

# Willits Weekly

EST. 2013

Online & Print



A Nostalgic & Modern Record of Community and Life in Willits

Online at [www.WillitsWeekly.com](http://www.WillitsWeekly.com) | Rates apply starting January 2023

## AFFORDABLE ADVERTISING

### 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 **\$7 per "ROP column" inch for black and white** and **\$9.5 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 **\$15 for 30 words for two weeks**. If more verbiage is needed, the price will increase accordingly. Please email your classified ad copy to [willitsweekly@gmail.com](mailto:willitsweekly@gmail.com) to order your ad or get a price.

### Legal Ads

Small text-only legal ads that are required to be run by the county or other official agency including things like fictitious business names, public notices and storage unit or property auctions. Ads are displayed in a group under a "Legal Ads" heading, usually on the same page as the classified section. Legal ads are run only in black and white.

Legal ads are priced at **\$8 per "legal column" inch**. Please email [willitsweekly@gmail.com](mailto:willitsweekly@gmail.com) to get more information and specifics on the process and pricing for the legal ad needed.

FBN (fictitious business name) listings are **\$120**. Please file your paperwork with the county and then email us a copy of the document.

Publication Date: Every Thursday

Deadline for ads:

Monday prior to publication

Copies: 3,500 - 4,000

Color: CMYK DPI: 300

### REPEAT RATES

Ad repeats with same copy:  
Repeat an ad with the same ad copy for multiple every-week insertions, receive 10% off your bill.

### 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 **\$275**. 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.

## 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: Slam Dunk Pizza, Brewed Awakening, Willits Furniture, Willits Post Office, Village Market, J.D. Redhouse and the City of Willits

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

## ADVERTISING & INFO:

Maureen Jennison | 707-972-7047 Jennifer Poole | 707-459-2633

Questions? Email: [willitsweekly@gmail.com](mailto:willitsweekly@gmail.com)

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Ad rates for single run | Prices subject to change

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

## PREPRICED SIZES:

4.94" wide x 5" tall

**\$105** (B&W)

**\$140** (COLOR)

3.25" wide x 2" tall

**\$30** (B&W)

**\$40** (COLOR)

4.94" wide x 3" tall

**\$65** (B&W)

**\$90** (COLOR)

3.25" wide x 4" tall

**\$60** (B&W)

**\$75** (COLOR)

## LARGER BLOCKS:

4.94" wide x 8" t:

**\$170** (B&W) / **\$230** (COLOR)

Quarter Page: 4.94" wide x 10.5" t:

**\$220** (B&W) / **\$300** (COLOR)

Half Page: 10" w x 10.5" t:

**\$440** (B&W) / **\$600** (COLOR)

Full Page: 10" w x 21" t:

**\$880** (B&W) / **\$1,200** (COLOR)

OTHER  
CUSTOM  
SIZES

also available  
and will be  
priced at  
current rate

**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