



THE WOODSTOCK INDEPENDENT

TRUST THE TORCH



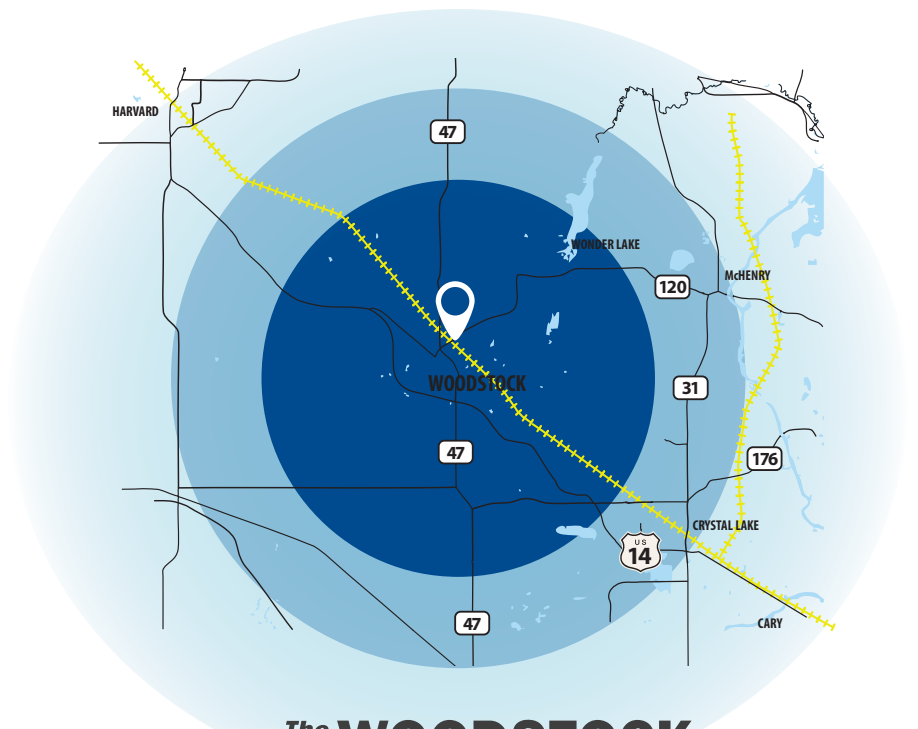
The Woodstock INDEPENDENT
Award winning weekly newspaper for more than 25 years

The Woodstock INDEPENDENT.com
Our online media connection to the Woodstock community



WE'VE GOT WOODSTOCK COVERED

Your customers, your followers, your friends and your community all meet in one place: *The Woodstock Independent*. Since we began publishing in 1987, we have established the *Independent* as the trusted source for advertisers, events and news. *We have built a direct connection to our marketplace.* Our readers value us because we are an essential part of their daily lives. By advertising in the *Independent*, you are getting the greatest value for your advertising dollar. Whether in print or on-line, Woodstock looks to the *Independent* first.



The WOODSTOCK
Independent
17,000 HOMES IN WOODSTOCK,
BULL VALLEY, AND
WONDER LAKE EACH MONTH

6,000
WEEKLY
READERS



11,000
LIKES ON
FACEBOOK

WE HELP ADVERTISERS:



REACH MORE
PEOPLE MORE
OFTEN



DEVELOP A CUSTOM
MARKETING PLAN



CREATE ACTION-
PRODUCING AD
CAMPAIGNS



MAXIMIZE YOUR
ADVERTISING
DOLLARS

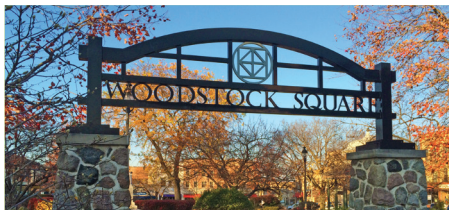


\$87,000
AVERAGE
HOUSEHOLD
INCOME IN
WOODSTOCK'S
MARKET AREA

37.3
MEDIAN
AGE IN
WOODSTOCK'S
MARKET AREA



166,000+
10-MILE
MARKET AREA
POPULATION
SURROUNDING
WOODSTOCK



70,000
MONTHLY
PAGE VIEWS



TOTAL MARKET CIRCULATION CALENDAR

2022

 **The Woodstock
INDEPENDENT**

- The Woodstock Independent Total Market Edition
- Total Market + Home, Farm & Garden Section
- Total Market + SUM FUN Section
- Total Market + Home & Harvest Section
- Total Market + 2021 Yearbook

2022

January

S	M	T	W	T	F	S
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	-	-	-	-	-

February

S	M	T	W	T	F	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	-	-	-	-	-
-	-	-	-	-	-	-

March

S	M	T	W	T	F	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	-	-
-	-	-	-	-	-	-

April

S	M	T	W	T	F	S
-	-	-	-	-	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
-	-	-	-	-	-	-

May

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

June

S	M	T	W	T	F	S
-	-	1	2	3	4	-
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	-	-
-	-	-	-	-	-	-

July

S	M	T	W	T	F	S
-	-	-	-	-	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	-	-	-	-	-	-

August

S	M	T	W	T	F	S
-	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	-	-	-
-	-	-	-	-	-	-

September

S	M	T	W	T	F	S
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	-
-	-	-	-	-	-	-

October

S	M	T	W	T	F	S
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	-	-	-	-	-

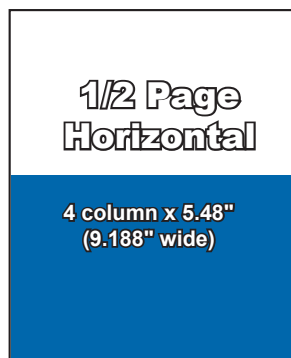
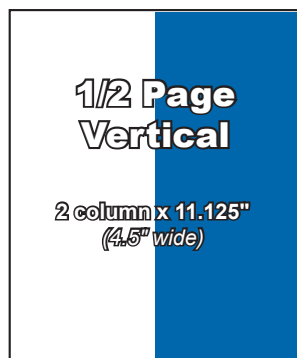
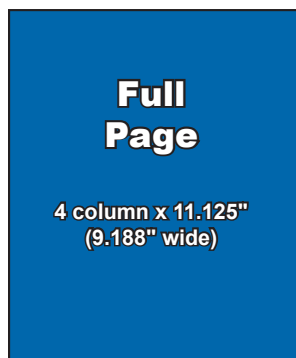
November

S	M	T	W	T	F	S
-	-	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	-	-	-
-	-	-	-	-	-	-

December

S	M	T	W	T	F	S
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
-	-	-	-	-	-	-

PRINT PRICING



The Woodstock
Independent

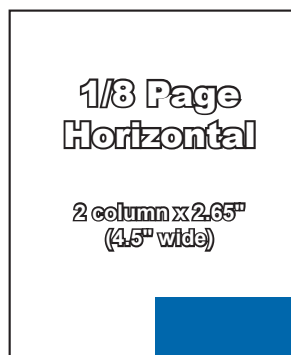
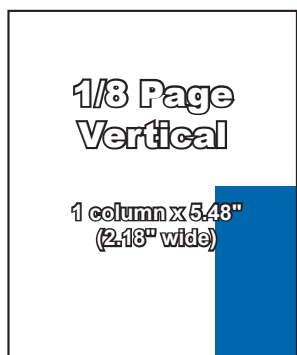
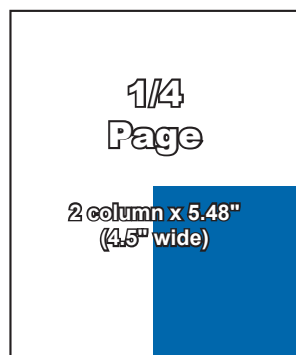
Color

1/8 Page \$108

1/4 Page \$216

1/2 Page \$432

Full Pg \$864



**Total Market &
Total Market with
Special Interest Section**

Color

1/8 Page \$155

1/4 Page \$310

1/2 Page \$620

Full Pg \$1235

MULTI-MEDIA ADVERTISING PACKAGES AVAILABLE

CAMERA READY AD DEADLINE:

THURSDAYS AT NOON FOR THE FOLLOWING WEEK'S EDITION

ADS DESIGNED BY THE INDEPENDENT:

TUESDAYS AT NOON FOR THE FOLLOWING WEEK'S EDITION

INSERTS & STICKERS

The Woodstock Independent: Quantity needed - 2,400 \$75 per thousand

Total Market Edition: Quantity needed - 15,000 \$60 per thousand

Acceptable File Formats

- PDF hi-resolution (200 dpi minimum)
- TIFF hi-resolution (200 dpi minimum)
- EPS hi-resolution (200 dpi minimum)
- Adobe Illustrator - with fonts outlined and graphics embedded.

Other Information

- Convert all colors to CMYK when submitting a full-color ad.
- Include fonts when creating the final file.
- Submitted photos must be a minimum of 200 dpi at full size.

The Woodstock INDEPENDENT

671 E. Calhoun Street • Woodstock • 815-338-8040

MULTI-MEDIA ADVERTISING SAVE MONEY WITH A PACKAGE

FULL COLOR PRINT & DIGITAL

ELITE PACKAGES

3 Runs TWI

1 Run TMC

1 Month Web Ad

1/8 Page \$499

1/4 Page \$899

1/2 Page \$1499

Full Page \$2499

**Full
Page**

4 column x 11.125"
(9.188" wide)

**1/2 Page
Vertical**

2 column x 11.125"
(4.5" wide)

**1/2 Page
Horizontal**

4 column x 5.48"
(9.188" wide)

FIRST CLASS

1 Run TMC

Web Ad

1/8 Page \$215

1/4 Page \$370

1/2 Page \$680

Full Page \$1295

**1/4
Page**

2 column x 5.48"
(4.5" wide)

**1/8 Page
Vertical**

1 column x 5.48"
(2.18" wide)

**1/8 Page
Horizontal**

2 column x 2.65"
(4.5" wide)

BUSINESS CLASS

1 Run TWI

Web Ad

1/8 Page \$168

1/4 Page \$276

1/2 Page \$492

Full Page \$924

**VISIT OUR
WEBSITE**



TRUST THE TORCH

Call today to take advantage of
our special subscription deal!

Print \$75/year*

E-Sub \$50/year

AutoPay \$6 month



The Woodstock

INDEPENDENT

* Subscriptions must be mailed to addresses in the 60098 or 60097 zip codes.
Higher rates apply outside these areas.

SUBSCRIBE ONLINE OR CALL! 815-338-8040

thewoodstockindependent.com/subscribe/

Digital Advertising



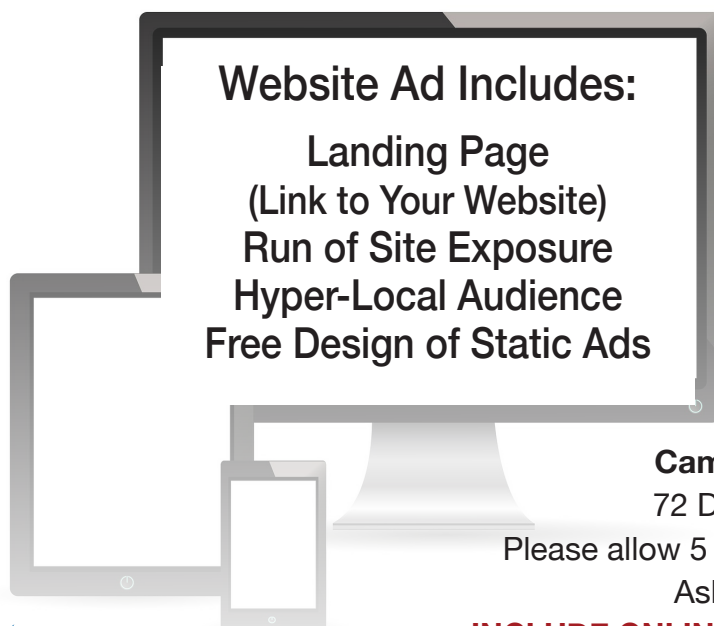
The screenshot displays the website's header with the phone number 815.338.8040 and navigation links: SUBSCRIBE, ADVERTISE, CONTACT US, ABOUT US, PUBLIC NOTICES, and SUBMISSIONS. The main navigation bar includes NEWS, BUSINESS, COMMUNITY, CITY, PEOPLE, OBITUARIES, SCHOOLS, SPORTS, A&E, and THE SQUARE. A sub-header states: "Published every Wednesday | Est. 1987 | Serving Woodstock, Wonder Lake and Bull Valley, IL | August 25, 2017".

The main content area features a blue article card titled "WOODSTOCK MEN RECOUNT CHILD RESCUE AT PARK" with a sub-headline "Woodstock's Octavio Ramirez had taken Aug. 11 off work to help his wife with a garage sale." and a "Full Story" button. To the right are social media follow buttons for Facebook (8.7k Followers) and Twitter (1.1k Followers).

Below the article is a red "LEADERBOARD AD 728 X 90" placeholder. To the right is a red "BIG BOX AD 300 X 250" placeholder. Below the big box ad is a "Subscribe" button and a small image of a rolled-up newspaper.

Start Seeing Your Business Online!

TheWoodstockIndependent.com links our audience to all things Woodstock.
Take advantage of premium website positions! Limited availability.



Camera-Ready Requirements:

72 DPI/RGB Color/JPEG Format

Please allow 5 day notice for new website campaigns

Ask your sales rep for details.

INCLUDE ONLINE PROMOTIONS IN YOUR NEXT CAMPAIGN!



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