

The Wellington

970.530.2944

Published 40 weeks a year
& mailed to every Wellington address!*

We print 4,200 papers each issue

Our Demographics*

- 5,500 people live within the town limits of Wellington
- 8,000 live in the greater Wellington area
- Over **82%** of our households own their own homes
- Over **53%** earn more than \$50,000
- **85%** of Wellington households have one or more commuters, with an average one-way drive of 20 miles.

* Based on U.S. Census data and Wellington Community Survey

Let our professional advertising consultants assist you
in choosing your best option

- Display Advertising
- Business Profiles
- Business Card Reference Section
- Inserts

Call us today!

The Wellington

Phone 970.530.2944 • Fax 970.221.4884
E-mail info@thewellingtonweekly.com

* Add the monthly North Forty News
for 52-week coverage.



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Business Profiles

Need a loan? See Points West Bank

With the current climate in the national credit markets, many people are afraid to even ask about a loan. However, Points West Bank in Wellington is still doing business as usual and making both commercial and home loans.



Tom Gillespie
Points West Bank
970-568-3250

Manager Tom Gillespie encourages folks to come in and inquire about financing options. "We are able to customize loans to meet just about any need," Tom said.

Points West has been meeting the credit needs of the community since 2003. Its loans are approved locally, which helps to streamline the process.

For more information about services at Points West Bank, call 970-568-3250.

Sample ad sizes & prices for 2009

Discounts available for extended schedules and additional ad placement in the North Forty News.

6-inch ad: 3.76" x 3"
\$67.50 for 1 issue

10-inch ad: 3.76" x 5"
\$107.50 for 1 issue

4-inch ad: 3.76" x 2"
\$45 for 1 issue

Quarter page vertical:
4.75" x 7.5"
\$205 for 1 issue

8-inch ad: 3.76" x 4"
\$90 for 1 issue

Business Profiles

Prices start at \$130

Ask about half-price profile in our monthly North Forty News!

Preprinted Insertions

Distribute your flyer for as little as \$60/thousand. Reach every address in and around Wellington, zip code 80549.



Use our very affordable Here's My Card! section to reach your customers:

Great time to buy!



RE/MAX
Action Brokers at Wellington

Connie Herrera
Associate Broker
Office (970) 493-9200
Mobile (970) 689-9219
connieherrera@remax.net

3 issues	=	\$32.00/week
6 issues	=	\$29.50/week
9 issues	=	\$27.00/week
12 issues	=	\$24.50/week
13+ issues	=	\$22.00/week

Actual Size: 3" x 2"

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Charges for color or premium placement

Specified Page: ADD \$25

Not always available

Right-Hand Read: ADD \$15

Our choice of page

Full Color: for as little as \$30

Electronic files

We accept ads by e-mail saved in the following formats: PDF, TIFF, EPS or Adobe Illustrator. Set up all color as CMYK. All black type or graphics must be 100% K. (Black as RGB or CMYK is a common mistake.)

Deadlines

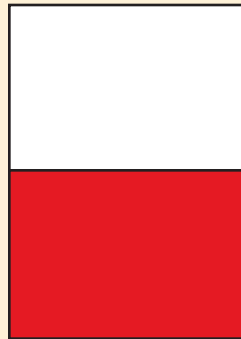
The Wellington publishes 40 times a year. Advertising reservations should be made by the Thursday before the Wednesday publication date.

All rates are subject to change. Please call to verify rates at the time you are ready to place your ad.
NOTE: Ads that exceed 13 inches tall will be billed at 15 inches tall.

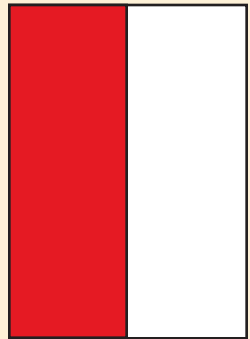
Many ad sizes are available. Some samples are shown below. Multiply the number of columns wide by the number of inches tall to determine the number of column inches for the ad. For further assistance, please call the office at 970.530.2944.



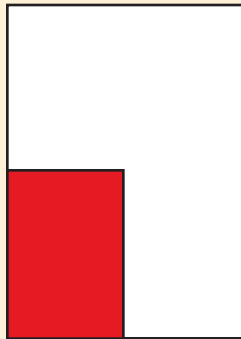
Full-page
9.65" X 15"



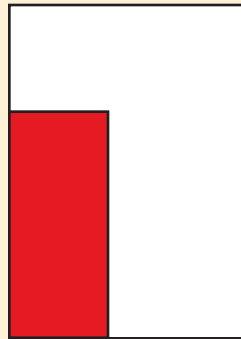
1/2 Horizontal
9.65" X 7.5"



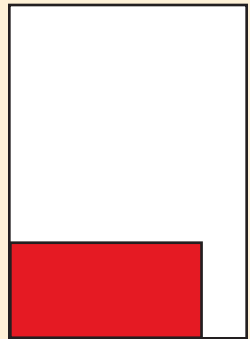
1/2 Vertical
4.75" X 15"



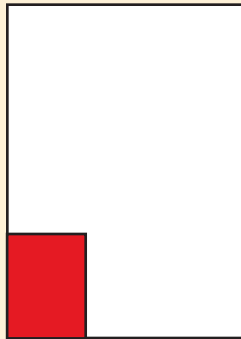
1/4 Vertical
4.75" X 7.5"



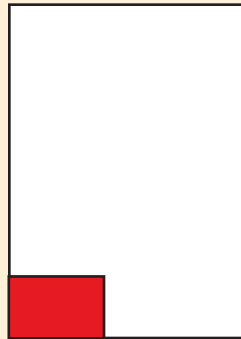
20" Ad
2 columns x 10"



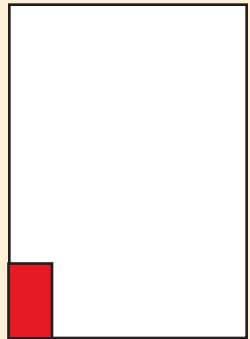
20" Ad
4 columns x 5"



10" Ad
2 columns x 5"



6" Ad
2 columns x 3"



4" Ad
1 columns x 4"

Free ad design available

5 columns per page
Widths of columns in inches

1 column	1.79
2 columns.....	3.76
3 columns.....	5.72
4 columns.....	7.68
5 columns.....	9.65

Design Specifications