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

~ MEDIA KIT ~

For Over 28 Years, The Advocate Newspapers Has Been Getting Results For Its Loyal Advertisers!

Call (617) 387-2200 or (781) 233-4446 to Advertise
Covering the Counties of Suffolk, Middlesex & Essex

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

Essex County: Saugus reaches 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!
<table>
<thead>
<tr>
<th>Location</th>
<th>Rate Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saugus (R.O.P. - Inside)</td>
<td>$15 col. inch</td>
<td></td>
</tr>
<tr>
<td>Everett (R.O.P. - Inside)</td>
<td>$15 col. inch</td>
<td></td>
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<tr>
<td>Malden (R.O.P. - Inside)</td>
<td>$15 col. inch</td>
<td></td>
</tr>
<tr>
<td>Revere (R.O.P. - Inside)</td>
<td>$15 col. inch</td>
<td></td>
</tr>
<tr>
<td>Combo (R.O.P. - Inside)</td>
<td>$20 col. Inch</td>
<td></td>
</tr>
<tr>
<td>Front Page (1 paper)</td>
<td>$20 col. inch</td>
<td></td>
</tr>
<tr>
<td>Front Page (2 papers)</td>
<td>$30 col. inch</td>
<td></td>
</tr>
<tr>
<td>Front Page (3 papers)</td>
<td>$40 col. inch</td>
<td></td>
</tr>
<tr>
<td>Front Page (4 papers)</td>
<td>$50 col. inch</td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td>$125.</td>
<td></td>
</tr>
<tr>
<td>Preferred Position</td>
<td>25% extra</td>
<td></td>
</tr>
<tr>
<td>Inserts Pre-Printed</td>
<td>$75 per 1,000</td>
<td></td>
</tr>
<tr>
<td>Help Wanted (combo only)</td>
<td>$14 col. inch</td>
<td></td>
</tr>
<tr>
<td>Legal Notices (R.O.P.)</td>
<td>$12 col. Inch</td>
<td></td>
</tr>
<tr>
<td>Contract/Yearly Rates</td>
<td>Upon Request</td>
<td></td>
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</tbody>
</table>

**Digital Advertising Rates:**
- Leaderboard – (728 X 90) - $50 CPM
- Medium Rectangle Top – (300 X 250) - $50 CPM
- Medium Rectangle Bottom – (300 X 250) - $40 CPM

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

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

### Advocate Advertising Prices Spec Sheet

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

- 4 inches wide
- 2 inches high

**Quarter Page Ad**

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

- 7.5 inches wide
- 7.5 inches high

**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)

*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.