

**We give you
more than
a target
for your
advertising
dollars**



Turley 
Publications, Inc.

2009 Advertising Rates

www.turley.com

Turley Publications provides direct hits where you need them most



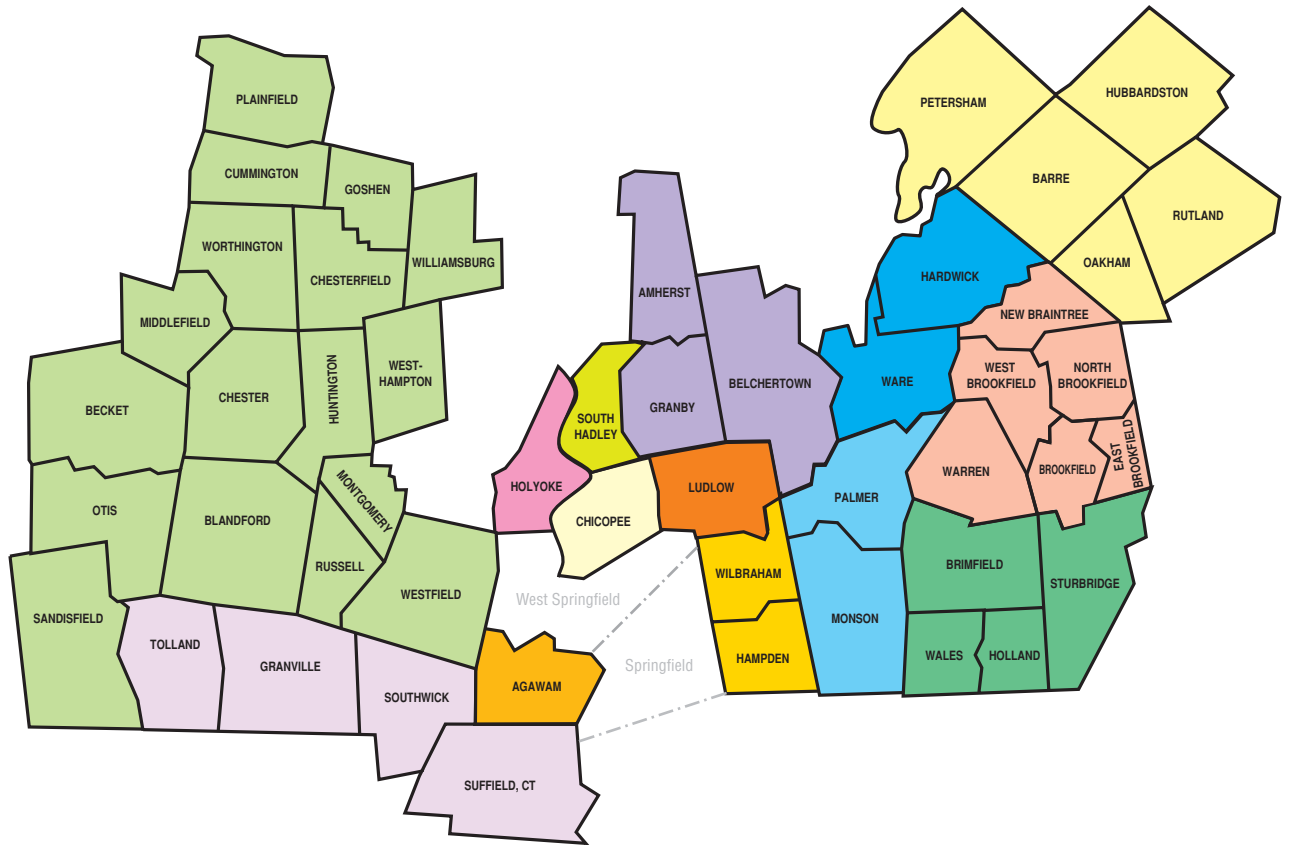
Turley has published community newspapers for over forty years and we know the value of *home*. We are an integral part of each community we serve - *bringing home local news, stories and advertisers*. And while other media may promise you local coverage - our weekly community newspapers offer a value daily newspapers, television and the internet can't – *we're local all the time*.

Local news. Local stories.

Local advertisers. Local results.

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August 24, 2006
 Agawam, Feeding Hills
Paid Circulation Total 5,200



Barre, South Barre, North Brookfield, Oakham, Rutland, Hubbardston, Petersham, Wheelwright, Hardwick, New Braintree, Ware
Paid Circulation Total 2,666



Chicopee, Holyoke, South Hadley, West Springfield, East Springfield
Store Drops Total 13,000



Blandford, Chester, Chesterfield, Cummington, Westhampton, Easthampton, Goshen, Haydenville, Huntington, Northampton, Florence, Plainfield, Russell, Southampton, Westfield, Montgomery, Williamsburg, Worthington, Pittsfield, Becket, Washington, Dalton, Hinsdale, Peru, Middlefield, Otis
Paid Circulation Total 3,800



Palmer, Monson, Brimfield, Wales, Holland, Bondsville, Thorndike, Three Rivers, Fiskdale
Paid Circulation Total 4,649



Brookfield, Ware, Warren, West Warren, West Brookfield, North Brookfield, East Brookfield, New Braintree
100% Direct Mail Total 9,842



Brimfield, Holland, Sturbridge, Wales
100% Direct Mail Total 8,955



Ludlow, Indian Orchard, Wilbraham
Store Drops Total 12,000



Belchertown, Granby, Amherst, Hadley
Direct Mail: Belchertown
Store Drops: Amherst, Granby, Hadley Total 8,236



Bondsville, Monson, Palmer, Thorndike, Three Rivers
100% Direct Mail Total 9,800



Suffield, CT, Southwick, MA, Westfield
Store Drops Total 6,000



Holyoke, South Hadley, Chicopee
Store Drops Total 6,000



South Hadley, Chicopee, Granby, Holyoke, Ludlow
Store Drops Total 8,235



Ware, Hardwick, Wheelwright, Gilbertville, West Brookfield, Warren, West Warren, Palmer
Paid Circulation Total 4,181



Wilbraham, Hampden
100% Direct Mail Total 9,338

15
 weekly community newspapers
Over a quarter million readers!

Helpful Information

Newspaper	Circulation	Ad Deadline	Columns	Page Depth	Date of Publication
Agawam Advertiser News	5,200	Mon., 4 p.m.	6	16	Thursday
The Barre Gazette	2,660	Tues., 4 p.m.	8	21	Thursday
Chicopee Register	13,000	Mon., 4 p.m.	6	16	Thursday
Country Journal	3,800	Mon., 4 p.m.	6	16	Thursday
The Journal Register	4,649	Tues., 4 p.m.	8	21	Thursday
Quaboag Current	9,842	Mon., 4 p.m.	6	16	Friday
The Register	12,000	Mon., 4 p.m.	6	16	Wednesday
The Sentinel	8,236	Mon., 4 p.m.	6	16	Thursday
The Shopping Guide	9,799	Fri., 4 p.m.	6	16	Tuesday
Southwick Suffield News	5,000	Tues., 4 p.m.	6	16	Friday
The Sun	6,000	Tues., 4 p.m.	6	16	Friday
The Town Common	8,955	Fri., 4 p.m.	6	16	Thursday
The Town Reminder	8,235	Tues., 4 p.m.	6	16	Friday
The Ware River News	4,181	Tues., 4 p.m.	8	21	Thursday
Wilbraham Hampden Times	9,338	Mon., 4 p.m.	6	16	Thursday
	110,895				

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.

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.

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.

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.

MATERIALS SUBMITTED:

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

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.

ADVERTISING AS NEWS:

Advertising simulating news must be slugged "Advertisement."

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.

	<i>Approximately</i>
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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Advertising Rates

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

GROUP A

Direct Mail

	Open Rate	6-11 weeks	12-26 weeks	27-40 weeks	41-52 weeks
Quaboag Current	12.50	9.50	8.50	8.00	7.00
The Sentinel	12.50	10.75	10.00	9.50	8.75
Shopping Guide	12.50	10.75	10.00	9.50	8.75
Town Common	12.50	8.50	7.75	7.25	6.85
The Times	12.50	10.75	10.00	9.50	8.75

GROUP B

Circulation 6-13,000

Agawam	11.50	9.50	8.95	8.25	7.50
Chicopee	11.50	9.95	9.50	9.00	8.25
Ludlow	11.50	10.75	10.00	9.50	8.75
Holyoke	11.50	9.50	8.95	8.25	7.50
South Hadley	11.50	10.75	10.00	9.50	8.75

GROUP C

Circulation 2,600-5,500

Barre	10.50	9.00	8.50	8.00	7.50
Country Journal	10.50	7.95	7.00	6.50	6.00
Journal Register	10.50	9.65	8.75	8.25	7.85
Southwick	10.50	8.50	7.95	7.50	7.00
Ware River News	10.50	9.25	8.75	8.25	7.85

MULTI-PAPER BUYS

CHOOSE YOUR SAVINGS!

FOR AS LITTLE AS

\$6.50 RUN 41-52 WEEKS
per column inch!

Choose 3-5 newspapers and SAVE!

\$7.00 – RUN 27-40 WEEKS

\$7.50 – RUN 12-26 WEEKS

\$7.75 – RUN 6-11 WEEKS

\$8.25 – OPEN RATE

BEST VALUE!

\$5.95 per column inch!

Choose any 6 newspapers

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

Additional Rate Information:

► COLOR:

Color increases response by as much as 50 percent. Color is billed at \$80 per color.

► CLASSIFIED DISPLAY:

Zone Rates available. Ask your advertising representative.

► REQUESTED PLACEMENT

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

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For more information, call your local advertising representative today at 800-824-6548

Contact Information

AGAWAM ADVERTISER NEWS

23 Southwick Street
Feeding Hills, MA 01030
(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

333 Front Street
Chicopee, MA 01013
(413) 592-3599
Fax: (413) 592-3568

COUNTRY JOURNAL

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

THE SUN

333 Front Street
Chicopee, MA 01013
(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

2341 Boston Rd.
Wilbraham, MA 01095
(413) 283-8393
Fax: (413) 289-1977

THE SENTINEL

P. O. Box 601
10 South Main Street
Belchertown, MA 01007
(413) 323-5999
Fax: (413) 323-9424

SOUTHWICK SUFFIELD NEWS

23 Southwick Street
Feeding Hills, MA 01030
(413) 786-7747
Fax: (413) 786-8457

THE WARE RIVER NEWS

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

THE TOWN REMINDER

138 College Street, Suite 2
So. Hadley, MA 01075
(413) 536-5333
Fax: (413) 536-5334

WILBRAHAM HAMPDEN TIMES

2341 Boston Rd.
Wilbraham, MA 01095
(413) 682-0007
Fax: (413) 682-0013

THE TOWN COMMON

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

Local news. Local stories. Local advertisers. Local results.

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