



Deadline

Deadline for all advertising is 12 p.m. Monday for Thursday publication.

Pre-printed inserts must be ordered one week prior.

Space Reservations: Space must be reserved by noon Monday. Changes to proportions will be made on a space available basis.

Circulation:

Our print run is 1,500 plus copies. The Montague Reporter is sold at local stores and by subscription.

Copy Regulations:

- In an effort to best serve our readers, The Montague Reporter reserves the right to edit or reject 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.

Why advertise? There are many advantages to placing your ad in the Montague Reporter. Weekly newspapers have in-home longevity. Your ad in the Montague Reporter may stay around the house a few days longer than in a daily. By dedicating our coverage to Montague, Gill, Erving, Leverett and Wendell - something the larger dailies can't do - you're guaranteed a local audience.

Rates:

Local ad: \$7.00 B/W, \$8.50 Color per col. inch (5 col. format)

National ad: \$9.00 per col. inch

Classified: \$6.50 per col. inch (6 col. format)

Boxed classified display: \$7.00 per col. inch

Business Card Directory: \$9.00 B/W, \$12.00 Color per week and

Ad must run a minimum of 12 weeks.

Price \$108.00 B/W per contract

\$144.00 Color per contract

Commitment Discounts:

4 to 12 consecutive inserts: 5% discount

13 consecutive inserts: 10% discount

26 consecutive inserts: 12.5% discount

52 consecutive inserts: 15% discount

- Discounts only apply when payment is made within 30 days.
- Discounts do not apply to national, business card directory or classified advertising.
- Discounts do not apply to broken contracts.

Advertisers will be billed for any discount applied to a contract suspended before its term.

Pre-printed Inserts:

Maximum size: One sheet at 8 1/2 x 11 inches. We allow only two inserts per issue. Please call ahead for scheduling. Inserts must be ordered one week prior to publication run. Cost: \$150.00 per 1000.

The Montague Reporter

58 Fourth Street, Turners Falls MA 01376

Phone: (413) 863-8666

Email: ads@montaguereporter.org

Website: montaguereporter.org

Advertising Rate Sheet

Effective May, 2013

The Montague Reporter is a non-profit community weekly covering the five villages of Montague: Turners Falls, Millers Falls, Montague Center, Montague City and Lake Pleasant; Gill, Erving, Leverett and Wendell. By covering community news, events and cultural happenings, the Montague Reporter gives your village a voice through accurate and honest reporting.



Examples of Ad Proportions

1 col. x 2"
smallest ad

\$14.00 b/w
\$19.00 color

2 col. x 4"

\$56.00 b/w
\$68.00 color

1 col. x 4"
runs on any page

\$28.00 b/w
\$34.00 color

Quarter page ad: \$139.00 b/w, \$169.00 color

2 cols. x 10"; 3 cols. x 8.33";
4 cols. x 6.25" or 5 cols. x 5"

Half page ad: \$274.00 b/w, \$324.00 color

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

5 cols. by 20 inches full page ad: \$500.00 b/w, \$625.00 color

The Montague Reporter Cost

Number of columns and inches

Black and White:

\$7.00	per column inch				
\$14.00	1x2				
\$21.00	1x3				
\$28.00	1x4	2x2			
\$35.00	1x5				
\$42.00	1x6	2x3			
\$49.00	1x7				
\$56.00	1x8	2x4			
\$63.00	1x9	3x3			
\$70.00	1x10	2x5			
\$84.00		2x6	3x4		
\$98.00		2x7			
\$105.00			3x5		
\$112.00		2x8		4x4	
\$126.00		2x9	3x6		
\$139.00	1/4 page	2x10	3x8.33	4x6.25	5x5
\$168.00	2x12	3x8	4x6		
\$196.00	2x14		4x7		
\$210.00	2x15	3x10			5x6
\$224.00	2x16		4x8		
\$252.00		3x12	4x9		
\$274.00	1/2 page discount		4x12.5		
\$500.00	full page discount				

Chart is based on local rate for a b/w Ad of \$7.00 per col. inch. (5 col. format) Standard sizes. Additional sizes quoted upon request.

Color:

\$8.50 per column inch, 2 inch minimum

Actual size of your business card display

Business Card Directory:

\$9.00 b/w, \$12.00 color per week and Ad must run a minimum of 12 weeks.

\$108.00 b/w per contract.

\$144.00 color per contract.

Actual size of your business card display