

The EXPRESS NEWSPAPERS

WHITMAN-HANSON • PLYMPTON-HALIFAX-KINGSTON
A Publication of Anderson Newspapers, Inc.



2021 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

DISPLAY AD RATES

DEADLINES

Monday at 5:00 p.m.

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

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.

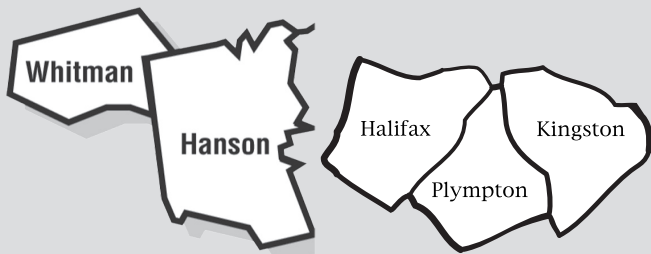
LEGAL NOTICES*

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



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**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

2 col x 2"		2 col x 6"	3 col x 6"	Full Page 5 columns x 15.5"
2 col x 3"		Half Page 5 col x 8"		
2 col x 4"	3 col x 4"			
2 col x 5"	3 col x 5"			

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

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