THE NEWS YOU COME HOME TO

14 Weekly Newspapers Serving 50 Local Communities

TOTAL CIRCULATION 98,598

ADVERTISING RATES
## Advertising Rates

All prices are per column inch (pci)/per publication

### GROUP A

**Direct Mail**

<table>
<thead>
<tr>
<th></th>
<th>Open Rate</th>
<th>6-11 weeks</th>
<th>12-26 weeks</th>
<th>27-40 weeks</th>
<th>41-52 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quaboag Current</td>
<td>12.75</td>
<td>10.85</td>
<td>10.20</td>
<td>9.65</td>
<td>8.90</td>
</tr>
<tr>
<td>The Sentinel</td>
<td>12.75</td>
<td>10.85</td>
<td>10.20</td>
<td>9.65</td>
<td>8.90</td>
</tr>
<tr>
<td>Shopping Guide</td>
<td>12.75</td>
<td>10.85</td>
<td>10.20</td>
<td>9.65</td>
<td>8.90</td>
</tr>
<tr>
<td>The Times</td>
<td>12.75</td>
<td>10.85</td>
<td>10.20</td>
<td>9.65</td>
<td>8.90</td>
</tr>
</tbody>
</table>

### GROUP B

**Circulation 6-13,000**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Open Rate</th>
<th>6-11 weeks</th>
<th>12-26 weeks</th>
<th>27-40 weeks</th>
<th>41-52 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicopee Register</td>
<td>11.75</td>
<td>10.75</td>
<td>10.00</td>
<td>9.50</td>
<td>8.75</td>
</tr>
<tr>
<td>The Register</td>
<td>11.75</td>
<td>10.75</td>
<td>10.00</td>
<td>9.50</td>
<td>8.75</td>
</tr>
<tr>
<td>Town Reminder</td>
<td>11.75</td>
<td>10.75</td>
<td>10.00</td>
<td>9.50</td>
<td>8.75</td>
</tr>
<tr>
<td>The Sun</td>
<td>11.75</td>
<td>10.75</td>
<td>10.00</td>
<td>9.50</td>
<td>8.75</td>
</tr>
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### GROUP C

**Circulation 2,600-5,500**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Open Rate</th>
<th>6-11 weeks</th>
<th>12-26 weeks</th>
<th>27-40 weeks</th>
<th>41-52 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agawam Advertiser News</td>
<td>10.75</td>
<td>9.75</td>
<td>9.25</td>
<td>8.40</td>
<td>7.85</td>
</tr>
<tr>
<td>Barre Gazette</td>
<td>10.75</td>
<td>9.75</td>
<td>9.25</td>
<td>8.40</td>
<td>7.85</td>
</tr>
<tr>
<td>Journal Register</td>
<td>10.75</td>
<td>9.75</td>
<td>9.25</td>
<td>8.40</td>
<td>7.85</td>
</tr>
<tr>
<td>The Southwick News</td>
<td>10.75</td>
<td>9.75</td>
<td>9.25</td>
<td>8.40</td>
<td>7.85</td>
</tr>
<tr>
<td>Ware River News</td>
<td>10.75</td>
<td>9.75</td>
<td>9.25</td>
<td>8.40</td>
<td>7.85</td>
</tr>
</tbody>
</table>

**REQUESTED PLACEMENT**

An additional 15% will be charged for specific page placement.

### Multi-Paper Buys

**Choose Your Savings!**

For as little as $7.25 per column inch!

Choose 3-5 newspapers and SAVE!

- $7.50 – Run 41-52 weeks
- $7.95 – Run 27-40 weeks
- $8.50 – Run 6-11 weeks
- $8.95 – Open Rate

**Best Value!**

Choose any 6 newspapers!

Get the best local coverage for your advertising dollars and reach more local readers every week!

All prices are per column inch (pci)/per publication

### Additional Rate Information:

#### COLOR:

Color increases response by as much as 50 percent.

**Process (4/c) Charges:**

- Up to 20 col. inches: $50
- 21 to 48 col. inches: $100
- 49+ col. inches: $150

**Spot Color Charges:**

- Up to 20 col. inches: $25
- 21 to 48 col. inches: $50
- 49+ col. inches: $100

For more information, call your local advertising representative today at 800-824-6548
### Preprinted Insert Rates

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Paid Circulation/Drops</th>
<th>Direct Mail*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000-10,000</td>
<td>$50/m</td>
<td>$60/m</td>
</tr>
<tr>
<td>10,001-20,000</td>
<td>$45/m</td>
<td>$55/m</td>
</tr>
<tr>
<td>20,001-30,000</td>
<td>$40/m</td>
<td>$50/m</td>
</tr>
<tr>
<td>30,001-40,000</td>
<td>$37/m</td>
<td>$45/m</td>
</tr>
<tr>
<td>40,000+</td>
<td>$35/m</td>
<td>$40/m</td>
</tr>
</tbody>
</table>

- Quantities can be accrued with a frequency contract.
- *There is a $5 per thousand charge for each additional 4 pages after 8 in our Direct Mail Publications.*
- All inserts to be delivered 7 days prior to insertion to: Turley Publications, 24 Water Street, Palmer, MA 01069

### Classified Advertising

**the best around**

**CLASSIFIEDS**

TURLEY PUBLICATIONS, INC.

Reaching our online readers and homes in 50 local communities every week.

**Email:** classifieds@turley.com

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### Specialty Publications

#### Living Spaces

The only direct mailed publication of its kind in our area. Living Spaces magazine features homes and landscapes in western Massachusetts and northern Connecticut. View past editions at www.livingspacesmagazine.com

**Published** April, July & October

#### Bridal Guide

Western Massachusetts’ most complete bridal resource guide includes local wedding and engagement announcements. It’s also viewable on our web site.

**Published** January & September

#### Defenders of Freedom

Pioneer Valley’s first publication dedicated to the stories of local veterans. Each edition is filled with resources for veterans and advertisers who support our Armed Forces.

**Published** November
As a publisher and printer for over 50 years, Turley Publications, Inc. remains committed to our community newspapers as well as the towns and people we serve.

So no matter what the daily papers are going through - community newspapers thrive because of their unique local content. We'll never grow old of this long-standing tradition.

14 WEEKLY NEWSPAPERS
50 LOCAL COMMUNITIES

Our publications

AGAWAM ADVERTISER NEWS
38 Union Street, Suite 52
West Springfield, MA 01089
(413) 786-7747
Fax: (413) 786-8457

THE BARRE GAZETTE
5 Exchange Street
P. O. Box 448
Barre, MA 01005
(978) 355-4000
Fax: (978) 355-6274

QUABOAG CURRENT
80 Main Street
Ware, MA 01082
(413) 967-3505
Fax: (413) 967-6009

THE CHICOPEE REGISTER
24 Water Street
Palmer, MA 01069
(413) 682-0007
Fax: (413) 682-0013

COUNTRY JOURNAL
P.O. Box 429, 5 Main Street
Huntington, MA 01050
(413) 667-3211
Fax: (413) 667-3011

THE SUN
24 Water Street
Palmer, MA 01069
(413) 612-2310
Fax: (413) 592-3568

THE JOURNAL REGISTER
24 Water Street
Palmer, MA 01069
(413) 283-8393
Fax: (413) 289-1977

THE SHOPPING GUIDE
24 Water Street
Palmer, MA 01069
(413) 283-8393
Fax: (413) 289-1977

THE REGISTER
24 Water Street
Palmer, MA 01069
(413) 283-8393
Fax: (413) 289-1977

THE SENTINEL
P.O. Box 601
Belchertown, MA 01007
(413) 323-5999
Fax: (413)323-9424

THE SOUTHWICK NEWS
38 Union Street, Suite 52
West Springfield, MA 01089
(413) 786-7747
Fax: (413) 786-8457

THE TOWN REMINDER
24 Water Street
Palmer, MA 01069
(413) 536-5333
Fax: (413) 536-5334

WILBRAHAM HAMPDEN TIMES
24 Water Street
Palmer, MA 01069
(413) 682-0007
Fax: (413) 682-0013

Find quick links to our newspaper web sites at www.newspapers.turley.com – Many are also on Facebook

www.turley.com
## Helpful Information

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
<th>Ad Deadline</th>
<th>Columns</th>
<th>Page Depth</th>
<th>Date of Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agawam Advertiser News</td>
<td>5,200</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
<tr>
<td>The Barre Gazette</td>
<td>2,660</td>
<td>Tues., 4 p.m.</td>
<td>8</td>
<td>21</td>
<td>Thursday</td>
</tr>
<tr>
<td>Chicopee Register</td>
<td>13,000</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
<tr>
<td>Country Journal</td>
<td>3,800</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
<tr>
<td>The Journal Register</td>
<td>4,649</td>
<td>Tues., 4 p.m.</td>
<td>8</td>
<td>21</td>
<td>Thursday</td>
</tr>
<tr>
<td>Quaboag Current</td>
<td>3,500</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
<tr>
<td>The Register</td>
<td>12,000</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Wednesday</td>
</tr>
<tr>
<td>The Sentinel</td>
<td>8,236</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
<tr>
<td>The Shopping Guide</td>
<td>9,799</td>
<td>Fri., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Tuesday</td>
</tr>
<tr>
<td>The Southwick News</td>
<td>5,000</td>
<td>Tues., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Friday</td>
</tr>
<tr>
<td>The Sun</td>
<td>6,000</td>
<td>Tues., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Friday</td>
</tr>
<tr>
<td>The Town Reminder</td>
<td>8,235</td>
<td>Tues., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Friday</td>
</tr>
<tr>
<td>The Ware River News</td>
<td>4,181</td>
<td>Tues., 4 p.m.</td>
<td>8</td>
<td>21</td>
<td>Thursday</td>
</tr>
<tr>
<td>Wilbraham Hampden Times</td>
<td>9,338</td>
<td>Mon., 4 p.m.</td>
<td>6</td>
<td>16</td>
<td>Thursday</td>
</tr>
</tbody>
</table>

**98,598**

**PAYMENT & CREDIT POLICY:**
All new accounts must be pre-paid until credit is approved. Payment terms are net 15 days from the statement date. Accounts over 15 days are subject to a 1.5% charge added to the unpaid balance.

**ADVERTISING AS NEWS:**
Advertising simulating news must be slugged “Advertisement.”

**POLITICAL ADVERTISEMENTS:**
Political advertisements must be paid in advance. The name of the person or committee paying for the advertisement must appear in copy. Turley Publications Inc. will place the notion “PAID POLITICAL ADVERTISEMENT” in approximately 7-point type above and below such advertisements. A signed release must be submitted by any person whose name appears in a political ad.

**ERRORS:**
Turley Publications Inc. assumes no financial responsibility for placement or typographical errors in advertisements, but will reprint that portion of any advertisement in which an error occurs. Turley Publications, Inc. must be notified in writing of the error before the next insertion of any advertisement.

**MATERIALS SUBMITTED:**
Turley Publications, Inc. is not responsible and assumes no liability for damage to or loss of original materials supplied by the advertiser.

**PRODUCTION CHARGES:**
Basic layout, and typesetting are provided at no charge. Additional charges may apply to production of material for use other than in Turley Publications newspapers.

**RIGHT OF REFUSAL:**
Receipt of advertising materials does not constitute acceptance for publication. All advertisements are subject to editing at the publishers’ discretion without notice.

**COLUMN INCH MEASUREMENT:**
A “column inch” is a measurement of area used for billing advertisements. In our publications, it measures approximately 1-1/2 inches wide by one inch deep. *Approximately*

- 1 column: 1 1/2 inches
- 2 column: 3 1/8 inches
- 3 column: 4 3/4 inches
- 4 column: 6 3/8 inches
- 5 column: 8 1/8 inches
- 6 column: 9 3/4 inches
- 7 column: (broadsheet only) 11 1/4 inches
- 8 column: (broadsheet only) 13 inches

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Turley Publications, Inc.

www.turley.com

Corporate Office: 24 Water Street, Palmer, Massachusetts 01069 • 800-824-6548 • 413-283-8393