

# Advertising Rates and Information

## Illinois Valley News

The *Illinois Valley News* is an independent weekly newspaper serving the Illinois Valley region of Southwestern Oregon, delivering 3,300 copies each week as the newspaper of record for Josephine County, the city of Cave Junction, the Three Rivers School District, the I.V. Fire District and the I.V. Soil & Water Conservation District.

Much of the news is also available online at [illinois-valley-news.com](http://illinois-valley-news.com). With more than 2,000 visitors each week the online version is quickly becoming the valley's online information source.

There are many ways for you to get your business noticed and we can custom tailor an ad campaign to meet your needs.



The *Illinois Valley News* can help you unlock all the potential of your business

### Online Advertising

#### Our fastest-growing readership is online!

[www.illinois-valley-news.com](http://www.illinois-valley-news.com)

You can have a small online ad on all story pages (except front page) (160px x 160px) for only \$10/month or Banner ad on one page (not on front page) (468px x 60px) for \$15/month. Have your ad posted on our Website classifieds for only \$1/week (with purchase of print ad.) Many other online options are available and you can fine-tune your message to just the pages you want.

### Display advertising

The most familiar type of advertising is more affordable than you might think.

#### Display advertising specifications

##### \$5.50 column/inch

Display ads are sold by the "column inch." One column is 1.758 inches wide and each additional column is 1.858 inches (that accounts for the margins between columns)

Popular ad sizes and prices (width x height)			
Business card size-	2 col. x 2 in.	\$22.00	3 col. x 3 in. \$49.50
	2 col. x 3 in.	\$33.00	3 col. x 5 in. \$82.50
	2 col. x 4 in.	\$44.00	3 col. x 6 in. \$99.00
	2 col. x 5 in.	\$55.00	3 col. x 7 in. \$115.50

1/4 page: 5.675 x 10.65 = \$158.00

1/2 page: 11.55 x 10.65 = \$315.00

Full page: 11.55 x 21.3 = \$618.00

Phone the *Illinois Valley News* today: 592-2541

- **Specials.** We work with our advertising partners to keep approaches fresh and create the most effective campaigns. We offer many seasonal promotions that can be tailored to your needs.
- **Featured Business Deal.** Looking for a great way to kick-start your business? At \$115, our Featured Business Deal is a tremendous value. As a first-time advertiser you can receive four consecutive 2 column x 3 inch ads (A \$132 value) *plus* an article and picture featuring your business.
- **Sponsorships.** If your business is building an image, sponsorships are a great way to keep your name in front of your customers and show your support for local items.

Starting at just \$18/week you can have your logo atop your choice of available feature.

- Senior Center lunch menu
- Evergreen Elementary lunch menu
- IVHS activities
- IVHS lunch menu
- Crossword Puzzle

- **Service Directory.** Another way to keep your name out there when your customers are ready to buy is in our Service Directory. The directory runs each week and you can get 3 months (13 issues) for just \$79; that's just \$6.08 per issue!



Sponsorships: your ad will be read all week long

**Color adds effectiveness**

Add any color that you choose to make your ad stand out. One color \$80 or make it a full color ad for \$180.

**Want to print your own piece and have it inserted?**

**Inserts:**

- (3,300 current circulation)
- Single sheet \$210.00
- 2 to 15 pages \$245.00

**Classified Ads**

**Up to 15 words for \$4, 20¢ per word after that.**

We do not use abbreviations or combo words. While there is a 50-word maximum, display ads are also available. Classified ads must be paid in advance, by check or in cash. Have your ad posted on our Website classifieds for only an additional \$1 per week.

**1 column is 1.269 inches wide.  
Each additional column 1.469 inch**

**Contact us today for more information.**

Phone 592-2541 or email ads@illinois-valley-news.com to find out more about how the *Illinois Valley News* can help you bring in more business.

**What our readers are saying...**

"This is to compliment your newspaper and its coverage, especially with the addition of more news about Josephine County governmental happenings. I have found your coverage the best in the area...."

"I think that we in this valley are fortunate to have a newspaper of the caliber of *I.V. News*. Those who don't know about your publication need to find out about it; it's well worth the effort to get it and read it."

**Franklin Barnes, O'Brien**