



THE WOODSTOCK INDEPENDENT

CONNECTED TO YOUR COMMUNITY



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

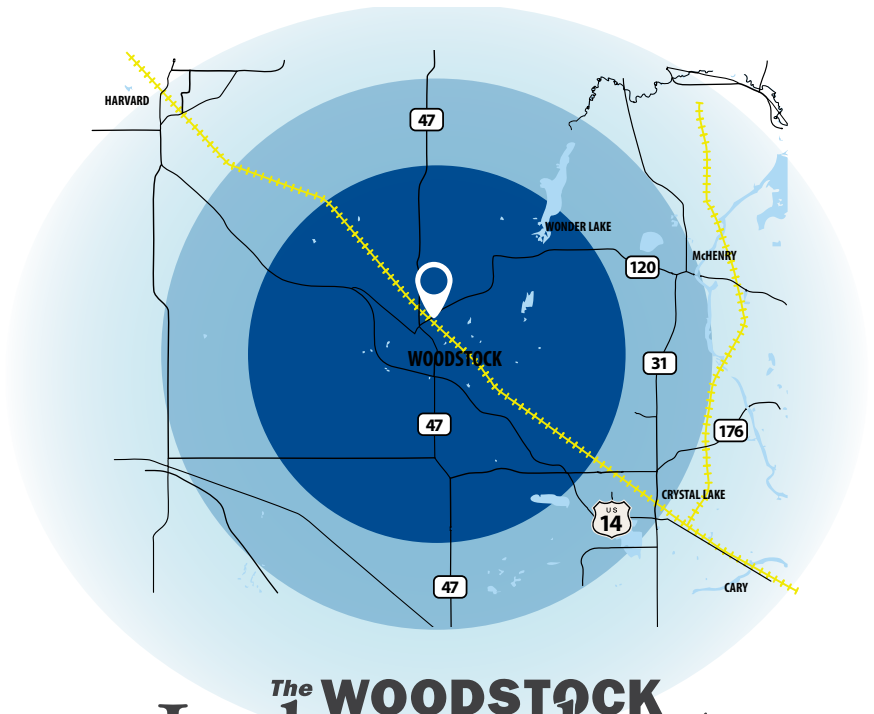
The Torch
Unique publication of The Woodstock Independent

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



10,000
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





Testimonials



"Advertising in The Woodstock Independent allows us to reach our local audience effectively and efficiently." -Phyllis Guy



STUDIO2015JEWELRY

"Studio 2015 Jewelry has been advertising in The Woodstock Independent for several years, and the feedback from our clients has been consistent – we are always noticed and have had significant results from the advertising we have done through this channel. The sales team has been fantastic to work with and always reach out to us with new opportunities! Five star service all the time!" -Holly Jaster

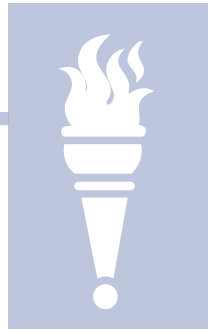
*Rendezvous
Bistro*

"We at Rendezvous Bistro have a great partnership with The Woodstock Independent. The staff is great about reaching out and notifying us of upcoming promotions and opportunities to advertise with them. Their design team is very helpful when creating new ads, and we are always pleased with the results. We often hear our customers mention that they saw our ad in the Woodstock Independent." -Megan Liebetrau



"Read Between the Lynes has been an advertising partner with The Woodstock Independent for over 12 years. From the sales staff to graphic design and beyond, we have always received prompt, attentive and professional service. We look forward to many additional years advertising with this local treasure." - Arlene Lynes

2018 Advertising Calendar



The Woodstock Independent(Weekly/Total Market Circulation)

Space Deadline is the Thursday before publication.

Delivered to over 17,000 residences, businesses, and p.o. boxes in Woodstock, Wonder Lake, and Bull Valley

● The Woodstock Independent Total Market Edition

● The Torch

2018

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	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	1	2	3
4	5	6	7	8	9	10

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	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	1	2	3
4	5	6	7	8	9	10

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	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
1	2	3	4	5	6	7

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	1	2	3	4	5
6	7	8	9	10	11	12

May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	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	1	2
3	4	5	6	7	8	9

June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	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
1	2	3	4	5	6	7

July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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	1	2	3	4
5	6	7	8	9	10	11

August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	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	1
2	3	4	5	6	7	8

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	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	1	2	3	4	5	6

October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	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	1	2	3
4	5	6	7	8	9	10

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	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	1
2	3	4	5	6	7	8

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	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	1	2	3	4	5



The Woodstock INDEPENDENT

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

PRINT PRICING

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)

The Woodstock Independent

Black & White
1/8 Page \$90
1/4 Page \$180
1/2 Page \$360
Full Pg \$720

Color
1/8 Page \$108
1/4 Page \$216
1/2 Page \$432
Full Pg \$864

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)

Total Market & Torch

Black & White
1/8 Page \$129
1/4 Page \$258
1/2 Page \$515
Full Pg \$1030

Color
1/8 Page \$155
1/4 Page \$310
1/2 Page \$620
Full Pg \$1235

INSERTS & STICKERS

Quantities:

The Woodstock Independent: 3,000 \$75 per thousand
Total Market/Torch: 17,000 \$60 per thousand

Deadlines: Thursdays at Noon

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

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MULTI-MEDIA ADVERTISING SAVE MONEY WITH A PACKAGE

FULL COLOR PRINT & DIGITAL

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BUSINESS CLASS

1 Run TWI

Web Ad & Social Media

1/8 Page \$168

1/4 Page \$276

1/2 Page \$492

Full Page \$924

FIRST CLASS

1 Run TMC

Web Ad & Social Media

1/8 Page \$215

1/4 Page \$370

1/2 Page \$680

Full Page \$1295

ELITE PACKAGES

3 Runs TWI

1 Run TMC

1 Month Web Ad
& Social Media

1/8 Page \$499

1/4 Page \$899

1/2 Page \$1499

Full Page \$2499



**VISIT OUR
NEW WEBSITE**

WE'VE GOT WOODSTOCK COVERED.

Call today to take advantage of
our special subscription deal!

Print \$35/year*

E-Sub \$20/year

 **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/

2018 Sponsorship Opportunities

Get your company's name out...

Be a Sponsor!

The Woodstock Independent is looking for sponsors for the following:



The college report follows the collegiate athletic careers of area graduates.

\$50 / month



Highlighting an outstanding high school athlete from one of the three area high schools.

\$50 / month



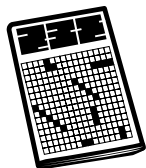
Featuring an animal available for adoption from Helping Paws Animal Shelter.

\$50 / month



Highlighting an outstanding high school student from one of the three area high schools.

\$50 / month



Puzzle Page

Different puzzles to challenge your brain.

\$50 / weekly



Real Estate Transactions

The transactions shown for properties purchased throughout Bull Valley, Wonder Lake and Woodstock.

\$50 / weekly



A picture of something in Woodstock where the readers guess the location to win a prize.

\$50 / 2 weekly ads

Call 815-338-8040 for more information



Brand Identity Packages

*Brand your Business
with an eye catching logo!*

Bronze Package \$195

*2 Logo Design Concepts
2 Logo Design Revisions
Vector Image & 6 File Formats*

Silver Package \$349

*3 Logo Design Concepts
Unlimited Logo Design Revisions
Vector Image & 6 File Formats
Black & White Vector Format
Stationary Design
Business Card Design
Letterhead Design
Envelope Design
Fax Cover Sheet Design*

Gold Package \$495

*5 Logo Design Concepts
Unlimited Logo Design Revisions
Vector Image & 6 File Formats
Email Signature Format
Black & White Vector Format
Stationary Design
Business Card Design
Letterhead Design
Envelope Design
Fax Cover Sheet Design*



Digital Advertising

The screenshot shows the website header with the phone number 815.338.8040 and navigation links: SUBSCRIBE, ADVERTISE, CONTACT US, ABOUT US, PUBLIC NOTICES, SUBMISSIONS. The main logo is 'The Woodstock INDEPENDENT'. Below the logo are category links: NEWS, BUSINESS, COMMUNITY, CITY, PEOPLE, OBITUARIES, SCHOOLS, SPORTS, A&E, THE SQUARE. A sub-header reads: 'Published every Wednesday | Est. 1967 | Serving Woodstock, Waunder Lake and Bull Valley, Ill. | August 25, 2017'.

The main content area features an article 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.' A photo shows two men standing outdoors. A 'Full Story' button is visible below the article.

On the right side, there are social media follower counts: Facebook (8.7k Followers) and Twitter (1.1k Followers). Below these is an 'Advertisement' section with a red box containing the text 'BIG BOX AD 300 X 250'. At the bottom right, there is a 'Subscribe' button and a small image of a rolled-up newspaper.

At the bottom left of the screenshot, a red box contains the text 'LEADERBOARD AD 728 X 90'.

Start Seeing Your Business Online!

TheWoodstockIndependent.com links our audience to all things Woodstock, including our  facebook followers, 8,800 and growing! Take advantage of premium website positions! Limited availability.

Website Ad Includes:

**Landing Page
(Link to Your Website)
Run of Site Exposure
Hyper-Local Audience
Free Design of Static Ads**

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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