For Over 30 Years, The Advocate Newspapers Has Been Getting Results For Its Loyal Advertisers!
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!
The Advocate Newspapers, Inc.  
~ Family-owned Hometown Newspapers ~

Email: Jmitchell@advocatenews.net  
James D. Mitchell, President & 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 * Jmitchell@advocatenews.net  
www.Facebook.com/advocate.news.ma * www.Twitter@advocatenewsma  
Website: www.advocatenews.net

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

Online advertising rates available upon request.

Advocate Online Digital Advertising Rates:  
Leaderboard – (728 X 90) - $100 per week  
Medium Rectangle Top – (300 X 250) - $50 per week  
Medium Rectangle Bottom – (300 X 250) - $0 per week

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

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

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

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)

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.