

The Village Reporter

Advertisement Rate Card

Serving The Greater Williams County – Fulton County Areas Of Northwest Ohio

Phone (419) 485-4851 - Fax (877) 778-9425 - Website – www.thevillagereporter.com

General Information

The Village Reporter is published every Wednesday—52 issues per year—in both traditional print and e-edition formats. News content is identical in both the print and online e-edition. Daily news stories are posted online, giving readers access to timely updates in addition to the weekly print edition.

Weekly Ad Deadline: Fridays at noon for placement in the following Wednesday's edition.

Payment Terms: Billed ads are due by the 15th of each month. Late payments incur a 5% fee (minimum \$2). Major credit cards accepted.

Why Market With *The Village Reporter*?

Maximum Exposure, Minimal Price: Your ad appears in our weekly print edition and is also featured online next to web content—all week, at no extra cost.

Affordable Options: *The Village Reporter* offers a larger circulation than many other weeklies, often at rates equal to or lower than competing media outlets.

Highly Read: Our locally focused weekly newspaper is read cover to cover, ensuring your ad receives excellent visibility.

Long Shelf Life: Ads in weekly newspapers last longer, cost less than those in larger daily papers, and appear alongside the area's most sought-after local news.

Unique Local News: Much of the hometown news published by *The Village Reporter* is not available anywhere else—not on TV, radio, or in bigger papers. Placing your ad next to exclusive local content ensures it grabs the attention of local consumers.

Free Full Color: Most newspapers charge up to \$150 to add color to a display ad.

Readership (Formerly Circulation)

In the past, newspapers used “circulation” to describe how many printed copies were distributed overall or to specific zip codes. Today, with the rise of the internet, websites, and social media, many newspapers—including *The Village Reporter*—now focus on “readership” numbers instead. “Readership” combines traditional print circulation with online exposure, providing a more accurate picture of how many people see your ad as newspapers shift increasingly toward digital publishing.

Recent Readership Statistics

Print: January 2026 Circulation (Weekly Average)
= 2,400 copies x 2.5 (Average Readers Per Sold Newspaper) = 6,000

Web Impressions: Weekly Average = 35,305 (Free Views)

Print Advertisement Size

Print Column Sizes (Width)

| | |
|-----------------|--------------|
| 1 Column | 1.6 Inches |
| 2 Columns | 3.5 Inches |
| 3 Columns | 5.3 Inches |
| 4 Columns | 7.1 Inches |
| 5 Columns | 8.9 Inches |
| 6 Columns | 10.75 Inches |

Open Advertisement Rate

- \$11.00 – Per Column Inch (Column Wide x Height)
- \$11.95 - Legal Ads (Column Wide x Height)

Discounted Open Rates

- \$10.50 - Charity & Non-Profits
- \$450 Half Page (Free Full Color) = 34% Discount
- \$600 Full Page (Free Full Color) = 56% Discount

Special Section Rates

Shop At Home Business Directory (Weekly)
\$15.00 Per Week (12 week minimum)

Sports Sponsorship (Weekly)
\$23.00 Business Card (12 week minimum)

Church Page Sponsorship (Weekly)
\$23.00 Business Card (12 week minimum)

Front Page Banner (Full Color)
\$250.00 (As Available On Print Publication)

Community Calendar (Weekly)
\$23.00 Standing Business Card (1 Column x 3 Inch)
(12 week minimum)

Classified Advertisement (Prepaid Only)
\$12.00 For 1-20 Words; \$14.00 For 20-40 Words;
+\$2 Each Additional 20 Word Block

Flyers / Inserts
\$.10 Cents Per Flyer Inserted Into Print Publication.

Website Only Ads

Side Ad (Weekly)
\$50 Appears Next To Website Stories (Right Side) & Can Link To Your Business Website Or Facebook Page.

Top Banner Ad (Per Week)
\$200 Appears On Top Of Every Page