756 (B&W) / **$1,008** (COLOR)

SMALLER SIZES:

1.55" w x 5" h:

$30 (B&W)

$40 (COLOR)

3.25" w x 3" h:

$36 (B&W)

$48 (COLOR)

4.94" w x 2" h:

$36 (B&W)

$48 (COLOR)

LARGER SIZES:

4.94" w x 8" h:

$144 (B&W) / **$192** (COLOR)

6.63" w x 8" h:

$192 (B&W) / **$256** (COLOR)

10" w x 5" h:

$180 (B&W) / **$240** (COLOR)

CALENDAR SPONSOR: $200 per week (four-week commitment)

Sponsorship includes cost of color on page and a 21'' wide x 1'' tall color banner for your business