



## Deadline

**Deadline for all advertising is 12 p.m. Tuesday for Thursday publication.**

Pre-printed inserts must be ordered one week prior.

**Space Reservations:** Space must be reserved by noon Tuesday.

Changes to proportions will be made on a space available basis. A \$5 fee will apply.

**Circulation:** Our print run is 2,000 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. Also, with our tabloid format, your display ad increases in visual dominance. Your half-page ad in the Montague Reporter would only equal about the size of a quarter page ad in a local daily. Lastly, by dedicating our coverage to Montague, Gill, Erving and Wendell - something the larger dailies can't do - you're guaranteed a local audience.

### Rates

*Local ad:* \$6.50 B/W, \$8.00 Color per col. inch (5 col. format)

*National ad:* \$8.50 per col. inch

*Classified:* \$6.00 per col. inch (6 col. format)

*Boxed classified display:* \$6.50 per col. inch

*Business Card Directory:* \$8.00 B/W, \$12.00 Color per week and

Ad must run a minimum of 12 weeks.

Price \$96.00 B/W per contract or \$86.00 prepaid

\$144.00 Color per contract or \$134.00 prepaid.

### 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 Fax: 863-3050

Email: Reporter@MontagueMa.net

Website: MontagueMa.net/reporter

# Advertising Rate Sheet

Effective February, 2009

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 and Wendell. By covering community news, events and cultural happenings, the Montague Reporter gives your village a voice through accurate and honest reporting.

