



# MEDIA KIT

## The BEST advertising PRINT deal in the Valley

*FREE COLOR, FREE DESIGN. AFFORDABLE RATES.*

The Wood River Weekly is an independently owned alternative newspaper serving the Wood River Valley. Every other Wednesday, we deliver 6,000 – 8,000 copies of our informational and thought-provoking newspaper to 250 locations around the Valley. We cover the latest news and entertainment of interest; our columnists and contributors provide views and opinions on a broad spectrum of subjects of interest to our neighbors and friends throughout the Wood River Valley. Our weekly readership of about 10,000 indulges in local news, culture, arts, and lifestyle. Our readers seek out and find the Wood River Weekly at 100's of locations throughout the Wood River Valley area. They find us every day on their laptops, phones and tablets. Our readers are your customers: they're engaged, they're active and they're looking for things to do. They are waiting to see what you have to offer.

### Why Advertise with us

Why Advertise With Us: Sure our rates are affordable, but also consider some of the additional features that make The Wood River Weekly a compelling buy for hundreds of advertisers each month:

- Community: We are Your Voice In The Wood River Valley.
- Writers: Our vast array of writers, columnists and contributors - Eric Valentine, Fran Jewel, Ken Stokes, Harry Weekes, Hannes Thum, Larry Barnes, Karen Crowson, Joellen Collins, Dove, Suzanne Hazlett, Jenny Riley, Kristin Hovencamp, Mike McKenna, Caitlin Johnstone, Monica Carillo, John Huber and Bryce Angell care about this community and share insight and connections to this valley that resonate with a wide range of readers' varied interests and passions.
- Free color, and free advertising design.
- Distribution: 250 locations in the Valley, refreshed throughout the week.
- Affordable: Various plans available so we can help maximize your budget.
- Our website, [www.woodriverweekly.com](http://www.woodriverweekly.com), has been growing steadily. Viewers are primarily local, but significant readership accesses [woodriverweekly.com](http://woodriverweekly.com) from Washington, Utah and California. A combined strategy of print and online advertising has proved very effective for our clients.

We offer free color and free design so make use of our designers!

### Discount Rate Plans

The key to effective advertising is consistency.

- We can tailor any budget to fit your needs.
- Discounts of up to 35% off are available
- We can come up with a plan that works for you and fits your budget.

(Discount Rates do not apply to "You Can Find It In Blaine!" Ads, Newspaper Special Section Ads Or Magazine Ads.)

**Discount packages** can be tailored to suit your budget and requirements. Below are our basic discount offers:

- **12 month** contract with **35% off** any size print ad or online ad.
- **6 month** contract with **25% off** any size print ad or online ad.

**WRW advertising contact information:**

**Mandi Iverson**

cell: (208) 721-7588 office: (208) 788-4789

mandi@woodriverweekly.com

**Advertising Rates**

All Ads Include Free Color • Rates valid until 12/31/2022

**Front Page Ads**

- Below the fold, full width of paper ..... (9.75" w x 3.5" h)..... \$485  
(Front Page Ads sell out early, please book in advance.)

**Display Ads**

- Back Cover or Full Page on Page 2 ..... (9.75" w x 16" h)..... \$985
- Full Page, No Placement Guarantee..... (9.75" w x 16" h)..... \$945
- Half Page Jumbo, Vertical..... (5.78" w x 16" h)..... \$745
- Half Page, Horizontal ..... (9.75" w x 7.875" h)..... \$625
- Half Page Junior, Vertical ..... (3.8" w x 16" h)..... \$485
- Quarter Page ..... (5.78" w x 7.875" h)..... \$385
- Quarter Junior ..... (3.8" w x 7.875" h)..... \$265
- Quarter Square ..... (5.78" w x 4.875" h)..... \$245
- Eighth Page ..... (5.78" w x 3.875" h)..... \$215
- Eighth Junior ..... (3.8" w x 3.875" h)..... \$135
- Banner ..... (5.78" w x 1.875" h)..... \$95
- Mini Banner ..... (3.8" w x 1.875" h)..... \$75

**You Can Find It In Blaine! Ads** (Local Shopping & Services Guide):

- Quad ..... (9.37" w x 3" h)..... \$155
- Triple ..... (7" w x 3" h)..... \$115
- Double ..... (4.6" w x 3" h)..... \$80
- Single ..... (2.25" w x 3" h): ..... \$45  
(FIB Ads require a four-week minimum. Campaign discounts do not apply.)

**Community Classifieds** (Buy Stuff, Sell Stuff, Odds & Ends):

- Up to 25 words ..... \$10
- Each additional word ..... 20¢
- Image..... \$5
- Logo..... \$10

**Advertorials**

- 250 words plus a logo or photo..... \$90
- 500 words plus a logo and photo ..... \$170
- Custom advertorials..... Please call for options  
(\$50 additional charge if you would like the Wood River Weekly to write your advertorial.)

**Online Advertising**

- Website Sidebar Ad per month ..... (320px x 320px) ..... \$250
- Website Banner Ad per month ..... (600px x 75px) ..... \$475



**MULTI-MEDIA SPECTRUM PACKAGE — Newspaper, Online, Television, Magazine**  
A full media spectrum to cover all of your advertising campaign needs.