



2016 ADVERTISING RATES

1000 Main Street • P.O. Box 60 • Hanson, MA 02341
 Tel: 781-293-0420 / Fax: 781-293-0421
www.whitmanhansonexpress.com
www.plymptonhalifaxexpress.com

DEADLINES

Monday at 5:00 p.m.

DISPLAY AD RATES

2 col x 2" \$58* / \$46**	1 col x 2" \$29* / \$23**
2 col x 3" \$87* / \$69**	3 col x 3" \$130.50* / \$103.50**
2 col x 4" \$116* / \$92**	3 col x 4" \$174* / \$138**
2 col x 5" \$145* / \$115**	3 col x 5" \$217.50* / \$172.50**

2 col x 6" \$174 / \$138**	3 col x 6" \$261* / \$207**
Half Page	
5 col x 8" \$500* / \$375*	

Full Page 5 columns x 15.5" \$850* / \$550*

DISPLAY AD RATES

PER WEEK	FOUR TOWNS*	TWO TOWNS**
1 col. x 1 in.	\$14.50	\$11.50
1 col. x 2 in.	\$29	\$23
2 col. x 2 in.	\$58	\$46
2 col. x 3 in.	\$87	\$69
2 col. x 4 in.	\$116	\$92
2 col. x 5 in.	\$145	\$115
2 col. x 6 in.	\$174	\$138
3 col. x 3 in.	\$130.50	\$103.50
3 col. x 4 in.	\$174	\$138
3 col. x 5 in.	\$217.50	\$172.50
Half Page Ad	\$500	\$375
Full Page Ad:	\$850	\$550
Page 1 Banner:	\$150	\$100
Page 1 Ad:***	\$42	\$71.30

COLOR CHARGES \$40 for each paper.

MECHANICAL SPECS INCHES

1 column.....	1.9
2 columns.....	3.9
3 columns.....	5.9
4 columns.....	7.9
5 columns.....	10

* price for running in both newspapers (four towns)
 ** price for running in one newspaper (two towns)
 *** no discounts available for front page ads
 All prices are base prices & are subject to change.

PROFILE

Reach thousands of potential customers in four towns!

INSERTS

Deliver Inserts To:
 Graphic Developments Inc.,
 108 Mayflower Dr, Hanover, MA 02339
 Single sheet insert rates are for 24# stock.

\$250 insert fee per newspaper.

DISCOUNTS

6 weeks - 10% Off
 12 weeks - 15% Off
 26 weeks - 20% Off
 52 weeks - 30% Off

make checks payable to:
 Express Newspapers

SAVE AN EXTRA 5% WHEN YOU PRE-PAY BY CHECK OR CASH

OTHER ADVERTISING PRODUCTS

SERVICE DIRECTORY ADS*

3 Months	\$25/Week
6 Months	\$20/Week
12 Months	\$15/Week

CLASSIFIED ADS*

1 week	\$14/Week
2 weeks	\$13/Week
4 weeks	\$11/Week
8 weeks	\$10/Week

CLASSIFIED GUARANTEED SPECIAL*

Just \$39.95
 Runs 'til it sells!
 Treasure Chest/Wheel Deal
Guaranteed results - ad runs until item is sold.

YARD SALE GUARANTEE*

Just \$15.95
Includes website. If you need to cancel because of rain, the next week is free.

LEGAL NOTICES*

Prices vary. Send legal notice by fax: 781-293-0421 / email: legals@whphexpress.com



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DISPLAY AD RATES

PER WEEK / FOUR TOWNS

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SERVICE DIRECTORY ADS

RUN IN ALL FOUR TOWNS

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OTHER CHARGES Color: \$35 (spot) • \$60 (full/process) for each paper.

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AD ORIENTATION

<p>2 col x 2"</p> <p>2 col x 3"</p> <p>2 col x 4" 3 col x 4"</p> <p>2 col x 5" 3 col x 5"</p>	<p>2 col x 6" 3 col x 6"</p> <p>Half Page 5 col x 8"</p>	<p>Full Page 5 columns x 15.5"</p>
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MECHANICAL SPECS

1 column	11p4
2 columns	23p4
3 columns	35p4
4 columns	47p4
5 columns	56p4

PICAS

1.9
3.9
5.9
7.9
10

INCHES

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