



Advertise with Welland Weekly

Put your business in front of 1,500+ Welland locals, right beside the weekend plans they open every Thursday.

1,500+

WELLAND SUBSCRIBERS

53.5%

AVERAGE OPEN RATE

Thu

8 A.M., EVERY WEEK

3–5

SPONSORS PER ISSUE,
MAX

The free Thursday email Welland opens to plan its weekend.

Welland Weekly is an independent newsletter run by Monica, a Welland local. Every Thursday at 8 a.m. it lands with what's on this weekend, where to eat and what's coming up. Every event is checked with the organizer first, and every word is about Welland.

INSIDE EVERY ISSUE



Quick Picks

Our best bets for the weekend, right at the top. Most readers start here.



Events, day by day

Friday to Sunday, with times and prices. Free and family-friendly ones are marked.



Eat and drink specials

What local spots are serving this week, plus the new places worth trying.



Coming up

Concerts and festivals that need tickets, weeks before they sell out.

OUR AUDIENCE

SUBSCRIBERS

1,500+

Opted-in readers, growing every week.

AVERAGE OPEN RATE

53.51%

More than half the list opens every issue.

CLICK-TO-OPEN RATE

11.98%

About 1 in 8 readers who open tap through.

"I always have felt that I find out about things after they are over and this keeps me in the loop ahead of time."



Carol Harding
Reader

"Thanks Monica for this new lovely little newsletter! ♥"



Cindy Lee Moore
Reader and supporter

"Thanks for sending out events each week! Keep them coming"



Tim H.
Reader and supporter

Flyers get recycled. Feeds scroll past. Thursday's email gets opened.

Billboards, radio and social posts reach everyone and hope. Welland Weekly puts you in front of people who live here, at the moment they're deciding what to do this weekend.

1

Reach Welland locals who asked to hear from us

Every reader signed up for Welland Weekly themselves. They open it Thursday morning looking for things to do and places to go, which is exactly when a local business wants to be seen.

Every issue is about Welland, so the people reading it live here or close by.

2

You're never one logo in a crowd

We cap each issue at 3 to 5 local sponsors. No programmatic ads, no banner clutter. Your placement sits beside the picks readers came for, clearly labelled as a local advertiser.

Every placement is clearly labelled, so readers know who's helping keep the newsletter free.

3

Written by a neighbour, so it reads like a tip

We write every placement in plain language, the same way we write about events. One clear link, nothing pushy. A recommendation from the newsletter people already thank us for.

4

It lands right when people are planning

The issue goes out Thursday at 8 a.m., when readers are deciding where to eat, shop and go this weekend. Your placement is in the middle of that decision, not buried in a feed.

EARLY
RATES

Our prices follow the size of the list. We're at 1,500+ and growing every week, so today's rates are the lowest they'll be.

Two simple ways to reach Welland.

Flat-rate newsletter placements, with no complicated tiers or minimums. Pick the one that fits your goals.

MOST POPULAR

Featured Placement

\$75

per placement, per newsletter

Your business, front and centre. A visual feature built from the copy, heading and small landscape image you provide.

- ✓ Your copy, your heading
- ✓ One small landscape image (600 × 300 px)
- ✓ Link anywhere you want readers to go

LIGHTER TOUCH

Community Spotlight

\$50

per placement, per newsletter

A lighter, text-first mention using your copy and heading. Perfect for events, announcements and community shout-outs.

- ✓ Your copy, your heading
- ✓ Link to your destination
- No featured image

Deadline: Tuesday, 8 a.m. Your copy, heading and image need to be in our inbox by then to run that Thursday. Earlier is better.

EARLY
RATES

Booking multiple weeks? Most businesses run several issues in a row for the best results. Ask about a multi-week schedule.

WHICH ONE IS RIGHT FOR YOU?

Pick a Featured Placement

When you have something that looks good in a photo: a new menu, a product, your space, your team at work, or a seasonal offer you want people to notice.

Pick a Community Spotlight

When the words do the work: an event date, an opening, a fundraiser, a sale or a quick shout-out to the community.

Not sure? Tell us what you're promoting and we'll suggest the one that fits. Only 3 to 5 sponsors run in each issue, so book early for the week you want.

What your placement looks like.

An example Thursday issue. Featured Placements get a small landscape image, Community Spotlights are text only. Both sit right between the picks readers came for.

Welland WeeklyThu 8:00 a.m.

Good morning, Welland!

Featured Placement • \$75

THANKS TO OUR LOCAL SPONSOR



Welland 1-day junk removal.
We do the lifting. You enjoy Welland.
[Get a free quote →](#)

THIS WEEKEND

Community Spotlight • \$50

COMMUNITY SPOTLIGHT

Your heading goes here.
Two or three plain-language lines about your event, opening or offer, written with you in our voice.
[Your link →](#)

FEATURED PLACEMENT

What to send

- A heading
- Two or three lines of copy
- One link
- **One small landscape image, 600 × 300 px** (JPG or PNG). A photo or a finished graphic both work.

COMMUNITY SPOTLIGHT

What to send

- A heading
- Two or three lines of copy
- One link
- No image

Deadline: Tuesday, 8 a.m.

Everything in our inbox by then runs that Thursday. Earlier is better.

Example layout. Junk Removal Welland's photo shows how a Featured Placement image sits in the issue.

Meet Monica.



Monica

EDITOR, WELLAND WEEKLY

Monica lives in Welland and runs Welland Weekly. She talks to business owners, shows up at events, checks every listing with the organizer and writes every Thursday issue herself.

When you advertise with Welland Weekly, you work directly with her. Every placement helps keep the newsletter free for Welland.

HOW IT WORKS

1

Tell us what you're promoting

And when. Email info@wellandweekly.ca or use the form at wellandweekly.ca/advertise. Send everything by Tuesday at 8 a.m. for that Thursday.

2

We confirm your date

Usually within two business days. We help shape your copy so it fits the issue.

3

Your placement runs

In the Thursday email, clearly labelled as a local advertiser.

LET'S WORK TOGETHER

Get your business in front of Welland.

Featured Placement \$75 · Community Spotlight \$50.
Rates go up as the list grows, so the earlier you book, the less you pay.

[Book a placement »](#)

info@wellandweekly.ca

wellandweekly.ca/advertise · [@wellandweekly](https://twitter.com/wellandweekly)