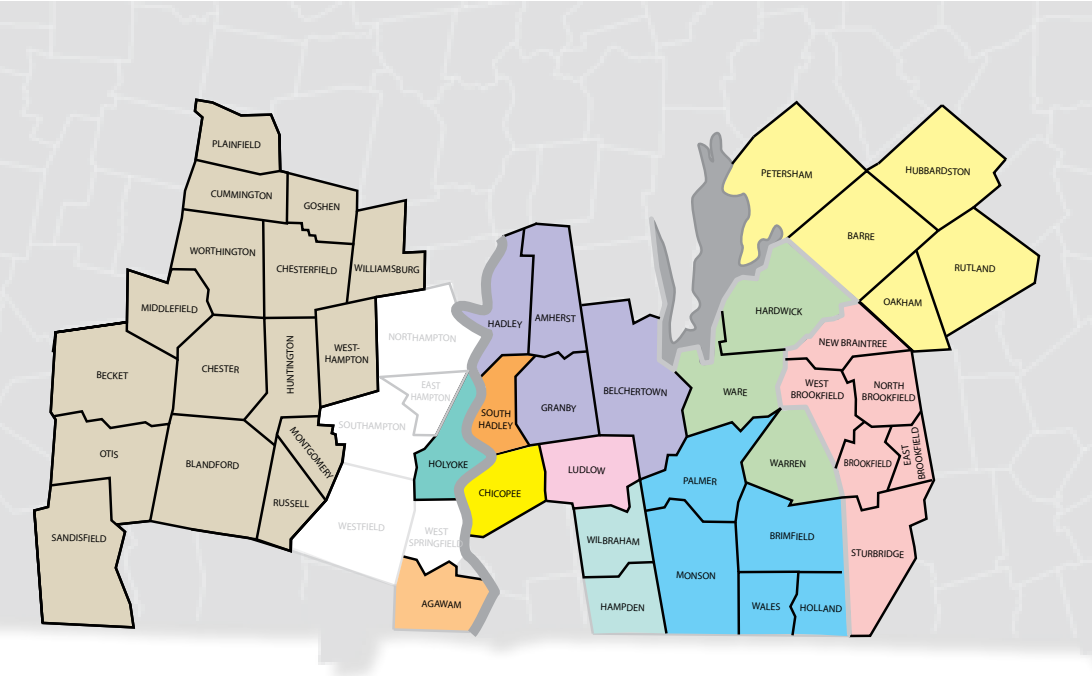
WE'VE GOT YOU COVERED

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

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
Sentinel	14.90	12.80	12.10	11.60	10.70
Wilbraham-Hampden 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 Holyoke 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
The 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	$100
	21 to 48 col. inches	$150
	49 to 64 col. inches	$200
	65 to 120 col. inches	$250

Classified Advertising

Deadlines:

The deadline for all print classified ads is Friday at noon for publication the following week.

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	Monday 12 p.m.	6	20	Thursday
Barre Gazette	Tuesday 12 p.m.	6	20	Thursday
Chicopee Register	Wednesday 12 p.m.	6	20	Friday
Country Journal	Friday 12 p.m.	6	20	Thursday
The Journal Register	Tuesday 12 p.m.	6	20	Thursday
Quaboag Current	Monday 12 p.m.	6	20	Friday
The Register	Friday 12 p.m.	6	20	Wednesday
Sentinel	Monday 12 p.m.	6	20	Thursday
The Holyoke Sun	Wednesday 12 p.m.	6	20	Friday
Town Reminder	Wednesday 12 p.m.	6	20	Friday
Ware River News	Tuesday 12 p.m.	6	20	Thursday
Wilbraham Hampden Times	Friday 12 p.m.	6	20	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.

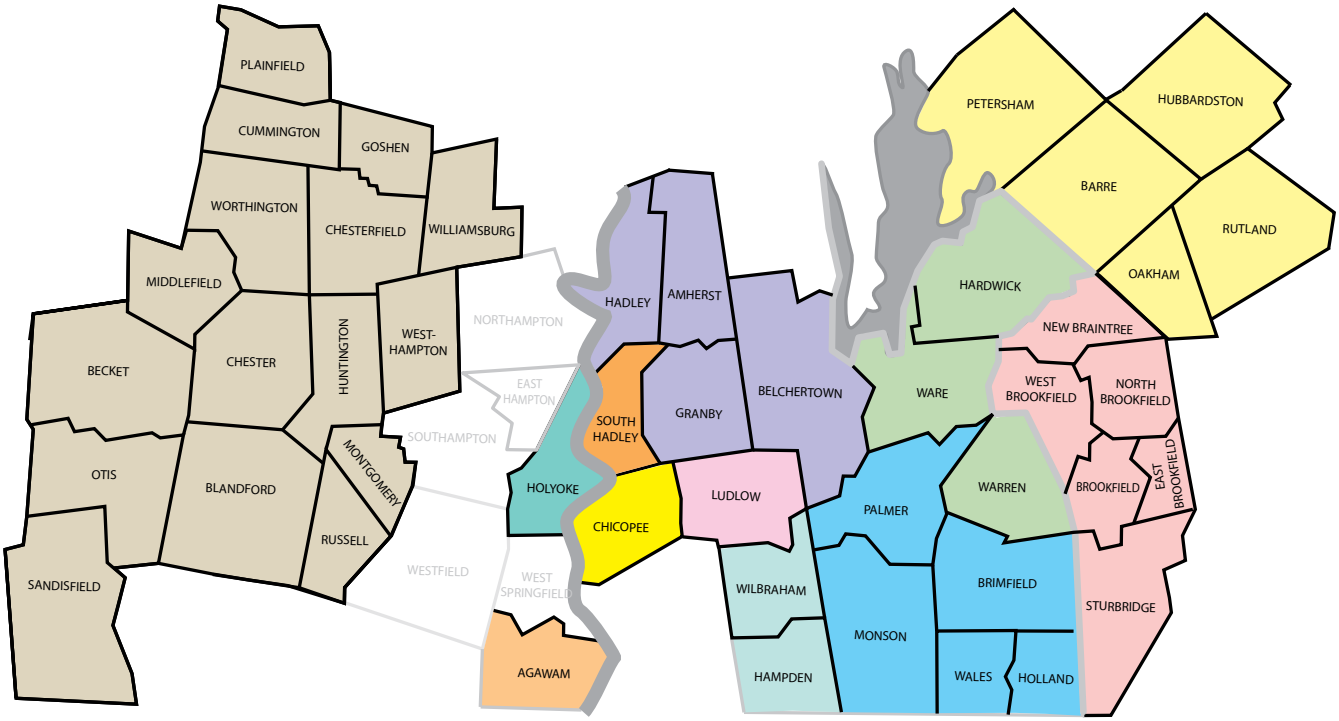
RIGHT OF REFUSAL:
Receipt of advertising materials does not constitute acceptance for publication. All advertisements are subject to editing at the publishers' discretion without notice.

COLUMN INCH MEASUREMENT: A "column inch" is a measurement of area used for billing advertisements. In our publications, it measures approximately 1.655 inches wide by one inch deep.

Approximately

1 column:. . . . . 1.655 inches
2 column:. . . . . 3.476 inches
3 column:. . . . . 5.25 inches
4 column:. . . . . 7.10 inches
5 column:. . . . . 8.90 inches
6 column:. . . . . 10.75 inches

Our Communities



AGAWAM ADVERTISER NEWS
Agawam, Feeding Hills
Paid Circulation

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

the HOLYOKE Sun
Holyoke, South Hadley, Chicopee
Store Drops

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

The REGISTER
Ludlow, Indian Orchard, Wilbraham
Store Drops

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

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

WARE RIVER NEWS
Ware, Hardwick, Wheelwright, Gilbertville, Warren, West Warren
Paid Circulation

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

Country Journal
Devoted to the Needs of the Hilltowns
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 Wilbraham-Hampden TIMES
Wilbraham, Hampden
Direct Mail

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

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12 Weekly Community Newspapers

Reaching 50 communities every week!