THE NEWS YOU COME HOME TO

SCHOOL COVERAGE
TOWN HALL NEWS
COMMUNITY STORIES
AREA EVENTS
SPORTS
CLASSIFIEDS
BUSINESS NEWS

15 Weekly Newspapers
Serving 50 Local Communities
TOTAL CIRCULATION 103,015

2012 ADVERTISING RATES

www.turley.com
## Advertising Rates

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

### GROUP A

<table>
<thead>
<tr>
<th>Direct Mail</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>
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<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>
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<tr>
<td>The Times</td>
<td>12.75</td>
<td>10.85</td>
<td>10.20</td>
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<td>8.90</td>
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### 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>
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<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>
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<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>
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<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>
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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>
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<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>
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<tr>
<td>Southwick-Suffield 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>Town Common</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

**$6.95 per column inch!**

**$6.25 per column inch!**

Choose Your Savings!

Choose 3-5 newspapers and SAVE!

Choose any 6 newspapers

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

### Additional Rate Information:

**COLOR:**

Color increases response by as much as 50 percent.

<table>
<thead>
<tr>
<th>Process (4/c) Charges</th>
<th>Up to 20 col. inches</th>
<th>21 to 48 col. inches</th>
<th>49+ col. inches</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$80</td>
<td>$125</td>
<td>$200</td>
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<table>
<thead>
<tr>
<th>Spot Color Charges</th>
<th>Up to 20 col. inches</th>
<th>21 to 48 col. inches</th>
<th>49+ col. inches</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$40</td>
<td>$75</td>
<td>$150</td>
</tr>
</tbody>
</table>

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>

If you want to get noticed, place your insert in any one of our Turley publications... it’s an economical way to reach existing and potential customers!

- 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

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**Classified Advertising**

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

**Deadlines:**

The deadline for all print classified ads in the Quabbin and Suburban Zones is Friday at noon for publication the following week. The deadline for the Hill Towns Zone is Monday at noon.

The deadline for on-line/print classified ads is noon for the following day. All online ads will be published for 7 days including the corresponding print editions.

*If you have any questions please email: classifieds@turley.com or call 800-824-6548*


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**Specialty Publications**

**Bridal Guide**

Western Massachusetts’ most complete bridal resource guide includes local wedding and engagement announcements. It’s also viewable online at www.turley.com.

Published
January & August

**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.

Published
April, July & October
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

Reaching homes in 50 local communities every week.

Turley Publications, Inc.
www.turley.com
Corporate Office: 24 Water Street, Palmer, Massachusetts 01069 • 800-824-6548 • 413-283-8393
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.