

THE WEEKLY



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

203 Delaware Street
New Castle, DE 19720

302-328-6005
Admin@TheWeekly.Press

www.TheWeekly.Press

**More people are reading
a community newspaper each week**

Source: The National Newspaper Association

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	1.5
2	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 (Color 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



Mark Macomber
Realtor
Multi-Million Dollar Producer

Office: (302) 234-2500
Fax: (302) 234-5454
Cell: (302) 584-0815
markmacomber@verizon.net



Don't move without Mark!

Professional Services



• LAND PLANNING
• CIVIL ENGINEERING
• WATER RESOURCES ENGINEERING

ANDREW C. HAYES, P.E.
ad@foresiteassociates.com

FORESITE ASSOCIATES, INC.
208 DELAWARE STREET
NEW CASTLE, DE 19720
PHONE: 302.351.3421
FAX: 302.351.3456

Personal Services



Steven E. Chamish, DDS
Robert A. Friedberg, DDS

92 Roads Way, Suite 200 New Castle, DE 19720
Tel. (302)328-1513 Fax (302)328-2352

Candyce Chimera
Associate Broker

www.candycechimera.com



Todd J. Zoren
Agency Principal

Allstate Insurance Company
6010 Meadow Center Drive
Elkridge, MD 21075
Phone: 410-551-3005
Fax: 410-551-0442

204 E Delaware Street
New Castle, DE 19720
Phone 302-725-0505
Call 443-756-9997
tzoren@allstate.com



Kelly Slinner
Aesthetician
572.555.2322
info@aboutfaceweb.com


Consulting

Tery Gormley
IT, DIGITAL, CONTENT + SOCIAL MEDIA
teryg@fireworkabydesign.com
w: 302.323.9500
c: 302.540.7299
fireworkabydesign.com

Repairs/Renovations

**MATTHEW WALZ'S
GRANDSON, LLC
REPAIRS AND RENOVATIONS**
Donald J. Walz

11 E. 4th Street
New Castle, DE 19720
P. O. Box 331
(302) 693-9029 cell
(302) 328-0274 home



Park Salon

Hair Salon, Retail, Hand Bags & Accessories



412 Delaware Street
Hillsboro, New Castle, DE 19720
302-328-81171
sarah@parksalon.com

Misc



DOUGLAS L. GRAMIAK

Rodney Square
1000 North King Street
Wilmington, DE 19801
dgramiak@ypublicstrategies.com
www.ypublicstrategies.com

Government Relations
Media Consulting
Public Relations
Crisis Management
Grassroots Advocacy

Handy Man Painting

Ed Foraker

Clean out: Gutters, Attics, Basements, Ganges

No Job To Small

Free Estimates Low Prices

Home: 302-425-0813 - Cell: 302-379-9122

Dave's Orchard - Fresh Fruit

2101 Haver Street
Wilmington, DE 19807

Dave Sanderson
Owner and Fresh Fruit Farmer
Phone: 302-324-0204
dave@daresorchard.com




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Agency Principal

Allstate Insurance Company
6010 Meadow Center Drive
Elkridge, MD 21075
Phone: 410-551-3005
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teryg@fireworkabydesign.com
w: 302.323.9500
c: 302.540.7299
fireworkabydesign.com

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.