

The Winfield Register

The Only Real Way to Reach Winfield Customers Since 2007

Rate Card 1201— Expires 30 June 2012

WR Gives the Most Cost-Effective Results

Designing Your Ad

You can design your ad, or The Winfield Register's staff will suggest something for your approval. We also can refer you to ad professionals who will do the whole thing for you. Here are some principles:

The most effective ads have a single message, easy to quickly grasp. Trying to tell too many stories in the ad may make it uninviting to read, and an unread ad does you no good. Lots of white space makes your message stand out.

Color draws attention to your ad and increases your creative options. "Spot color" is a single unpredictable color added to your ad, and "full color" is multiple colors. A color photo requires full color.

Ad Prices at 2009 Levels

The Winfield Register's prices for its most popular-sized ads are the same, or lower, as in 2009.

The rate structure has been greatly simplified too, with frequency discounts given in the form of no-cost ads run at regular intervals.

Prices for color have gone down.

There is still no charge for composition or artwork unless it is complicated and takes more than 15 minutes per 1/8 page of space.



Demographics of The Winfield Register

50% Wealthy—9% Upscale
21% Upper Middle
10% Midscale—10% Lower Middle
0% Downscale—0% Poor

Even Miracles Take Time

Don't expect a stampede into your shop after your ad has run just once. You need frequency, to be effective. A small ad needs to run more times to have the same effect as a large ad run fewer times.

After your ad has run 12 times, the 13th insertion is free, giving you in effect over an 8% rebate on your ads.

Ads in a local newspaper received in the mailbox are more effective than obvious advertising like a chamber of commerce shopper or a paper dropped on the driveway because a local newspaper gets opened, but others usually don't.

Buyers seldom trouble to pick up a free sheet from a counter-top, and the internet requires searching, but they do open and read a newspaper they have paid to subscribe to.

The best-read section of a newspaper is the local news — something not available on television, the internet, or regional newspapers.

The Winfield Register is Winfield's only local newspaper and reaches more households in Winfield than the Chicago Tribune, Daily Herald, and Sun-Times combined.

The Winfield Register has all of these advantages so that your ad gets the best exposure available.

It also has several issues per year with free bonus circulation to a larger area giving a regular advertiser more bang for his buck.

Lots to Say? Use an Insert

An insert is a printed item you supply to us that is stuffed between the pages of the newspaper.

The prices quoted are for inserts folded to be no larger than this brochure, and weighing up to 1 oz.— about 6 sheets of 20-pound letter-size paper. Heavier inserts will cost a little bit more.

To Place Your Ad—

Contact Larry Priban at (630) 835-5230 or by e-mail at Sales@WinfieldRegister.info

Publication Dates and Deadlines

Space reservations are due the Wednesday before publication, and the final proof approval is due by noon Friday before publication.

Jan. --	Apr. 4, 18	July 4, 18	Oct. 3, 17, 31
Feb. 1, 15, 29	May 2, 16	Aug. 1, 15	Nov. 14
Mar. 14, 28	June 6, 20	Sept. 5, 19	Dec. 5, 19

Full Scale Ad Sizes

29p6 x 47p0 (4.917" x 7.833")
1/4 page V
 \$159.95

29p6 x 35p0 (4.917" x 5.833")
3/16 page V
 \$119.95

29p6 x 23p0 (4.917" x 3.833")
1/8 page H
 \$79.95

A-1201	Per Issue
1/16 Page	\$39.95
1/8 Page	\$79.95
3/16 Page	\$119.95
1/4 Page	\$159.95
1/2 Page	\$319.95
Full Page	\$639.95
+Spot Color	\$49.95
+Full Color	\$99.95
Inserts	\$639.95

60p6 x 47p0 (10.083" x 7.833")
1/2 page H
 \$319.95

60p6 x 95p0 (10.833" x 15.833")
 (twice as large as this brochure)
Full page H
 \$639.95

60p6 x 23p0 (10.083" x 3.833")
1/4 page H
 \$159.95

What Size Ad?

Most advertisers choose an ad size of either 1/8 or 1/4 page.

The size of your ad should reflect your firm's standing in the community: a tiny ad for a bank or other major institution gives a diminished impression and makes it look cheap, but a small ad for a handyman or personal service business works fine.

Don't expect a stampede into your shop after your ad has run once. You need frequency. A small ad needs to run more times to have the same effect as a large ad run fewer times.