



**2020 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**

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

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

<b>Full Page</b> <b>5 columns x 15.5"</b> \$850* / \$550*
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**DISPLAY AD RATES**

<b>PER WEEK</b>	<b>FOUR TOWNS*</b>	<b>TWO TOWNS**</b>
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

**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

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

make checks payable to:  
 Express Newspapers

**PROCESS COLOR CHARGES** \$60 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.

**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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 26 weeks - 20% Off  
 52 weeks - 30% Off

**DISPLAY AD RATES**

**PER WEEK / FOUR TOWNS**

1 col. inch	\$14.50
2 col. x 2 in.	\$58
2 col. x 3 in.	\$87
2 col. x 4 in.	\$116
2 col. x 5 in.	\$145
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**DISPLAY AD RATES**

**PER WEEK / TWO TOWNS**

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Half Page Ad	\$375
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Page 1 Banner:	\$100

**SERVICE DIRECTORY ADS**

**RUN IN ALL FOUR TOWNS**

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

**CLASSIFIED ADS**

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Just \$15.95

*Includes website. If you need to cancel because of rain, the next week is free.*

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

\*All prices are base prices and are subject to change.

**AD ORIENTATION**

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

	PICAS	INCHES
1 column .....	11p4	1.9
2 columns .....	23p4	3.9
3 columns .....	35p4	5.9
4 columns .....	47p4	7.9
5 columns .....	56p4	10

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