



# THE TOWN CRIER

## Advertising Rate Card

### ADVERTISING CONSULTANTS

If Your Business is Located in the Following Towns Contact:

**LORI TATE**  
508-272-4489

Upton, Mendon, Milford, Uxbridge,  
Northbridge, Blackstone, Milford,  
Grafton  
loritadetowncrier@gmail.com

**SUSANNE ODELL FARBER**  
508-954-8148

Medway, Hopedale,  
Hopkinton, Westboro, Bellingham  
sue@sodellconsult.com

**ADD COLOR**  
to Display Ads

### FRONT PAGE ADS

Includes Color in Price

1/16 page ..... \$25  
1/8 page..... \$35  
1/4 page..... \$70  
1/2 page..... \$140  
Full page ..... \$280  
Price Per Ad Per Issue  
(frequency discounts do not apply  
- not available for business cards)

## Milford Town Crier - Distribution 12,800

| AD SIZE       | DIMENSIONS<br>(in inches)          | LIST       | 5%         |            | 10%        |           | 15% |  |
|---------------|------------------------------------|------------|------------|------------|------------|-----------|-----|--|
|               |                                    |            | 1-5 issues | 6 issues   | 12 issues  | 22 issues |     |  |
| FRONT PAGE AD | 10.25 wide x 2 tall INCLUDES COLOR | \$365      | 346        | 328        | n/a        |           |     |  |
| FULL          | 10.25 wide x 15 tall               | \$1,764.00 | \$1,674.00 | \$1,586.00 | \$1,498.00 |           |     |  |
| 1/2           | 10.25 wide x 7.5 tall              | \$882.00   | \$837.00   | \$792.00   | \$749.00   |           |     |  |
| 1/4           | 5 wide x 7.5 tall                  | \$441.00   | \$418.00   | \$396.00   | \$374.00   |           |     |  |
| 1/8           | 5 wide x 3.625 tall                | \$220.00   | \$210.00   | \$198.00   | \$187.00   |           |     |  |
| 1/16          | 3.625 wide x 2.375 tall            | \$110.00   | \$105.00   | \$99.00    | \$94.00    |           |     |  |
| SAU           | 2.006 wide x 1 tall                | \$23.51    | \$22.32    | \$21.16    | \$19.98    |           |     |  |
| TC Column     | 2.375 wide x 1 inch                | \$29.64    | \$28.16    | \$26.67    | \$25.19    |           |     |  |
| Bus Card*     | 3.25 wide x 2 tall                 | \$73.00    | \$69.00    | \$66.00    | \$63.00    |           |     |  |

\*\*INSERTS: 12,800 copies - \$722.00

## Upton/Mendon Town Crier - Distribution 6,000

| AD SIZE       | DIMENSIONS<br>(in inches)          | LIST       | 5%         |            | 10%       |           | 15% |  |
|---------------|------------------------------------|------------|------------|------------|-----------|-----------|-----|--|
|               |                                    |            | 1-5 issues | 6 issues   | 12 issues | 22 issues |     |  |
| FRONT PAGE AD | 10.25 wide x 2 tall INCLUDES COLOR | \$255      | \$242      | \$229      | n/a       |           |     |  |
| FULL          | 10.25 wide x 15 tall               | \$1,165.00 | \$1,107.00 | \$1,050.00 | \$991.00  |           |     |  |
| 1/2           | 10.25 wide x 7.5 tall              | \$582.00   | \$554.00   | \$525.00   | \$496.00  |           |     |  |
| 1/4           | 5 wide x 7.5 tall                  | \$291.00   | \$278.00   | \$264.00   | \$248.00  |           |     |  |
| 1/8           | 5 wide x 3.625 tall                | \$147.00   | \$140.00   | \$133.00   | \$126.00  |           |     |  |
| 1/16          | 3.625 wide x 2.375 tall            | \$73.00    | \$70.00    | \$66.00    | \$64.00   |           |     |  |
| SAU           | 2.006 wide x 1 tall                | \$16.05    | \$15.25    | \$14.45    | \$13.65   |           |     |  |
| TC Column     | 2.375 wide x 1 inch                | \$20.23    | \$19.23    | \$18.22    | \$17.21   |           |     |  |
| *Bus Card     | 3.25 wide x 2 tall                 | \$59.00    | \$57.00    | \$53.00    | \$51.00   |           |     |  |

\*\*INSERTS: 6,000 copies - \$365 • 3,300 copies (Upton Only) - \$185 • 2,700 copies (Mendon Only) - \$185

\*Typesetting & design not included for business cards

\*\*INSERTS: Price does not include typesetting & design, printing, or delivery of fliers.

Additional postage applies for pieces over .4 ounces.

Deliver Inserts to: Graphic Developments, Inc., 70 Mayflower Dr. Hanover, MA 02339

Phone: 781-878-2222 • Fax: 781-878-3400

Delivery Fee to GDI: \$65

**Back to Back Discount:** Advertisers receive an additional 5% discount to run the same ad in 2 consecutive issues of the Milford Town Crier and the Upton-Mendon Town Crier. Ads must be booked simultaneously and will be billed together.

Rates Effective 1/4/22

FEATURE  
ARTICLE  
INCLUDED WITH  
A 12-ISSUE  
DISPLAY AD  
CONTRACT