

# THE WEEKLY

**Merry Christmas**

"Christmas is the only time of year where you sit in front of a dead tree and eat candy out of a sock."  
—Anonymous



## THE WEEKLY

"Serving New Castle City & surrounding areas" Copyright © 2019 New Castle Weekly VOL. 30 No. 51 Wednesday, December 18, 2019 50 Cents

**Save Money and Feed the Hungry at AFR**  
*See Back Page*

### And To All A Good Night!

Despite the cold drizzle for most of the day, Spirit of Christmas and the Dickens Experience were a great success by all accounts. Both Fezziwig's Ball and the Victorian Teas were sold out, the town was full of (slightly soggy) visitors and characters and a great time was had by all.

New Castle Presbyterian Church said the event was very well attended, and newly appointed NCHS Executive Director Mike Connolly (see page 13 for the announcement), said it was about the same as last year, though there were more folks than ever going through the Amstel and Dutch House Museums this year.

Look through the pages of this issue for some of Bruce Burk's best pictures of the weekend. Alice and Terry would like to thank all those who collaborate to make this paper great: Bruce and Eileen Burk, Dorothy Colburn, Jimmy Gambascorta, Thomas William Lear, Greg Brown, Peter Stavoyan, or Russ Smith, the Stockwells, our wonderful advertisers, and of course, you! Our warmest wishes for a blessed holiday!



An **Exciting** newspaper reaching a **Dynamic** population



**Bruce Postulates On The Power Of Puzzles**  
Page 7

**Greg Gets KP Duty on the Kalmr Nyckel**  
Page 10

"To appreciate the beauty of a snowflake, it is necessary to stand out in the cold."  
—Aristotle



## THE WEEKLY

"Serving New Castle City & surrounding areas" Copyright © 2020 New Castle Weekly VOL. 31 No. 5 Wednesday, January 29, 2020 50 Cents

**AFR Has A Great Deal For Military Folks!**  
*See Back Page*

### Frontier Airlines Returns to New Castle Airport

Frontier Airlines will return to the New Castle-Wilmington Airport for commercial service to Orlando, Florida in May of this year. Flights to Orlando (and therefore Disney World) will leave three times a week, at the initial price of \$29 one way and \$58 round-trip.

Announcement of the flights, the first commercial passenger service from the airport since Frontier left in 2015, was made at a press conference held at the airport on Tuesday morning. Governor Carney was there, as were a who's who of elected officials in



the state and county, and officers and Commission members of the Delaware River and Bay Authority.

Stephen Shurz, Frontier's Sr. VP, Commercial, explained why he is sure that the airline will not fail at the airport again. He noted that Frontier is in a much steadier financial position than it was five years after

### And So It Begins



Construction on Delaware Street improvements began this week with work at the wharf, and the street between the wharf and the Strand. That meant some disruption of traffic in that area that will last for about six weeks. (See update on page x)

It's just the first phase of repairs and renovation which will take much of the year.

The changes at the wharf mean that a portion of the patch of green to the left of the wharf, as you look at the river, will be removed to accommodate a few new parking spaces. One tree in that area has come down, but the trees in the area that once featured the Banks Building will not be taken down in the construction.

When they begin, Frontier's flights will be the only commercial passenger service in the state. Mr. Williams credited his entire staff, most of whom were present at the event, for bringing service back to New Castle County.

Governor Carney, who said his main job was chief cheerleader for the event, for bringing service back to New Castle County.



Cutting the cake to celebrate Frontier's return to the airport. From left, State Senator David McBride, DRBA Delaware Commission Chairman Samuel E. Latham, Stephen Shurz, Sr VP Commercial for Frontier Airlines, Thomas J. Cook, Executive Director, DRBA, Matthew Meyer, New Castle County Executive, Governor John Carney, and Karen Hartley-Vogel, President, New Castle County Council.

Workers push back the border of the road at the wharf to add parking spaces.

203 Delaware Street  
New Castle, DE 19720

302-328-6005

Editors@NewCastleWeekly.com

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

Source: The National Newspaper Association

# THE WEEKLY

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## 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. We now have a readership of over 3000, with new readers being added every week.

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. 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*.

# New Castle 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.***

	Inside Pages (Color or B&W)	Back Page (Color)
Quarter Page	\$75	\$95
Half Page	\$155	\$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

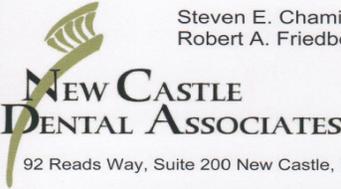


• LAND PLANNING  
• CIVIL ENGINEERING  
• WATER RESOURCES ENGINEERING

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

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

## Personal Services



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

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

**Candycce  
Chimera**

Associate Broker

www.candyccechimera.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 B Delaware Street  
New Castle, DE 19720  
Phone 302-725-0505  
Cell 443-756-9997  
tzoren@allstate.com



Kelly Skinner  
Aesthetician  
572.555.2322  
info@aboutface.web

## Consulting

**Terry Gormley**  
IT, DIGITAL, CONTENT + SOCIAL MEDIA  
terry@fireworksbydesign.com  
w. 302.323.9500  
c. 302.540.7299  
fireworksbydesign.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) 893-9029 cell  
(302) 326-0274 home



## Park Salon

Hair Salon, Retail, Hand Bags & Accessories



412 Delaware Street  
Historic New Castle, DE 19720  
302-328-81171  
kateinstyle@yahoo.com

## Misc



**YOUNG CONAWAY  
Public Strategies, LLC**

Government Relations  
Media Consulting  
Public Relations  
Crisis Management  
Grassroots Advocacy

**DOUGLAS L. GRAMIAK**

Rodney Square P: 302.571.5020  
1000 North King Street M: 302.545.9590  
Wilmington, DE 19801 dgramiak@yccpublicstrategies.com  
www.yccpublicstrategies.com

## Handy Man Painting

**Ed Foraker**

Clean out: Gutters, Attics, Basements, Garages

**No Job To Small**

Free Estimates Low Prices

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

**Dave's Orchard  
Fresh Fruit**

178 Main Street  
Wilmington, N.C. 28407

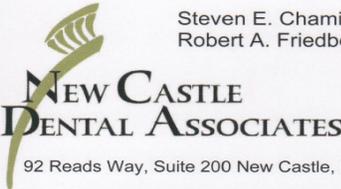
**Dave Sanderson**  
Owner and Fruit Enthusiast  
Phone: 252-334-1234  
dave@daresorchard.com  
www.daresorchard.com




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Agency Principal

**Allstate Insurance Company**  
6010 Meadow Center Drive  
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Phone 410-551-3005  
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c. 302.540.7299  
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# 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.