

# Advertising prices The Villager 2026

Classifieds / week	Size	Price*
Real Estate, Services, Notices, Cars & Carts, Wanted	10-word minimum	\$1.50/word
Obituary*, Items for Sale, Free Stuff	10-word minimum	\$1.30/word *Obituary photo price - \$25 per photo
Lost and Found	No minimum	\$1.30/word - first week first 15 words free

\*\$15 additional for single-line box around classified ad, \$20 additional for premium box around ad and top placement

Standard Size Display Ads/week	Size	Price*
Business Card	3.5 inches, 2 inches	\$43
1/8 Page	2 columns, 3.5 inches	\$84
1/4 Page	2 columns, 6.5 inches	\$156
1/2 Page	5 columns, 6.5 inches	\$331.50
Full Page	5 columns, 12.5 inches	\$525
2 Page	Centerfold	\$1200

\* color – add \$300

Public Website	Price
Villages Realtors' Profile Page	\$250/3 months

Insert Flyers	Price
3000 copies*	\$417 (from 7/1/26: \$450)

\*Approved flyer needed for approval 2 weeks ahead of publishing

Telephone Directory	Price
½ page B&W	\$400
Full-page B&W	\$600
Inside-back cover	\$750
Special placement	\$50 addition
Color addition	\$700

Resource Guide:	Price
	(all color)
Half-page	\$400
Full-Page	\$600
Inside-Back cover	\$750
Special Placement Inside	\$50 (addition)

## Contact Information

Office Hours: Monday to Friday, 8.30 a.m. to 4:00 p.m., lunch closure 12 p.m. – 1 p.m.

- Phone: 408-223-4657
- Email: advertising@the-villages.com