

THE VOICE OF THE VILLAGES
177 Avenue A Turners Falls, MA 01376
www.montaguereporter.org
(413) 863-8666

MR
EST. 2002

ABOUT US

Founded in 2002, *The Montague Reporter* is a local independent weekly community print newspaper, published on Thursdays. The *Reporter*, started as a small grassroots endeavor in late 2002, has since grown to be a pillar of the community. With an estimated 2,000+ readers and store located sales, our paper provides an important community service.

We are a non-profit organization, supported by and operating for the benefit of the communities we cover: the five villages of Montague, and the towns of Gill, Leverett, Wendell, and Erving.

Headed by a volunteer board of directors, and run by a mixed volunteer and freelance staff, the *Reporter*, provides news, arts, and feature coverage to nine villages and towns in Western Massachusetts — proud communities with a vibrant history and engaged citizens. Help us continue to write the first draft of history! We welcome news, opinions, ads, calendar listings, volunteer help and other contributions.

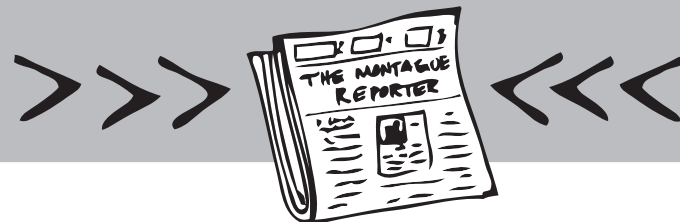
COPY REGULATIONS

- In an effort to best serve our readers, *The Montague Reporter* reserves the right to reject or edit any advertisement deemed objectionable or misleading.
- Display advertising that resembles editorial content must be clearly marked “ADVERTISEMENT” above the ad.
- *The Montague Reporter* will try to honor requests for ad placement, but there are no guarantees.
- *The Montague Reporter* shall not be liable for failure to publish an ad or for typographical errors in publication except to the extent of the cost of the first ad. Adjustment for errors is limited to the cost of that portion of the ad that contained the error.
- Read your ad the day it runs. If it contains an error, contact us immediately. In the event that your ad does not appear on the day requested, it will be inserted in the next week’s edition. No liability will be recognized.

ADS@MONTAGUEREPORTER.ORG

UNLOCK THE POWER OF LOCAL ADVERTISING

The Montague Reporter



COST EFFECTIVE COMMUNICATION

Affordable rates (as low as \$10/week), and flexible options

GUARANTEED LOCAL AUDIENCE

1,500+ copies distributed weekly

2,000+ readers

30 distribution locations in Franklin County

SPECIALTY AD PLACEMENTS

on one of our four Monthly Pages: Spanish, Poetry, Science, or Kids!

IN-HOME LONGEVITY

something that daily newspapers can't offer

Advertisers build credibility with local customers
and support a unique community asset.

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DISPLAY AD

RATES

black and white: \$7 per column inch
 color: \$8.50 per column inch

5 col. format.
 Additional sizes
 quoted upon
 request.

price	1 col. x (2.07")	2 col. x (4.31")	3 col. x (6.54")	4 col. x (8.77")	5 col. x (11")
\$14.00 b/w \$19.00 color	2 inches				
\$21.00 b/w \$25.50 color	3 inches				
\$28.00 b/w \$34.00 color	4 inches	2 inches			
\$35.00 b/w \$42.50 color	5 inches				
\$42.00 b/w \$51.00 color	6 inches	3 inches			
\$49.00 b/w \$59.50 color	7 inches				
\$56.00 b/w \$68.00 color	8 inches	4 inches			
\$63.00 b/w \$76.50 color	9 inches		3 inches		
\$70.00 b/w \$85.50 color	10 inches	5 inches			
\$84.00 b/w \$102.00 color		6 inches	4 inches		
\$98.00 b/w \$119.00 color		7 inches			
\$105.00 b/w \$127.50 color			5 inches		
\$112.00 b/w \$136.00 color		8 inches		4 inches	
\$126.00 b/w \$153.00 color		9 inches	6 inches		
\$139.00 b/w \$169.00 color (1/4 pg.)	12.5 inches	8.33 inches	6.25 inches	5 inches	

quarter page ad:

2 cols. x 12.5"; 3 cols. x 8.33";
 4 cols. x 6.25" or 5 cols. x 5"

\$139 b/w, \$169 color

half page ad:

2 cols. x 20"; 3 cols. x 16.66";
 4 cols. x 12.5" or 5 cols. x 10"

\$274 b/w, \$324 color

5 cols. by 20 inches full page ad: \$500 b/w, \$625 color

BUSINESS CARD DIRECTORY

RATES

price
\$120 b/w
\$168 color
 per contract

Build Name Recognition in the Community!

Insert Your Business Card as an Ad

\$10 per week for black and white

\$14 per week for color

12 week minimum run

10% discount for a year commitment

Actual size of business card ad

PREPRINTED INSERTS

RATES **Approx. Cost: \$150.00 per 1000**

Maximum size: One sheet at 8 1/2 x 11 inches.

Please call ahead for scheduling and a custom quote.

Inserts must be ordered one week prior to publication run.

FREQUENCY DISCOUNTS

4 to 12 consecutive inserts: 5% discount 26 to 51 consecutive inserts: 12.5% discount

13 to 25 consecutive inserts: 10% discount 52+ consecutive inserts: 15% discount

- Discounts only apply when payment is made within 30 days.
- Discounts do not apply to business card directory or broken contracts.
- Advertisers will be billed for any discount applied to a contract suspended before its term.

DEADLINE

Monday 12 p.m. for
 Thursday publication

EXAMPLE DISPLAY AD SIZES actual size

