

# HOMETOWN WEEKLY NEWSPAPERS

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



## 2017 INSERT RATE CARD

The Hometown Weekly Inserts are *mailed directly* to every home in seven towns with a readership of over 100,000. *Many advertisers use their inserts in the Hometown Weekly Newspapers to run their menus, flyers, coupons, specials, announcements or sales promotional inserts to reach 100% of homeowners in Medfield, Westwood, Walpole, Sherborn, Dover, Needham, and Wellesley.*

**Call an ad consultant today!**

### Insert Rates\*\*

**Full Run of 7 Towns (47,590)..only \$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



**Direct Mail for less than 5¢ per piece...  
...that's less than 1/3 standard bulk mail rates!**

**Deadlines:** Deadline for all inserts are due Monday at 5pm, the week of publication.  
**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 are 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.

# The Hometown Weekly

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