

# 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	\$1177	\$1118	\$1059	\$999	\$254
3/4 page	10.25 x 11.5 or 7.5 x 15	\$891	\$846	\$802	\$757	\$200
1/2 page**	10.25 x 7.5	\$594	\$564	\$535	\$505	\$140
Front page (color)	10.25 x 2.25	\$459	\$436	\$413	—	—
3/8 page	5 x 11.5 or 7.5 x 7.5 or 10.25 x 5.5	\$454	\$431	\$409	\$386	\$113
1/4 page**	5 x 7.5	\$308	\$293	\$277	\$262	\$81
3/16 page	5 x 5.5 or 3.625 x 7.5	\$243	\$231	\$219	\$207	\$65
1/8 page**	5 x 3.625	\$162	\$154	\$146	\$138	\$45
1/16 page**	2.375 x 3.625	\$81	\$77	\$73	\$69	\$22

PARTNER PROGRAM

\*Contract commitments must be completed within 12 months from first ad placement.

\*\*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 ad in 25 issues and receive a Full Feature Article on your Business and a Double-up Certificate. (Over \$1000 in added value!)

### Inserts

\$425 – Cost for insertion only. Does not include design and printing of insert. Customer to supply 8800 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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