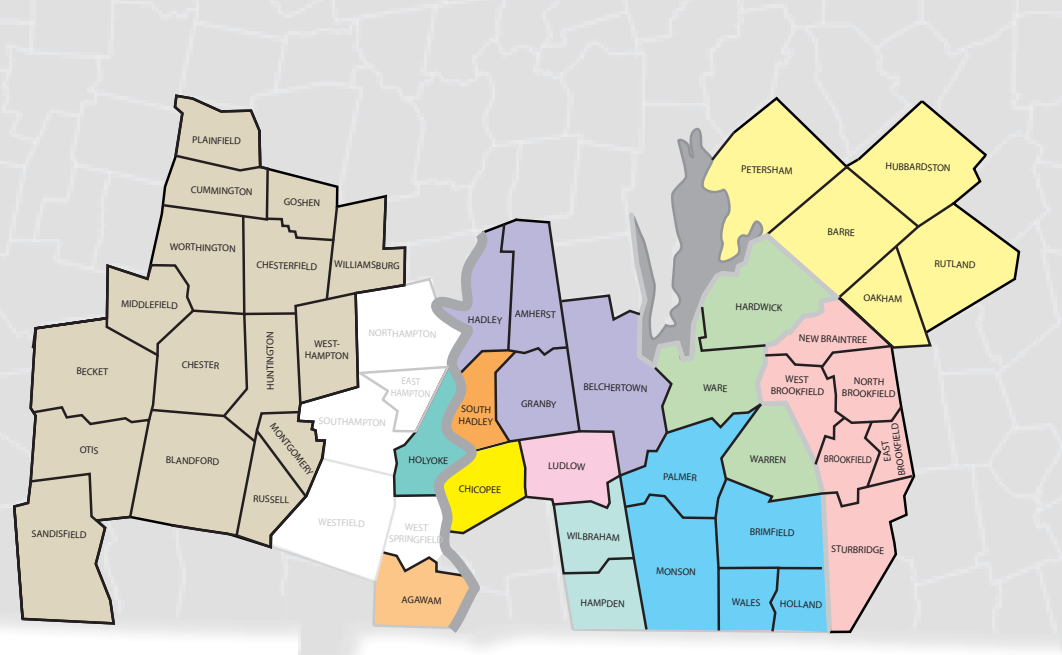




WE'VE GOT YOU COVERED

Your Local Family Owned News Source For Over 60 Years.



LOCAL NEWS | LOCAL STORIES | LOCAL ADVERTISERS

**12 Weekly Newspapers
Serving 50 Local Communities**

Turley
Publications, Inc.
413-283-8393
www.turley.com

**2023
ADVERTISING
RATES**

Advertising Rates

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

DIRECT MAIL

	Open Rate	6-11 weeks	12-26 weeks	27-40 weeks	41-52 weeks
The Sentinel	14.90	12.80	12.10	11.60	10.70
The Times	14.90	12.80	12.10	11.60	10.70

STORE DROPS

Chicopee Register	13.80	12.70	11.90	11.40	10.60
The Register	13.80	12.70	11.90	11.40	10.60
Town Reminder	13.80	12.70	11.90	11.40	10.60
The Sun	13.80	12.70	11.90	11.40	10.60

SUBSCRIPTION

Agawam Advertiser News	12.70	11.70	11.10	10.70	10.20
Barre Gazette	12.70	11.70	11.10	10.70	10.20
Country Journal	12.70	11.70	11.10	10.70	10.20
Journal Register	12.70	11.70	11.10	10.70	10.20
Ware River News	12.70	11.70	11.10	10.70	10.20
Quaboag Current	12.70	11.70	11.10	10.70	10.20

► REQUESTED PLACEMENT

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

MULTI-PAPER BUYS

CHOOSE YOUR SAVINGS!

FOR AS LITTLE AS

\$8.20 RUN 41-52 WEEKS per column inch!

Choose 3-5 newspapers and SAVE!

\$8.50 – RUN 27-40 WEEKS

\$9.00 – RUN 12-26 WEEKS

\$9.60 – RUN 6-11 WEEKS

\$10.10 – OPEN RATE

BEST VALUE!

\$7.30 per column inch!

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!

Color Charges:

Up to 20 col. inches	\$80
21 to 48 col. inches	\$125
49+ col. inches	\$200

Classified Advertising

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.

Email: classifieds@turley.com

For more information, call your local advertising representative today at 413.283.8393

Preprinted Insert Rates

Quantity	Paid Circulation/Drops	Direct Mail*
1,000-10,000	\$50/m	\$60/m
10,001-20,000	\$45/m	\$55/m
20,001-30,000	\$40/m	\$50/m
30,001-40,000	\$37/m	\$45/m
40,000 +	\$35/m	\$40/m

– 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

Helpful Information

Newspaper	Ad Deadline	Columns	Page Depth	Date of Publication
Agawam Advertiser News	Mon., 2 p.m.	6	16	Thursday
The Barre Gazette	Mon., 2 p.m.	8	21	Thursday
Chicopee Register	Tues., 2 p.m.	6	16	Friday
Country Journal	Mon., 2 p.m.	6	16	Thursday
The Journal Register	Mon., 2 p.m.	8	21	Thursday
Quaboag Current	Mon., 2 p.m.	6	16	Friday
The Register	Mon., 2 p.m.	6	16	Wednesday
The Sentinel	Mon., 2 p.m.	6	16	Thursday
The Sun	Tues., 2 p.m.	6	16	Friday
The Town Reminder	Tues., 2 p.m.	6	16	Friday
The Ware River News	Mon., 2 p.m.	8	21	Thursday
Wilbraham Hampden Times	Mon., 2 p.m.	6	16	Thursday

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.

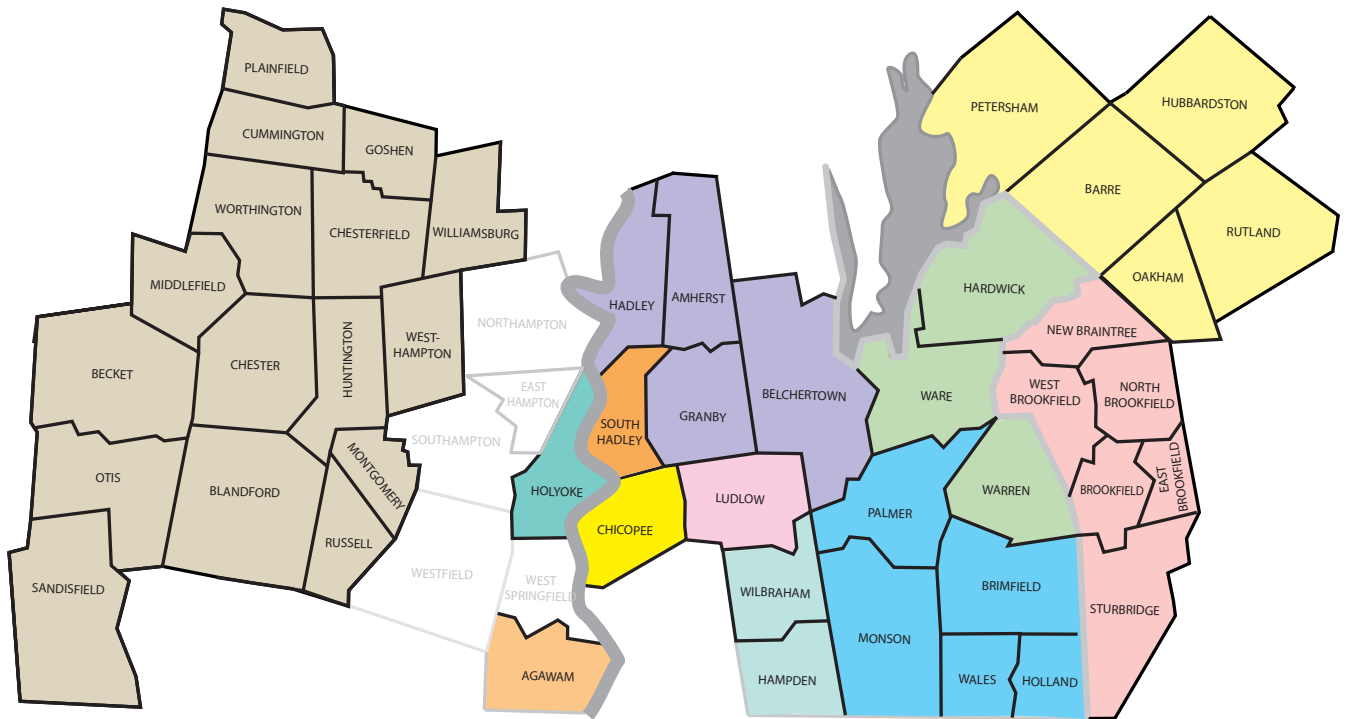
COLUMN INCH MEASUREMENT: A "column inch" is a measurement of area used for billing advertisements. In our publications, it measures approximately 1-1/2 inches wide by one inch deep.

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

Our Communities



AGAWAM ADVERTISER NEWS
A TURLEY PUBLICATION • www.turley.com

Agawam, Feeding Hills
Paid Circulation

BARRE GAZETTE
A TURLEY PUBLICATION • www.turley.com

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

LOCAL NEWS. LOCAL STORIES. LOCAL ADVERTISERS.

Chicopee Register
A TURLEY PUBLICATION • www.turley.com

Chicopee, Holyoke, South Hadley,
West Springfield, East Springfield
Store Drops

Country Journal
A TURLEY PUBLICATION • www.turley.com

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

The Journal Register
A TURLEY PUBLICATION • www.turley.com

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

QUABOAG CURRENT
A TURLEY PUBLICATION • www.turley.com

Brookfield, West Brookfield, North Brookfield,
East Brookfield, Sturbridge
Direct Mail & Store Drops

The REGISTER
A TURLEY PUBLICATION • www.turley.com

Ludlow, Indian Orchard, Wilbraham
Store Drops

Belchertown, Granby & Amherst

SENTINEL
A TURLEY PUBLICATION • www.turley.com

Belchertown, Granby, Amherst, Hadley
Direct Mail: Belchertown
Store Drops: Amherst, Granby, Hadley

Serving the city since 1995
FREE

the Sun
A TURLEY PUBLICATION • www.turley.com

Holyoke, South Hadley, Chicopee
Store Drops

TOWN Reminder
A TURLEY PUBLICATION • www.turley.com

South Hadley, Granby, Chicopee,
Holyoke, Ludlow
Store Drops

WARE RIVER NEWS
A TURLEY PUBLICATION • www.turley.com

Ware, Hardwick, Wheelwright,
Gilbertville, Warren, West Warren
Paid Circulation

TIMES
A TURLEY PUBLICATION • www.turley.com

Wilbraham, Hampden
Direct Mail

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Weekly Community Newspapers
Reaching 50 communities every week!