

Reel Some Walleye

The Galena Gazette
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Engaging your customers is as easy as 1, 2, 3:

**2 Online at
Galena
Gazette.com**

3 In the Gazette's Classifieds

	Inch Cost	Eighth	Quarter	Half	Full
Open Rate	\$15.05	\$120.40	\$240.80	\$481.60	\$963.20 \$700
13-Week Rate	\$13.31	\$106.48	\$212.96	\$425.92	\$851.84 \$600
26-Week Rate	\$11.83	\$94.64	\$189.28	\$378.56	\$757.12 \$500
52-Week Rate	\$10.40	\$83.20	\$166.40	\$332.80	\$665.60 \$400
NON-PROFIT	\$9	\$72	\$144	\$288	\$576 \$300

Guarantee placement for an additional 25%

EIGHTH PAGE
2 columns (5.167 in.
wide) by 3.75 in. tall
or 1 col-
umn (2.5
in. wide)
by 7.75 in.
tall

Any combination of columns (up to 4) and height (up to 15.75") is available. The most common are shown here.

HALF PAGE
4 columns (10.5 in.
wide) by 7.75 in. tall
OR
2 columns (5.167 in.
wide) by 15.75 in. tall

**QUARTER
PAGE
2 columns
wide by 7.75
in. tall or
4 columns
wide by
3.75 in. tall**

**SIXTEENTH
PAGE** 
**2 columns
wide by 175
in. tall or 1
column wide
by 375 in. tall**

Full obituary: \$9 per inch (Photo in color at no additional charge)

Website placement is automatic at no extra charge.

Contact us!

**GALENA GAZETTE
PUBLICATIONS, INC.**

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Galena, IL 61036

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Fax 815-777-3809

GalenaGazette.com

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- **Advertising Deadlines:**
Friday at Noon

- **Page size:**
10.5 inches wide/15.75 inches tall

- **Paid Circulation: 5,000**

- Honored for our News, Sports and Opinion writing by the Illinois Press Association, National Newspaper Association and the Northern Illinois Newspaper Association

**Covering Galena &
Jo Daviess County since 1834**

INSERTS: 4 Pages	8 Pages	12 Pages	16 Pages	20 Pages	24 Pages	28 Pages	32 Pages	40 Pages	
CPM	\$55	\$55	\$60	\$65	\$70	\$75	\$80	\$85	\$90

**Insert rates are non-commissionable. Rates for larger preprints are available.
Inserts MUST be 1/4 folded, not exceeding 8 1/2 x 11 inches.**



2 GalenaGazette.com

Website Advertising Rates

	400 x 300	728 x 90	VIDEO
Cost per week	\$100	\$150	\$100
Cost per month	\$299	\$399	\$299
Cost per year	\$999	\$1,999	\$999

GalenaGazette.com saw 133,622 unique visitors in 2021, and generated **1,800,010 ad impressions**. Your customers visit this site for information. Make sure they see your ad, too.

3 The Galena Gazette Classifieds

Display Ads

Size	Inch Cost	Business Card	2x4	2x6	2x8	2x10
Open Rate	\$15.05	\$60.20	\$120.40	\$186	\$240.80	\$301
13-Week Rate	\$11.48	\$45.92	\$91.84	\$137.76	\$183.68	\$229.60
26-Week Rate	\$9.95	\$39.80	\$79.60	\$119.40	\$159.20	\$199
52-Week Rate	\$8.67	\$34.68	\$69.36	\$104.04	\$138.72	\$173.40

Help Wanted

Size	Inch Cost	Business Card	2x4	2x6	2x8	2x10
Open Rate	\$15.60	\$62.40	\$124.80	\$187.20	\$249.60	\$312
13-Week Rate	\$12.75	\$51	\$102	\$153	\$204	\$255
26-Week Rate	\$11.22	\$44.88	\$89.76	\$134.64	\$179.52	\$224.40
52-Week Rate	\$9.90	\$39.60	\$79.20	\$118.80	\$158.40	\$198

Liner Ads

7-Line Ad	\$13
Same ad (rerun)	\$7.25
Help Wanted	\$22.50
Garage Sale	\$9.25
Bold words	50¢ each

[The Galena Gazette]

When you run your ad in **The Galena Gazette**,
you work with people who care.
Call 815-777-0019, or email.

LeAnne Sharkey
lsharkey@galgazette.com

Subscribe	1 Year
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USA	\$64
Just Website	\$40