

HOMETOWN WEEKLY NEWSPAPERS

MEDFIELD • WESTWOOD • WALPOLE • DOVER • SHERBORN • NEEDHAM • WELLESLEY



2017 RATE CARD

The Hometown Weekly is directly mailed to every home in 7-towns with a readership of over 100,000. The Hometown Weekly provides advertisers with **100% COVERAGE** of Medfield, Dover, Sherborn, Westwood, Needham, Walpole and now Wellesley... every week. Each issue includes local news, feature stories, sports, school, church and local organization news, town event information, social announcements, classifieds, services, Anna's Attic & much more...

The Hometown Weekly

Phone: 508-359-2200
ads@hometownweekly.net
Fax: 508-359-2224

120 North Meadows Rd., Medfield, MA 02052

Cancellations: Cancellations cannot be accepted after closing of the paper's deadline and Advertiser is responsible for space ordered and costs incurred.

Political Advertising: Regular rates and all discounts apply. Prepayment is required and must be accompanied by a witnessed authorization form. Advertising simulating a news style is required to carry the word "advertisement" completely spelled out at the top of the ad. The Publisher reserves the right to edit or reject advertising deemed objectionable, illegal, or of poor reproductive quality. The Advertiser assumes all liability for all content of the advertising.

All advertisements submitted for publication is subject to and governed by the rates, conditions, standards, terms and policies contained in the rate card.

The Publisher's liability for an error in copy or production shall not exceed the cost of space occupied for the error. Credit will be allowed for first insertion only. Notice of error must be given in time for correction before the second insertion; otherwise no claims for repetition will be allowed. The Publisher is not liable for its failure, for any cause, (a) to publish an advertisement, or (b) to print, or circulate all or any part of any issue in which an advertisement is contained.

Coverage

Needham	\$17.00*
Wellesley	\$17.00*
Front Banner	\$400 per week/per town
1/2 Banner	\$200 per week/per town
Front Block	\$100 per week/per town

Dover/Sherborn	\$15.00*
Medfield	\$15.00*
Walpole	\$15.00*
Westwood	\$15.00*
Front Banner	\$300 per week/per town
1/2 Banner	\$175 per week/per town
Front Block	\$70 per week/per town

*Per column inch

Advertise in any town and get the second town at 1/2 price. Third town and subsequent towns for 1/3 price!

Insert Rates**

Full Run of 7 Towns (47,590) .	\$2,330
Medfield (4,884)	\$239
Westwood (6,048)	\$296
Dover (2,291)	\$112
Sherborn (1,705)	\$84
Walpole (9,900)	\$485
Wellesley (10,258)	\$502
Needham (12,495)	\$612

**All rates based on \$49 per thousand (pre-printed),
Need 2% extra for spoilage

Deadlines: Deadline for all advertising is Friday at 4pm, week prior to publication.

Production Requirements: All camera ready artwork must have a hard copy attached (black & white or color if running color).

File Requirements: InDesign 6 or greater, a Press Ready or high resolution PDF. Please embed all fonts and artwork.

No MS Word or Publisher Files. Published by Hometown Publications LLC.

Column Sizes

1 column	1 7/8 inches
2 columns	3 7/8 inches
3 columns	5 15/16 inches
4 columns	7 15/16 inches
5 columns	10 inches

Color

4 Color	\$200
Spot Color	\$75

(Color is 1/2 price in each Additional Town)

Services Directory (10 wk min.)

Per Block, 10 weeks	\$350
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(2 x 1 1/2 inches)

Classifieds

Line Ads (25 Words, Per Week) . .	\$30
Block Ads, (2"x11/2")	start at \$60

(includes border & art work, no word limit)

Discounts

52 Issues	25%
26 Issues	20%
13 Issues	15%
6 Issues	10%
Pre-Pay	5%