

THE **JANUARY 2006**
INDEPENDENT
NEWSPAPER GROUP

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THE REVERE JOURNAL
THE WINTHROP SUN TRANSCRIPT
CHELSEA RECORD • LYNN JOURNAL

THE EAST BOSTON TIMES FREE PRESS
EVERETT INDEPENDENT
CHARLESTOWN PATRIOT

ROP AD RATES PER COLUMN INCH	<u>SINGLE PAPER</u>	OPEN	4 WEEKS	13 WEEKS	26 WEEKS	52 WEEKS
		RATE	or 100"	or 350"	or 650"	or 1500" + Up
	REVERE JOURNAL	\$10.95	\$10.75	\$10.55	\$10.25	\$10.00
	WINTHROP SUN TRANSCRIPT	\$8.00	\$7.75	\$7.60	\$7.50	\$7.25
	EAST BOSTON TIMES FREE PRESS	\$10.95	\$10.75	\$10.55	\$10.25	\$10.00
	CHELSEA RECORD	\$9.45	\$9.25	\$9.05	\$8.80	\$8.70
	EVERETT INDEPENDENT	\$8.00	\$7.75	\$7.60	\$7.50	\$7.25
	LYNN JOURNAL	\$9.95	\$9.80	\$9.60	\$9.35	\$9.10
	CHARLESTOWN PATRIOT	\$7.00	\$6.75	\$6.50	\$6.25	\$6.00
		<u>GROUP COMBINATIONS</u>				
FOUR PAPERS	\$31.55	\$30.95	\$30.35	\$29.75	\$29.15	
ALL NEWSPAPERS	\$50.00	\$49.50	\$49.00	\$48.00	\$47.00	

CLASSIFIED RATES PER COLUMN INCH	<u>SINGLE PAPER</u>	OPEN	4 WEEKS	13 WEEKS	52 WEEKS
		RATE		or 350"	or 650"
	REVERE JOURNAL (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
	WINTHROP SUN TRANSCRIPT (THURS.)	\$7.00	\$6.75	\$6.50	\$6.35
	EAST BOSTON TIMES FREE PRESS (WED.)	\$9.00	\$8.70	\$8.50	\$8.25
	CHELSEA RECORD (THURS.)	\$8.85	\$8.50	\$8.25	\$7.75
	EVERETT INDEPENDENT (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
	LYNN JOURNAL (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
	CHARLESTOWN PATRIOT (THURS.)	\$7.00	\$6.75	\$6.50	\$6.38
		<u>GROUP COMBINATIONS</u>	PROCESS COLOR \$125.00 PER PAPER		
FOUR PAPERS	\$27.00	\$26.00	\$25.50	\$24.00	
ALL NEWSPAPERS	\$43.00	\$41.00	\$40.00	\$39.00	

INSERT COLOR & SPECIAL PRICES	ALL RATES PER COL. INCH	REV	WINTH	CHEL	EB	EV	LYNN	CT
	PAGE ONE ADVERTISING	\$28.00	\$28.00	\$28.00	\$28.00	\$20.00	\$20.00	\$20.00
	IN MEMORIAM	\$8.50	\$7.25	\$7.25	\$8.00	\$8.00	\$8.50	\$8.50
	CARD OF THANKS & BIRTHDAYS	\$8.50	\$7.25	\$7.25	\$8.00	\$8.00	\$8.50	\$8.50

Inserts are \$50.00 per 1000** - Demand Position 25% additional

**Minimum Order for inserts is 50% of circulation.

DEADLINES	<u>GROUP COMBINATIONS</u>	ROP	CLASSIFIED	LINE ADS
	REVERE JOURNAL	5 pm Mon.	Noon Mon.	3 pm Mon.
	CHELSEA RECORD	5 pm Tues.	Noon Mon.	3 pm Mon.
	EAST BOSTON TIMES FREE PRESS	5 pm Mon.	Noon Mon.	3 pm Mon.
	EVERETT INDEPENDENT	5 pm Mon.	Noon Mon.	3 pm Mon.
	WINTHROP SUN TRANSCRIPT	4 pm Tues.	Noon Mon.	3 pm Mon.
	LYNN JOURNAL	5 pm Mon.	Noon Mon.	3 pm Mon.
	CHARLESTOWN PATRIOT	5 pm Mon.	Noon Mon.	3 pm Mon.

POLICIES & MECHANICAL REQUIREMENTS

EASY PAYMENT

We make it easy to pay for your advertising. We accept VISA, Mastercard, Discover, Diners Club, American Express, cash and checks. If you would like to establish an account with us please ask your advertising representative for a credit application.

CORRECTION POLICIES

Please read your ad the first day it runs in the paper and let us know if there is a problem so we can correct it in the next issue. If we are at fault, we will adjust your charges based on the space the error occupies that first day. Or, if you prefer we will run a small correction ad in the next issue. We will be happy to provide you with a correction letter for your customers if needed.

Independent Newspaper Group, shall not be liable for failure to publish an advertisement or for typographical errors in publication. Adjustments for errors is limited to the cost of that portion of an advertisement wherein the error occurs.

Advertisement that simulates editorial comment will be labeled "Advertisement". The publishers reserve the right to increase rates on this rate schedule anytime with 30 days notice.

MECHANICAL REQUIREMENTS

Columns Per Page: 6 ROP and 10 Classified

Column Width: 2 1/16 inches ROP and 1 3/8 inches Classifieds.

Column Depth: 21 inches Line Screen: 85 or 65

Full page width: 13" • Minimum ROP Ad Size is 2 column inches

Any ads over 19 inches will be billed as 21 inches.

All submitted ads in PDF format. Greyscale or CMYK

ROP AD FORMAT (SAU):

1 COLUMN: 2^{1/16"} 4 COLUMN: 8^{5/8"}
2 COLUMN: 4^{1/4"} 5 COLUMN: 10^{13/16"}
3 COLUMN: 6^{7/16"} 6 COLUMN: 13"

CLASSIFIED AD FORMAT (SAU)

1 COLUMN: 1^{7/32"} 6 COLUMN: 7^{25/32"}
2 COLUMN: 2^{17/32"} 7 COLUMN: 9^{3/32"}
3 COLUMN: 3^{27/32"} 8 COLUMN: 10^{18/32"}
4 COLUMN: 5^{5/32"} 9 COLUMN: 11^{23/32"}
5 COLUMN: 6^{15/32"} 10 COLUMN: 13"

CALL 781-485-0588