

The Villager Classified Advertising Pricing

Category	Cost
Real Estate Services	\$1.60 per word (minimum of 10 words)
<i>(See below for Services sub-categories.)</i>	
Notices	\$1.60 per word (minimum of 10 words)
Personals	\$1.30 per word (minimum of 10 words)
Cars & Carts	\$1.60 per word (minimum of 10 words)
Help Wanted	\$1.60 per word (minimum of 10 words)
<i>(Employment notices)</i>	
Wanted	\$1.60 per word (minimum of 10 words)
Items for Sale	Villagers: \$1.30 per word (minimum of 10 words)
<i>(Personal items only)</i>	
Free Stuff	Villagers: \$1.30 per word (minimum of 10 words)
	Non-residents: \$1.60 per word (minimum of 10 words)
Obituaries	\$1.30 per word
	Photo of the deceased \$25
	Free flag for veterans
Villages Business Directory	\$10 per week
<i>(Business Directory available to Villages residents only. Listings must be compact enough to fit on two lines only.)</i>	
Lost & Found	First 15 words of first ad are free;
	after 15 words: \$1.30 per word
	<i>(Subsequent ads after first week are billed at \$1.30 per word)</i>

Specials (Additional add-ons to regular ad pricing)

Placement in box	\$15 per week (boxes limited to one-column width)
Premium placement	\$20 per week, placement anywhere with special box
<i>(Anywhere in Classified Ad section, not including first column or above section heading)</i>	
<i>(Premium ads will have a bolder border. Placement space is on a first-come-first-served basis.)</i>	

CLASSIFIED ADVERTISING GUIDELINES

To submit ad copy, renew, cancel, or make changes to your ad: **Contact Adrienne at 408-223-4657 areed@the-villages.com; or contact Scott at 408-223-4655; fax to 408-223-2843; or mail to: Villager Classified Ads, Building B 5000 Cribari Lane, San Jose, CA 95135.**

(Downloadable forms available on the Resident Portal at thevillagesgcc.com. Ad copy is not taken over the telephone. Call Adrienne or Scott to verify receipt of fax.)

Payment:

All ads are to be paid in advance by cash, check or money order. Make checks/money orders payable to:

The Villager. Villages residents may charge ads to their Villages accounts. Take payments to the Villager office in Building B or mail to the address above.

Deadlines:

Ads are due Mondays by 4 p.m. for publication in Friday's paper. Deadline also applies to renewals, cancellations and changes. Exceptions are only for holiday deadlines, details of which will be published in advance.

The Villager does not endorse or guarantee any advertisement or insert using space in this paper to reach our readers. It is the responsibility of the users of these services to check references and claims made. Residents, please be aware California State law mandates any contractor bidding for a job more than \$500 in parts and labor must be licensed. The Contractors State License Board (1-800-321-2752) may be contacted regarding any questions or concerns about a contractor. The Villager reserves the right to refuse ads containing offensive or questionable content.

