

# The Winfield Register

The Only Real Way to Reach Winfield Voters Since 2007

Rate Card 1200p— Expires 28 March 2012

## WR Offers 3-issue Election Package

### 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 random color added to your ad. It costs only \$49.95 extra.
- "Full color" is multiple colors. A color photo requires full color. It costs only \$99.95 extra.
- If you send us your ad as a plate-ready PDF, be sure the colors are in CMYK, not RGB.



### Demographics of The Winfield Register

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

### Lots to Say? Then 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.

You need to supply us with 5,500 inserts by the Friday before publication.

The Winfield Register will publish its famously-thorough pre-election guide in the issue delivered in the mail just a few days before the March 20 General Primary election.

It will be sent to a larger circulation than usual, blanketing our area to assure candidates the best dissemination of their messages.

Because of the extra circulation, prices for ads in that issue alone are higher, but will remain at the normal levels for those who buy the Election Package.

The Election Package provides an ad to introduce that candidate three weeks before the election, then an ad in the pre-election guide just before the election, and an ad to thank the voters the week after the election.

Otherwise, ads can be bought for one or more individual issues, without the 3-issue Election Package.

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.

### To Place Your Ad—

Contact Stan Zegel at (630) 220-0700 or by e-mail at Sales@WinfieldRegister.info to get started.

The deadline for copy for the Election Package is February 22. For individual issues without the Election Package, it is Wednesday the week before.

E-mail your ad to Ads@WinfieldRegister.info

All ads must be paid in advance. We accept checks, and also Visa, MasterCard, Discover, JCB, and American Express.

## The Winfield Register

Winfield's Only Newspaper

A-1200p	Feb. 29 Intro	Mar 14 Special	Mar 28 Thank You	All Three
1/16 Page	\$39.95	\$59.95	\$39.95	\$119.95
1/8 Page	\$79.95	\$119.95	\$79.95	\$239.95
3/16 Page	\$119.95	\$179.95	\$119.95	\$359.95
1/4 Page	\$159.95	\$239.95	\$159.95	\$479.95
1/2 Page	\$319.95	\$479.95	\$319.95	\$959.95
Full Page	\$639.95	\$959.95	\$639.95	\$1,919.95
+Spot Color	\$49.95	\$49.95	\$49.95	\$149.95
+Full Color	\$99.95	\$99.95	\$99.95	\$299.95
Inserts	\$639.95	\$749.95	\$639.95	\$1,919.85

## 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

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

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### 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 stamped 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 that is run fewer times.