

# WESTONDIRECT

YOUR SOURCE FOR THE LATEST NEWS, EVENTS, AND DEALS IN THE VILLAGE



## NEW LOCAL ADVERTISING OPPORTUNITY

The WestonDirect will be mailed out bi-monthly and will hit over 7,000 households and businesses in the Village of Weston!

## NEW WESTONDIRECT ADVERTISING OPTIONS

### Full Color Insert: \$500 or \$575

#### One Sided Insert: \$500

(subtract \$205 if you will provide 7500 inserts\*)

#### Two Sided Insert: \$575

(subtract \$280 if you will provide 7500 inserts\*)

\*inserts based on flat 5.5x11" flyers; provided inserts are subject to approval by Village of Weston and may be subject to additional postage charges

### Envelope Sponsor: \$400

Your black and white ad will be placed on the back of the WestonDirect envelope, where residents and businesses of Weston, will see your ad before they check out what's inside!

Your ad or insert will reach over 7,000 Village of Weston households and businesses per issue. The WestonDirect is distributed the end of every-other month and includes the Village Newsletter. Inserts are printed full color on 80# Gloss Text. Design is available by request, and would be in addition to the cost noted above. Providing your own insert is also an option, the WestonDirect fee would still apply and the insert would have to be approved to ensure meeting postal requirements.

By placing an ad or insert in the WestonDirect you are helping cover the production costs to make WestonDirect packet successful!

The Village of Weston reserves the right to approve content for an appropriate and family friendly advertisement.

### Newsletter Advertisement Options

Your full color ad will be placed among other ads on page 3 in the Weston Wire Newsletter. Ad sizes are approximate

#### Full page ad: \$850

ad size: 9.0" (h) x 7.8" (w)

#### 1/2 page ad: \$650

ad size: H: 9.0" (h) x 3.8" (w)

V: 4.4" (h) x 7.8" (w)

#### 1/4 page ad: \$450

ad size: 4.4" (h) x 3.8" (w)

#### 1/8 page Ad: \$250

ad size: 2.1" (h) x 3.8" (w)

## Issues

May/June

(Mailed end of April 2015)

July/August

(Mailed end of June 2015)

September/October

(Mailed end of August 2015)

November/December

(Mailed end of October 2015)

January/February

(Mailed end of December 2015)

March/April

(Mailed end of February 2016)

To be included in an issue please contact the Village of Weston as early in the month as possible.

## Contact Us

For more information, or to find out if the month you want to advertise in is available, please contact

**Renee**

at (715) 241-2608

rhodell@westonwi.gov

or

**Heather**

at (715) 241-2604

hmeliska@westonwi.gov



**It's Right Here.**

# WESTONDIRECT

**YOUR SOURCE FOR THE LATEST NEWS, EVENTS AND DEALS**

Issue	Mailing Date	Art Work Due (Inserts/Ads)	Provided Inserts Due	Weston will Invoice Business for payment
May/June	End of April	April 8	April 15	First week of May
July/August	End of June	June 10	June 17	First week of July
September/October	End of August	August 12	August 19	First week of September
November/December	End of October	October 14	October 21	First week of November
January/February	End of December	December 9	December 16	First week of January
March/April	End of February	February 10	February 17	First week of March

Please contact us on the month/s you are interested in placing an insert in the WestonDirect pak or an ad in the Weston Wire Newsletter! Please submit artwork in the form of a PDF with the crop and bleed marks to [hmeliska@westonwi.gov](mailto:hmeliska@westonwi.gov). If you choose to provide 7,500 copies (*inserts*) of your ad, please drop them off at the Weston Municipal Center, 5500 Schofield Avenue, Weston, Monday – Friday between the hours of 8:00 a.m. and 4:30 p.m.

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