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...

**Coverage**

- Needham .................. $18.00*
- Wellesley ................. $18.00*
- Front Banner ....... $400 per week/per town
- 1/2 Banner ........... $225 per week/per town
- Front Block .......... $100 per week/per town
- Dover/Sherborn ........ $16.00*
- Medfield ................. $16.00*
- Walpole .................. $16.00*
- Westwood .............. $16.00*
- Front Banner ....... $300 per week/per town
- 1/2 Banner ........... $200 per week/per town
- Front Block .......... $85 per week/per town

*Per column inch

**Receive additional towns at HALF PRICE!**

After purchasing first town at full price.

**Insert Rates**

- Full Run of 7 Towns (48,071) . $2,355
- Medfield (4,929) ............. $241
- Westwood (6,245) ....... $306
- Dover (2,305) .............. $112
- Sherborn (1,748) .......... $85
- Walpole (9,970) .......... $488
- Wellesley (10,316) ...... $505
- Needham (12,558) .... $615

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

**Column**

- 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)

**Service Directory** (10 wk min.)

- Per Block, 10 weeks ...... $350

(2 x 1 1/2 inches)

**Classifieds**

- Line Ads (25 Words, Per Week) .... $30
- Block Ads, (2"x1 1/2") . . . start at $60

(includes border & art work, no word limit)

**Discounts**

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

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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 written 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 claim 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.

Published by Hometown Publications LLC.

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

Production Requirements: Camera ready artwork must be submitted as a high resolution, CMYK-color, PDF format with the correct ad dimensions.

File Requirements: Adobe InDesign 6 or greater, a Press Ready or high resolution PDF (.300 DPI or greater). Please embed all fonts and artwork.

No MS Word, PowerPoint or Publisher files. Hometown Weekly is not responsible for ad submitted with incorrect formatting. Hometown Weekly is not responsible for color variations that may occur during the newspaper printing process.