2021 Rate Information

ROP Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>OPEN RATE</th>
<th>4 WEEKS OR 100&quot;</th>
<th>13 WEEKS OR 350&quot;</th>
<th>26 WEEKS OR 650&quot;</th>
<th>52 WEEKS OR 1500&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVERE JOURNAL (02151)</strong></td>
<td>$18</td>
<td>$17.75</td>
<td>$17.50</td>
<td>$17.00</td>
<td>$16.00</td>
</tr>
<tr>
<td><strong>WINTHROP SUN TRANSCRIPT (02152)</strong></td>
<td>$15</td>
<td>$14.75</td>
<td>$14.50</td>
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</tr>
<tr>
<td><strong>EAST BOSTON TIMES FREE PRESS (02129)</strong></td>
<td>$15</td>
<td>$14.75</td>
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<td>$13.00</td>
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<tr>
<td><strong>CHELSEA RECORD (02150)</strong></td>
<td>$15</td>
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<td><strong>EVERETT INDEPENDENT (02149)</strong></td>
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<td>$15</td>
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<tr>
<td><strong>CHARLESTOWN PATRIOT BRIDGE (02129)</strong></td>
<td>$18</td>
<td>$17.75</td>
<td>$17.50</td>
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<td>$16.00</td>
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<tr>
<td><strong>BEACON HILL TIMES (02108/02114)</strong></td>
<td>$20</td>
<td>$19.75</td>
<td>$19.50</td>
<td>$19.25</td>
<td>$19.00</td>
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<tr>
<td><strong>THE BOSTON SUN (WEEKLY) BACK BAY - FENWAY - SOUTH END - KENMORE</strong></td>
<td>$20</td>
<td>$19.75</td>
<td>$19.50</td>
<td>$19.25</td>
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</tr>
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<td><strong>REGIONAL REVIEW (BIWEEKLY) (02116)</strong></td>
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<td><strong>JAMAICA PLAIN GAZETTE (BIWEEKLY) (02130)</strong></td>
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<td><strong>MISSION HILL GAZETTE (MONTHLY) (02120)</strong></td>
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<tr>
<td><strong>10 NEWSPAPERS</strong></td>
<td>$125</td>
<td>$120</td>
<td>$115</td>
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<tr>
<td><strong>ALL 12 NEWSPAPERS</strong></td>
<td>$150</td>
<td>$145</td>
<td>$140</td>
<td>$135</td>
<td>$130</td>
</tr>
</tbody>
</table>
2021 Rate Information

Classified Advertising Rates  
(per column inch)

<table>
<thead>
<tr>
<th>Paper Combo</th>
<th>OPEN RATE</th>
<th>4 WEEKS OR 100&quot;</th>
<th>13 WEEKS OR 350&quot;</th>
<th>52 WEEKS OR 1500&quot;</th>
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<tr>
<td>REVERE JOURNAL</td>
<td>$15</td>
<td>$14.75</td>
<td>$14.50</td>
<td>$14.00</td>
</tr>
<tr>
<td>WINTHROP SUN TRANSCRIPT</td>
<td>$12</td>
<td>$11.75</td>
<td>$11.50</td>
<td>$11.00</td>
</tr>
<tr>
<td>EAST BOSTON TIMES FREE PRESS</td>
<td>$12</td>
<td>$11.75</td>
<td>$11.50</td>
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</tr>
<tr>
<td>CHELSEA RECORD</td>
<td>$12</td>
<td>$11.75</td>
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<td>$11.00</td>
</tr>
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<td>$11.75</td>
<td>$11.50</td>
<td>$11.00</td>
</tr>
<tr>
<td>LYNN JOURNAL</td>
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<td>$11.50</td>
<td>$11.00</td>
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<td>$20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MISSION HILL GAZETTE</td>
<td>$20</td>
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</tr>
<tr>
<td>ALL 12 NEWSPAPERS</td>
<td>$100</td>
<td>$95</td>
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</tbody>
</table>

Insert Color | Special Prices

PROCESS COLOR $90 PER PAPER | OBITUARIES $100 PER PAPER | IN MEMORIAM $10* | PAGE ONE ADVERTISING $50*
ROP/CLASSIFIED ADS EMAIL TO DEB@REVEREJOURNAL.COM | OBITUARIES EMAIL TO OBITS@REVEREJOURNAL.COM
ROP DEMAND POSITION: 25% ADDITIONAL - ALL INSERTS $60 PER THOUSAND - MINIMUM ORDER FOR INSERTS IS 50% OF CIRCULATION
*ALL RATES PER COL.INCH

Line Ads

7 PAPER COMBO
REVERE, CHELSEA, EAST BOSTON, WINTHROP, EVERETT, LYNN, CHARLESTOWN

25 WORD MAXIMUM
1 WEEK: $70  2 WEEKS: $80
3 WEEKS: $90  4 WEEKS: $110
OVER 25 $1.00 EACH ADD. WORD

Web Advertising

PER WEBSITE
$300 PER MONTH | SIZE: 160x600
IAB 3 SPOTS PER SITE
*WEB TRAFFIC REPORTS AVAILABLE UPON REQUEST

Policies & Mechanical Requirements

EASY PAYMENT
WE ACCEPT VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS, CASH, AND CHECKS

CORRECTION POLICY
PLEASE READ YOUR AD THE DAY IT RUNS IF THERE IS A PROBLEM WE WILL CORRECT IT IN THE NEXT ISSUE. IF WE ARE AT FAULT WE WILL ADJUST CHARGES BASED ON THE SPACE THE ERROR OCCUPIES. WE WILL BE HAPPY TO PROVIDE YOU 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. ADVERTISEMENT THAT STIMULATES EDITORIAL COMMENT WILL BE LABELED “ADVERTISEMENT.” THE PUBLISHERS RESERVE THE RIGHT TO INCREASE RATES ANYTIME WITH 30 DAYS NOTICE

CLASSIFIEDS

MondAyme NOON
REVERE JOURNAL • CHELSEA RECORD
EAST BOSTON TIMES FREE PRESS
EVERETT INDEPENDENT • WINTHROP SUN TRANSCRIPT • CHARLESTOWN PATRIOT BRIDGE

MONDAY 4PM
JAMAICA PLAIN GAZETTE
MISSION HILL GAZETTE

TUESDAY 4PM
LYNN JOURNAL
THE BOSTON SUN
BEACON HILL TIMES

FRIDAY 4PM
REGIONAL REVIEW (NORTH END)

LINE ADS

MONDAY 3PM
REVERE JOURNAL
CHELSEA RECORD
EAST BOSTON TIMES FREE PRESS
EVERETT INDEPENDENT
WINTHROP SUN TRANSCRIPT
CHARLESTOWN PATRIOT BRIDGE
LYNN JOURNAL
THE BOSTON SUN
BEACON HILL TIMES

MONDAY 4PM
JAMAICA PLAIN GAZETTE
MISSION HILL GAZETTE

FRIDAY 4PM
REGIONAL REVIEW (NORTH END)
Ad Sizes | Ad Formatting

**TAB**
CHARLESTOWN, BEACON HILL, BOSTON SUN, REGIONAL REVIEW, LYNN JOURNAL, JAMAICA PLAIN, & MISSION HILL
ROP AND CLASSIFIED SIZES

1 COLUMN: 1.923”  5 COLUMN: 10.25”
2 COLUMN: 3.998”
3 COLUMN: 6.0832”  COLUMN DEPTH: 12.7”
4 COLUMN: 8.166”  LINE SCREEN: 85 OR 65

**BROADSHEET**
ROP SIZES

1 COLUMN: 1.60”  5 COLUMN: 8.70”
2 COLUMN: 3.37”  6 COLUMN: 10.5”
3 COLUMN: 5.14”  COLUMN DEPTH: 21”
4 COLUMN: 6.90”  LINE SCREEN: 85 OR 65

**CLASSIFIED SIZES**

1 COLUMN: 1.01”  6 COLUMN: 6.90”
2 COLUMN: 2.19”  7 COLUMN: 8.08”
3 COLUMN: 3.37”  8 COLUMN: 9.26”
4 COLUMN: 4.55”  9 COLUMN: 10.44”
5 COLUMN: 5.72”

**WEB ADVERTISEMENT SIZES**

160x600 IAB: 2.22” WIDE BY 4” HIGH

**TECHNICAL SPECIFICATIONS**

FOR ADS SENT CAMERA READY, TO ENSURE OPTIMAL PRINTING, PLEASE CHECK TO SEE IF THEY MEET THESE SPECIFICATIONS. IF THEY DO NOT, MAKE NOTE SO IT CAN BE CHANGED BY THE DESIGN DEPARTMENT

COLOR MODE: CMYK, GRAYSCALE
CAMERA READY FILE TYPE: PDF
IMAGE FILE TYPE: .JPG .EPS .TIF