

2015 Advertising Rates and Information

General Information

Open Rates

\$17.95 per column inch

Rates

Weekly Times plus either The Valley News or Clarinda Herald-Journal
..... \$18.75 per column inch

Weekly Times plus The Valley News, Clarinda Herald-Journal and Essex Independent
..... \$21.75 per column inch

Color

\$1 per inch for spot color
\$2 per inch for full color
(\$50 maximum for full page color)

Space and Ad Deadlines:

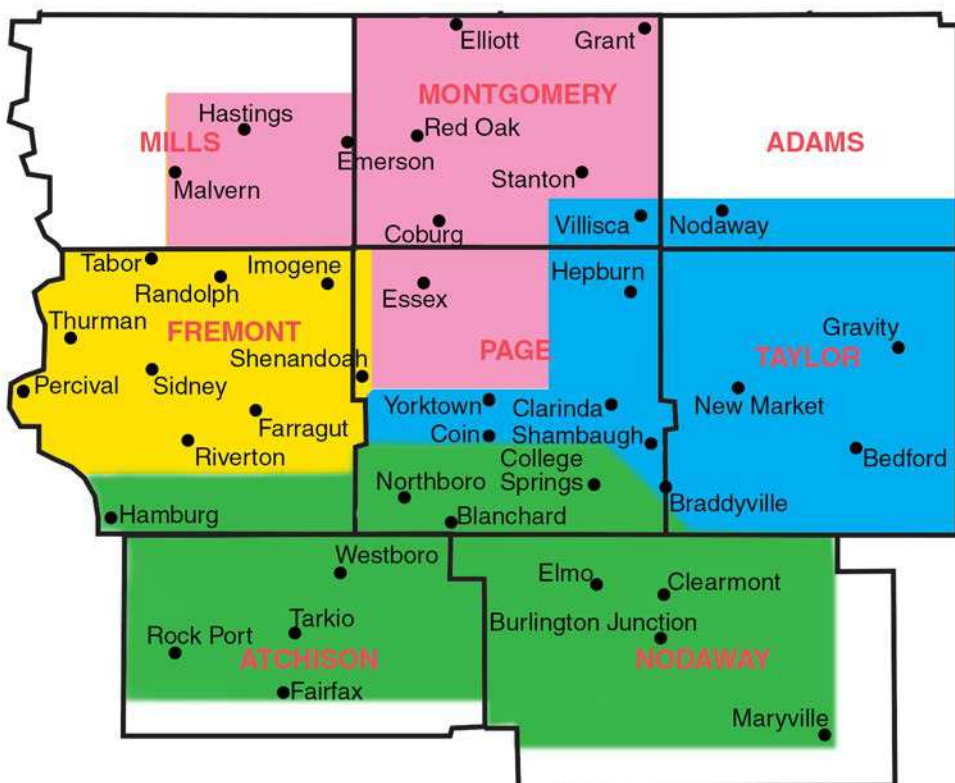
Noon Wednesday for the following Monday

Page Format:

7 Column x 21.5"
Each column 1.65 inches, .125 inch between columns

Reaching More Than 33,000 Potential Customers Each Week!

The Weekly Times, an award-winning shopper, distributes 22,000 copies each Monday throughout Page, Fremont, Montgomery, Mills, Adams and Taylor counties in Iowa as well as Atchison and Nodaway counties in Missouri. This blanket coverage reaches more than 40 communities plus rural areas and is delivered by carrier, rack and mail.



Market your business to more than 33,000 readers each week!

General Information

Ad Design:

Our award-winning creative department will assist you in designing your ad at no charge.

Position Requests:

We cannot guarantee position requests but will honor them when possible.

Insert Advertising:

Pick the areas where you want to target your message. Areas must be by zone, not zip code. Single sheet (8.5" x 11") inserts are \$70 per thousand. Contact your sales representative for prices on larger inserts.

Where to send inserts:

Preprints for The Valley News and Clarinda Herald-Journal are accepted 8 a.m. to 4 p.m. Monday through Friday at: SNI Print Facility, 604 Fort Crook Road North, Bellevue, NE 68005. Phone: 402-505-3631.

Preprints for The Weekly Times are accepted 8 a.m. to 5 p.m., Monday through Friday at Omaha World Herald, Material Handling Center, 1250 Capitol Ave, Omaha, NE 68102. Phone: 402-444-1103.

Printing Errors:

In the event of error, the publisher will print a correction but assumes no responsibility for errors or omissions. The ad (or portion of ad) in error will not be charged.

NORTHERN ZONE

Subzone A

Red Oak 51566	3,592
subtotal	3,592

Subzone B

Emerson 51533	395
Stanton 51573	467
Grant 50847	45
subtotal	907

Subzone C

Essex 51638	584
subtotal	584

Subzone D

Elliott 51532	285
Malvern 51551	794
Hastings 51540	205
subtotal	1,284

SOUTHERN ZONE

Subzone A

Fairfax, MO 64446	518
Rock Port, MO 64482	1,065
Tarkio, MO 64491	1,005
subtotal	2,588

Subzone B

Burlington Jct., MO 64428	415
Clearmont, MO 64431	187
Elmo, MO 64445	131
Blanchard, IA 51630	81
College Springs 51637	90
Northboro, IA 51647	87
Westboro, MO 64498	173
subtotal	1,164

Subzone C

Hamburg, IA 51640	756
subtotal	756

Subzone D

Maryville, MO 64468	160
subtotal	160

EASTERN ZONE

Subzone A

Clarinda 51632	3,197
Braddyville 51631	169
subtotal	3,366

Subzone B

Gravity 50858	158
Nodaway 50857	114
Villisca 50864	910
Coin 51636	190
New Market 51646	374
Shambaugh 51651	67
Yorktown 51656	27
subtotal	1,840

Subzone C

Bedford 50833	1,111
subtotal	1,111



WESTERN ZONE

Subzone A

Shenandoah 51601	3,445
subtotal	3,445

Subzone B

Farragut 51639	399
Imogene 51645	109
Percival 51648	100
Randolph 51649	168
Riverton 51650	168
Tabor 51653	592
Thurman 51654	220
subtotal	1,756

Subzone C

Sidney 51652	826
subtotal	826

TOTAL CIRCULATION 23,388