THE WEEKLY





An
Exciting
newspaper
reaching a
Dynamic
population
in
New Castle
and
Delaware City.

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www.TheWeekly.Press

More people are reading a community newspaper each week

THE WEEKLY

"Serving New Castle & Delaware City" Copyright © 2022

OUR STORY

The Weekly has been a "hyper-local" newspaper for over 40 years, now serving New Castle City, Delaware City and the surrounding communities. Under new ownership that took over the operation in June of 2014, the paper has expanded its content, advertising and readership. The paper morphed from a traditional broadsheet to a tabloid and color was added. And it became more engaged in the community, covering more events and meetings and participating in the commercial life of the area.

Like a lot of hyper-local papers around the country, we have a readership which is extremely loyal. Many subscribers talk of taking hours to peruse every story and ad. If you have a message to get across to local readers, we can provide a powerful vehicle. We are not covered in advertising like some of the big city dailies. Ads in our paper stand out--and they can be customized to reach our readers. We have full services for ad writing and design.

New Castle and Delaware City are towns made up of historic centers--with Colonial and Federalist buildings that are constantly in the process of being restored and updated--alongside the Delaware River and bedroom communities. The population on the whole has a higher income and is more educated than the rest of New Castle County. They are travelers, readers, walkers, music and theater enthusiasts. They buy cars and boats, renovate their homes, go to plays and take cruises. They are a dynamic population. Just the kind of potential customer most businesses are looking for. And you can reach them best in *The Weekly*.

The Weekly Display Advertising Rates 2022

Number of columns	Width in inches		
1 2	1.5 3.125		
3	4.75		
4	6.437		
5	8.0625		
6	9.75		

With any paid ad you can add a Facebook Post on our site for \$25

Front Page Side
Banner \$90
(Banner is to alert
readers to inside
ads, no graphics)
Front Page bottom
banner
\$175

Display ads are \$5.00 per column inch			
2	\$10.00		
3	\$15.00		
4 (Biz Card)	\$20.00		
5	\$25.00		
6	\$30.00		
7	\$35.00		
8	\$40.00		
9	\$45.00		
10	\$50.00		
11	\$55.00		
12	\$60.00		
13	\$65.00		
14	\$70.00		
15	\$75.00		
16	\$80.00		

Column inches are determined by taking height of ad times the number of columns. For instance, an ad that is 5 inches tall and takes up two columns is 10 column inches.

Volume Discounts Run your ad more than 3 times get 10% off-more than 6 times, 15% off. Annual Contract receive even higher discounts.

Municipalities pay a discounted rate of \$3.75 Col inch.

	Inside Pages (Colo	r or B&W)	Back Page (Color)
Quarter Page	\$75	\$95	
Half Page	\$150	\$190	
Full Page	\$300	\$350	
Full Color Banner on Front Page: 2 inches x 6 columns		\$175	

Subject to change

Place Your Business Card in our Business Directory for as little as \$75 per month with a contract!

Business Directory

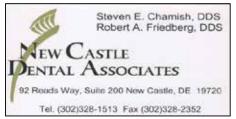
Real Estate

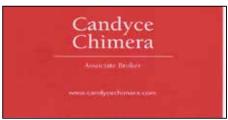


Professional Services



Personal Services









Consulting



Repairs/Renovations



















The Weekly Classified Advertising Rates 2022

CLASSIFIED RATES

All classified ads-- help wanted, garage sales, etc.-- with 35 words or fewer are priced at \$25 per week. Ads with more words are priced the same as general display ads at \$5.00 per column inch.

DISPLAY CLASSIFIED RATES

Display classified ads are priced the same as regular display ads at \$5.00 per column inch. And with any display ad, you can get your ad on our Facebook page for \$25.

DEADLINES

All advertising and other submissions to *The Weekly* must be received in our offices by Tuesday at Noon in order to make the issue that comes out the next day, Wednesday, each week.

BUSINESS DIRECTORY

Put your business card in our directory each week for only \$75 per month with a three month commitment.

SPECIFICATIONS

The Weekly is a tabloid-style paper, with content sized at 9.75 inches by 11 inches. Full pages are those dimensions. Half pages are 9.75 x 5.25 (horizontal) or 4.75 x 11 (vertical) inches. 1/4 page is 4.75 x 5.25 inches.

We accept most formats for advertisements, including jpg, png, tiff and pdf.

We have full service design capabilities and will be happy to create ads for you or customize your current ads. Service is free if the advertisements appear only in *The Weekly*. We can also create ads for use elsewhere, but a fee for the service will apply.