

# The Weekly VILLAGER

weeklyvillager.com

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## About The Weekly Villager

The Weekly Villager is a family-owned and operated publication based in Garrettsville, Ohio, that is dedicated to delivering local news, highlighting area residents, and covering hometown issues and events. With nearly 50 years of service, The Villager is produced weekly by local residents passionate about showcasing the best of the communities we serve.

Our mission is to swiftly distribute each edition to potential buyers. By offering a free paper, we ensure maximum reach. The Villager is strategically placed in popular locations such as restaurants, grocery stores, banks, and retail stores, making it easily accessible to our readers.

## High Pickup Rate

Unlike other papers that may sit idle, over 98% of our newspapers are picked up weekly. With The Villager, your message reaches an engaged audience who actively seeks out and values our publication. This means your advertisement gets directly into the hands of readers who look forward to their favorite newspaper every week.

## Circulation

The Weekly Villager provides extensive coverage across the tri-county area, maximizing the impact of your advertising dollars. Each week, our newspaper reaches over 15,000 potential customers, effectively putting your business's message in front of a broad audience. We distribute through over 150 weekly distribution sites in Freedom Twp., Garrettsville, Hiram, Mantua, Nelson Twp., Ravenna, Shalersville, Windham, Burton, Middlefield, Parkman and Newton Falls.

The Weekly Villager is also available to readers through mail subscription, and pdf e-editions are also available through our website (weeklyvillager.com). All advertisements remain in our pdf editions.

## Special Page Position Requests

We do our best to honor your placement requests within the newspaper. We limit ad space on our front page to one banner ad, which is available under yearly contract only.

## Terms

Terms are payment due upon receipt of your invoice. Payments received after 30 days from the date of invoice are subject to a \$2 re-billing fee, plus 2 percent interest monthly.

If you are a first time advertiser, we require payment for the first insertion at the time of placement. Please make checks payable to Weekly Villager, Inc. or contact us to pay by credit card. All other advertisers will be billed after your advertisement runs.

We cannot accept advertising if previous invoices are unpaid. Advertisers who are late paying will be required to pre-pay.

## Advertising Production Guidelines

Please provide high quality digital artwork

### Accepted File Types for Print-Ready Ads

Please verify that your print-ready ad size match our column and depth sizes on the next page.

- We accept high-quality PDFs or high resolution JPGs.
- We *do not* accept .doc/docx, .ppt, or .xlsx documents. (Microsoft Word, Powerpoint, Excel, or Publisher)
- Black and white ads must be 100% black or grayscale.
- Color ads must be CMYK, not RGB or spot PMS colors.
- Screens/tints should be between 10 and 40 percent.
- Photos must be a minimum of 300 dpi at full size. All photos must be saved in CMYK.

### Size of Type

- Type smaller than 12pt must be solid black, cyan, or magenta. Do not use type smaller than 9pt.
- Embed or outline the fonts in your ad (if submitting a PDF).

### We Can Design Your Ad

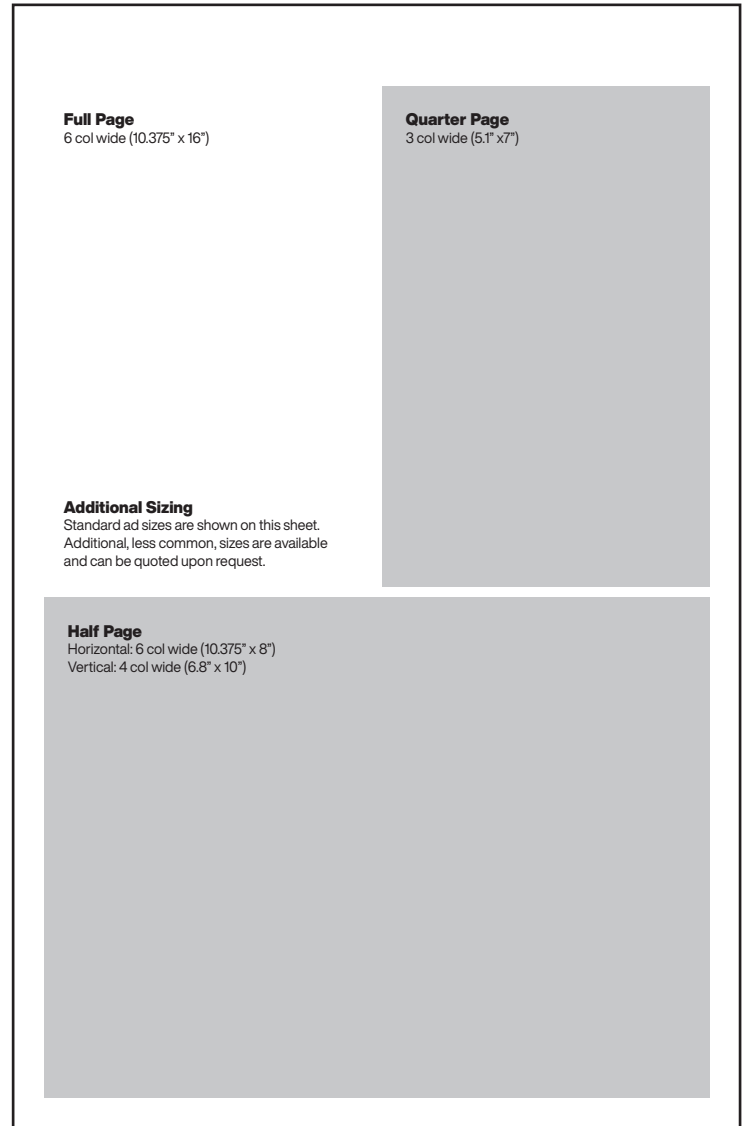
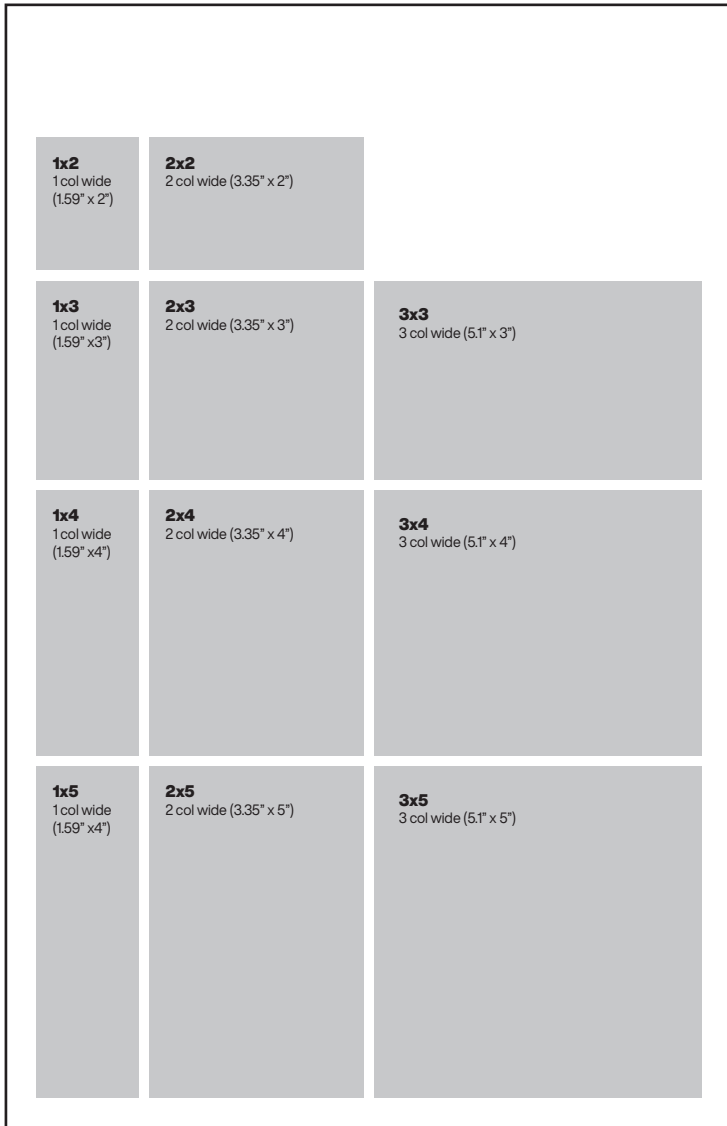
The Weekly Villager staff can design your advertisement for you. Please provide your salesperson with any requirements and reequests for your ad.

- Our designers have access to libraries of stock photography, however you will be asked to supply high resolution or vector versions of your business logos or any specialty images you may need.
- Ad proofs will be delivered to you via email. Please ensure your contact information is correct when placing your advertisements.

## Advertising Deadline

The Weekly Villager is published weekly, with delivery in our territory occurring every Thursday or Friday. Commitments for space ads and classifieds are due Fridays by 5:00pm for the upcoming week.

## 2024-2025 Advertising Rates and Display Ad Sizes



Ad Size	True Dimensions	B&W Price	Color Price
1x2	1.59" x 2"	\$30	\$35
1x3	1.59" x 3"	\$35	\$40
1x4	1.59" x 4"	\$40	\$45
2x2	3.35" x 2"	\$40	\$45
2x3	3.35" x 3"	\$52	\$60
2x4	3.35" x 4"	\$68	\$75
2x5	3.35" x 5"	\$83	\$93
2x6	3.35" x 6"	\$100	\$110
2x7	3.35" x 7"	\$120	\$130
3x3	5.10" x 3"	\$90	\$95
3x4	5.10" x 4"	\$100	\$110

Ad Size	True Dimensions	B&W Price	Color Price
3x5	5.10" x 5"	\$125	\$130
4x4	6.86" x 4"	\$130	\$140
Quarter Pg	5.10" x 7"	\$160	\$175
Half Pg.	10.375" x 8" 6.86" x 10"	\$265 --	\$280 --
Full Pg.	10.375" x 16"	\$460	\$480
Banner	10.375" x 2"	\$100	\$110

### Discounts

- Contract discount for 4-11 weeks - 3%
  - Contract discount for 12-24 weeks - 5%
  - Contract discount for 25+ weeks - 7.5%
- Realtors receive free color!