The Advocate Newspapers
Greater Boston & the North Shore’s #1 Weekly Newspapers!

~ MEDIA KIT ~

Call (978) 777-6397 or (617) 387-2200 to Advertise
Covering the Counties of Suffolk, Middlesex & Essex

The Advocate Newspapers Reaches over 135,000 Readers per week!

Essex County: Lynnfield, Peabody & Saugus combines for 75,000 readers!

Middlesex County: Everett & Malden combines for 40,000 readers!

Suffolk County: Revere reaches 20,000 readers!

The Advocate Newspapers loyal advertisers range from small business to top regional brand names including...

* Wynn Boston
* Boston Harley-Davidson
* Michaud Mitsubishi
* Kelly’s Automotive Group
* IRA Subaru
* Tony’s Auto Body
* EverettBank
* Wakefield Co-operative Bank
* Northrup Realtors
* Capital One
* Sabatino Insurance
* MarketStreet

* McKinnon’s Markets
* Breakaway
* The Savings Bank
* Roller World
* Everett Aluminum
* Barn Car Wash
* Mike’s Landscaping
* The Marina @ The Wharf
* Kelly’s Roast Beef & Seafood
* Bob’s Stores
* LaRovere Insurance
& so many more!
The Advocate Newspapers, Inc.
~ Family-owned Hometown Newspapers ~

Lynnfield Advocate * Peabody Advocate
Advocate Newspapers North Shore, LLC
Office: 150A Andover St., Suite 11C, Danvers, MA 01923
978-777-NEWS (6397) * Fax: 978-774-7705
Email: Jimm@advocatenews.com or Tomt@advocatenews.com
James David Mitchell, President & Publisher * Thomas Terranova, Publisher

Everett Advocate * Revere Advocate * Malden Advocate * Saugus Advocate
Main Office: 573 Broadway, Everett, MA 02149
Mailing/Billing Address: P.O. Box 490407, Everett, MA 02149
617-387-2200 * 781-286-8500 * 781-233-4446 * Fax: 617-381-0800
Email: info@advocatenews.net * Lynnfield@advocatenews.net
www.Facebook.com/advocate.news.ma
Twitter@advocatenewsma * Website: www.advocatenews.net

Lynnfield (R.O.P. - Inside) .................................................................$15 col. Inch
Peabody (R.O.P. - Inside) .................................................................$15 col. Inch
Saugus (R.O.P. - Inside) .................................................................$12 col. inch
Everett (R.O.P. - Inside) .................................................................$12 col. inch
Malden (R.O.P. - Inside) .................................................................$12 col. inch
Revere (R.O.P. - Inside) .................................................................$12 col. inch
Combo (R.O.P. - Inside) .................................................................$15 col. Inch
Front Page LYNNFIELD ONLY .................................................$30 col. Inch
Front Page PEABODY ONLY .....................................................$30 col. inch
Front Page (1 paper) .................................................................$20 col. inch
Front Page (2 papers) ...............................................................$30 col. inch
Front Page (3 papers) ...............................................................$40 col. inch
Front Page (4 papers) ...............................................................$50 col. inch
Color ..........................................................................................$125.
Preferred Position ........................................................................25% extra
Inserts Pre-Printed .......................................................................$75 per 1,000
Help Wanted (combo only) .........................................................$14 col. inch
Legal Notices (R.O.P.) .................................................................$12 col. Inch
Contract/Yearly Rates .................................................................Upon Request

Advertising Deadline: Tuesday at 5:00 p.m., Real Estate Tuesday at 12 noon
Camera-ready only: Wed., noon

Total Weekly Combined Circulation Everett, Revere, Malden & Saugus: 26,000
Lynnfield & Peabody editions mailed free to every household combined 18,000 circulation.

The Advocate Newspapers are FREE weekly Newspapers publishing every Friday in Lynnfield, Peabody, Saugus, Everett, Malden and Revere.

James David Mitchell, President & Publisher - jmitchell@advocatenews.net
Advocate Advertising Prices Spec Sheet

Ad Specifications Table

1 column inch = 2 inches wide
2 col. inches = 4 inches wide
3 col. inches = 6 inches wide
4 col. inches = 8 inches wide
5 col. inches = 10 inches wide

2 cols. X 2 in. @ $15 = $60/wk

4 inches wide

6 inches wide

Quarter Page Ad
3 cols. X 7.5 in. @ $15 = $337.50/wk

7.5 inches high

NOTE:
Ad examples shown including Quarter page, Half Page, and Full Page ads are not exact size specifications - only examples of ad size/rate prices for one paper ROP (Run of Page) or inside of paper rates.
Page One Rates are $30 column inch. All ad prices may be discounted depending on number of weeks and page position reference. See Rate Sheet for details.

10 inches wide

Half Page ROP
5 cols. X 7.5 in. @ $15 c.i. = $562.50/wk
(10” wide X 7.5” deep)

Full Page ROP
5 cols. X 15 in. high @ $15 c.i. = $1,125./wk
(10” wide X 15” deep)