

# Advertising Rate Card



1436 Mound Road • P.O. Box 366 • Delavan, Wisconsin 53115-0366 • **Phone: 262-728-5505** • 1-800-515-6397 • Fax: 262-728-5706  
 Email For Advertising: [advertising@theweekextra.com](mailto:advertising@theweekextra.com) • Email For News: [theweek@theweekextra.com](mailto:theweek@theweekextra.com) • Web Site: [www.theweekextra.com](http://www.theweekextra.com)

Effective  
 January 1st  
 2008



**Sunday** .....**33,500 Circulation**  
**Thursday** .....**15,000 Circulation**  
**Open Rate** .....**\$25.00/column inch for both editions**

### Frequency Rates

<u>Minimum Annual</u>	<u>Minimum Monthly</u>	<u>Rate for Sun./Thur. or Thur./Sun.</u>
\$ 4,100	\$ 380	\$20.50/inch
\$ 7,940	\$ 735	\$20.00/inch
\$11,340	\$1,050	\$19.50/inch
\$15,000	\$1,390	\$19.00/inch
\$18,150	\$1,680	\$18.50/inch
\$21,550	\$1,995	\$18.00/inch

All rates are based on column inches. Size is determined by multiplying number of columns wide by height in inches.

### Deadlines

	<u>Day/Time</u>
Thursday Edition .....	Tuesday, 10AM*
Home and Food Section (Sunday) .....	Wednesday, 10AM*
Sunday Edition .....	Thursday, 10AM*

\*If proof is required, deadline is 24 hours prior.

Color ads placed based on available space. Reserve in advance to ensure space availability.

### Color Rates

10" - 50" .....	\$3.00/inch
51" - 100" .....	\$2.50/inch
101" - 117" .....	\$2.00/inch

Rates are for any color. Minimum 10" ad.

### Mechanical Measurements

#### Thursday - Tab

1 Full Page (5 columns) .....10.5" in depth

#### Sunday - Broadsheet

1 Full Page (6 columns) .....19.5" in depth

1 column .....	1.75"
2 column .....	3.625"
3 column .....	5.5"
4 column .....	7.375"
5 column .....	9.25"
6 column .....	11.125"

#### Your Home featuring Today's Real Estate

1 page .....6.25 x 9.925

### Pre-Print Insert Rates

<u>The Week</u>	<u>Open Rate</u>	<u>12 Inserts/Year</u>	<u>24 Inserts/Year</u>	<u>52 Inserts/Year</u>
Single Sheet .....	\$35/M	\$31/M	\$28/M	\$25/M
4-8 pg Tab/4 pg Broadsheet .....	\$41/M	\$39/M	\$37/M	\$35/M
9-16pg Tab/8 pg Broadsheet .....	\$44/M	\$42/M	\$40/M	\$38/M
17-32 pg Tab/16 pg Broadsheet .....	\$46/M	\$44/M	\$42/M	\$40/M

Full run is 33,500 pieces. Minimum run is 5,000 pieces or \$200. Thursday insert minimum is 15,000 pieces.

### Publication Deadline

<u>The Week</u>	<u>Reservation</u>	<u>Material</u> (Same week as insertion)
<b>The Week - Sunday</b> .....	Thursday, 10 am (10 days prior to insertion) .....	Tuesday, 4 pm
<b>The Week - Thursday</b> .....	Thursday, 10 am (7 days prior to insertion) .....	Wednesday, 4 pm

**Your Home featuring Today's Real Estate**

- Featured in more than 33,500 copies of The Week the second Sunday of every month
- Delivered to every home in Walworth County
- Extra copies to high traffic areas in Walworth County for tourist and non-resident use.

Open Rate .....\$248/pg

**Annual Discount Agreement**

10 pages per year .....\$202/pg  
 24 pages per year ..... \$186/pg

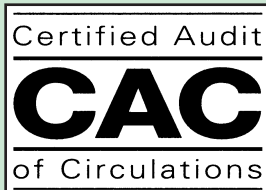
**Monthly Discount Agreement**

1 page per month .....\$192/pg  
 2-3 pages per month .....\$163/pg  
 4-6 pages per month .....\$156/pg  
 7-10 pages per month .....\$146/pg  
 11+ pages per month .....\$135/pg

Back Page .....(open rate) \$347  
 Page 3 .....(open rate) \$298

Color .....Included

**Deadline:** Copy must be received by noon on Thursday, two weeks prior to publication date. Deadline three weeks prior for following months: Jan., June, November, December. Copy submitted after this deadline will be accepted subject to available space.



The Week is audited by the largest weekly newspaper auditing firm in the country. The Week's delivery standards are audited each year. A copy of the CAC report is available upon request.

**Submitting Ads Electronically**

E-mail file to specific sales & marketing representative or:  
**advertising@theweekextra.com**

We accept files from Acrobat (PDF), QuarkXpress, Adobe PageMaker / Photoshop / Illustrator (TIF, JPEG or EPS). Any native files must include screen and printer fonts and all high resolution photos and/or artwork.

Bigger is better when sending photos.

Please contact your marketing representative before sending. You can also submit files on a disk. Representative contact information available online at **www.theweekextra.com**.

**Policy**

- Publisher reserves the right to refuse any advertisement.
- All advertising position requests subject to availability.
- Publisher's responsibility for errors limited to actual space of such error.
- A service charge of 1.5% per month will be applied to accounts not paid by end of billing period following insertion.

**Network Advertising**

Ads can be placed in our affiliate papers through your marketing representative.



030807

WALWORTH COUNTY PUBLISHING, LLC



Walworth County's Newspaper

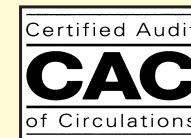
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