

The Hopkinton Independent

“The Big Picture In A Small Town”

Serving Hopkinton, Massachusetts. Reaching Over 7000 Homes & Businesses.
Tabloid 11x17 size page (4 column format-column is 2.375" wide).

Ad Size	Measurement <i>(horizontal or vertical)</i>	1 Issue List Price	6 Issues w/ contract 5% discount/issue [†]	12 Issues w/ contract 10% discount/issue [†]	Additional Fee for color ad (per issue)
Full page	10.25 x 15"	\$1090.00	\$1035.50	\$981.00	\$235.00
Half page	10.25 x 7.5"	\$550.00	\$522.50	\$495.00	\$130.00
Front Page Banner <i>Full Color</i>	10.25" x 2"	\$375.00	\$356.25	\$337.50	----
Quarter page	5 x 7.5"	\$285.00	\$270.75	\$256.50	\$75.00
Eighth page	5 x 3.625"	\$150.00	\$142.50	\$135.00	\$44.00
Sixteenth page	2.375 x 3.625"	\$75.00	\$71.25	\$67.50	\$20.00
Business card ^{††}	3.25 x 2"	\$60.00	\$57.00	\$54.00	\$15.00

[†] Contract discount applies to standard ad sizes only.

^{††}Customer supplied artwork only, digital file or scan ready card.

Inserts

\$375 - Cost for insertion only. Does not include design and printing of insert. Customer to supply 7600 inserts. Weight limited to 0.4 ounces/insert. Rates available for additional weight.

Custom Size Advertising

Standard advertising unit 2.006" wide \$17.00 per column inch

Non-standard unit 2.375" wide \$21.00 per column inch

Classified Advertising

\$20.00 for 30 words; \$.40 for each additional word.

Non-Profit Advertisers

10% discount off list price, 15% discount off list price when 12 issue contract is in place.

Color Advertising

Additional cost for color is a flat rate and is not discounted.

Publisher reserves the right to reject any advertising it deems unfit for publication in a family newspaper.

The Hopkinton Independent, Inc. • www.hopkintonindependent.com

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