

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.

Submit requests and questions to: **Ads@MontagueReporter.org**

COST EFFECTIVE COMMUNICATION

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

GUARANTEED LOCAL AUDIENCE

1,200+ copies distributed weekly / 2,000+ readers / 35 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.

DISPLAY AD RATES **\$8 B/W, \$9.50 COLOR (PER INCH)**

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")
\$16.00 b/w \$19.00 color	2 inches				
\$24.00 b/w \$28.50 color	3 inches				
\$32.00 b/w \$38.00 color	4 inches	2 inches			
\$40.00 b/w \$47.50 color	5 inches				
\$48.00 b/w \$57.00 color	6 inches	3 inches			
\$56.00 b/w \$66.50 color	7 inches				
\$64.00 b/w \$76.00 color	8 inches	4 inches			
\$72.00 b/w \$85.50 color	9 inches		3 inches		
\$80.00 b/w \$95.00 color	10 inches	5 inches			
\$96.00 b/w \$114.00 color		6 inches	4 inches		
\$112.00 b/w \$133.00 color		7 inches			
\$120.00 b/w \$142.50 color			5 inches		
\$128.00 b/w \$152.00 color		8 inches		4 inches	
\$144.00 b/w \$171.00 color		9 inches	6 inches		
\$160.00 b/w \$190.00 color	(1/4 pg.)	12.5 inches	8.33 inches	6.25 inches	5 inches

Quarter Page Ad:
\$160 B/W, \$190 COLOR

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

Half Page Ad:
\$310 B/W, \$360 COLOR

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

Full Page Ad:
\$550 B/W, \$675 COLOR

5 cols. x 20"

BUSINESS CARD DIRECTORY RATES **\$120 B/W, \$168 COLOR (PER CONTRACT)**

Build name recognition in the community! *Submit your business card as an ad.* \$10 per week for black and white and \$14 per week for color. 12 week minimum run. 10% discount for a year commitment.

PREPRINTED INSERT RATES **APPROX. COST: \$225.00 (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 / **13 to 25 consecutive inserts:** 10% discount

26 to 51 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 business card directory or broken contracts. Advertisers will be billed for any discount applied to a contract suspended before its term.

GRAPHIC DESIGN SERVICES **\$30 (PER HOUR)**

Need some help designing your ad? We're happy to assist. One hour (\$30) minimum for ad design.

DEADLINE: Monday 12 p.m. for Thursday publication (+2 business days for graphic design services)

EXAMPLE DISPLAY AD SIZES

Actual Size

1 col. x 2" (smallest ad)



Business Card Ad



2 col. x 4"



1 col. x 4"

