

HOPKINTON INDEPENDENT

The Big Picture In A Small Town

Serving Hopkinton, Massachusetts. The Only Newspaper Mailed to 100% of Hopkinton Homes & Businesses.

Ad Size	Measurement In Inches <small>(width x height)</small>	1 Issue List Price	7 Issues w/contract <small>5% discount/issue</small>	13 Issues w/contract <small>10% discount/issue</small>	25 Issues w/contract <small>15% discount/issue</small>	Additional Fee for color ad <small>(per issue)</small>
Full page	10.25 x 15	\$1090	\$1036	\$981	\$927	PARTNER PROGRAM
3/4 page	10.25 x 11.5	\$825	\$748	\$743	\$701	
1/2 page*	10.25 x 7.5	\$550	\$523	\$495	\$468	
Front page (color)	10.25 x 2.25	\$425	\$404	\$383	—	
3/8 page	5 x 11.5	\$420	\$399	\$378	\$357	
1/4 page*	5 x 7.5	\$285	\$271	\$256	\$242	
3/16 page	5 x 5.5 or 3.625 x 7.5	\$225	\$214	\$203	\$191	
1/8 page*	5 x 3.625	\$150	\$143	\$135	\$128	
1/16 page*	2.375 x 3.625	\$75	\$71	\$68	\$64	

*These sizes can be used either horizontally or vertically, at the same dimensions.

Partner Program

Become a Partner and receive our lowest annual price. Place your 1/8th page size ad or larger in 25 issues and receive a Full Feature Article on your Business and a Double-up Certificate. (Over \$1000 in added value!)

Inserts

\$395 - Cost for insertion only. Does not include design and printing of insert. Customer to supply 8100 inserts. Weight limited to 0.4 ounces/insert. Rates available for heavier pieces.

Non-Profit Advertisers

10% discount off list price. 15% discount with 13 issue agreement and 20% discount with 25 issue agreement.

Color Advertising

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

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

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