

The Advocate Newspapers

Greater Boston & the North Shore's #1 Weekly Newspapers!

~ MEDIA KIT ~

EVERETT *Everettian celebrates 500K for summer youth jobs* • See page 6

ADVOCATE

Vol. 26, No. 18 1988 • www.theadvocate.com • Free Daily • Friday, May 1, 2017

FIXED RATE MORTGAGES NO POINTS

15 YEAR	30 YEAR
3.250% RATE	4.060% RATE
3.333% APR*	4.108% APR*

EverettBank
 Mortgage Department
 617.387.3815 or 617.387.1434
 475 Broadway - Everett
 771 Salem Street - Lynnfield
 For more rates visit our website at everettbank.com

Messenger Insurance Agency, Inc.
 475 Broadway, Everett
 Phone: 617-387-2700
 Fax: 617-387-1753

NEW COMPETITIVE AUTO RATES AND BENEFITS AT ALL AGES!

- ACCIDENT FORTH FINDER
- DISCOUNTING COLLISION DEDUCTIBLE
- INS. DISCOUNT WITH SUPPORTING POLICY
- 1% PAY IN FULL DISCOUNT
- 10% MULTI-CAR DISCOUNT

96 Years of Excellence!
 Timothy, David & David LaBarre
 Hours: Monday - Friday: 9am to 5pm / Saturdays: 9am to 1pm
 Quote your policy online: www.messengerinsurance.com

All Poste honored at Little League Opening

By Bob Brown

The Little League of Everett opened its season on Friday night with a special ceremony honoring the city's postal workers. The event was held at the Little League stadium and featured a presentation of a special award to the postal workers for their dedication and service to the community.

Volunteers needed for Memorial Day flag placement

By Bob Brown

The Everett Office of the American Legion is seeking volunteers to help with the Memorial Day flag placement ceremony on Monday, May 29. The ceremony will be held at the Everett Veterans Memorial and will feature the placement of flags on the graves of World War I veterans.

CALL - ENROLL - RENEW
 EVERETT AUTO SCHOOL
 1000 Broadway - Everett
 617-387-1490
 Satisfaction Guaranteed!

For Over 30 Years,
 The Advocate Newspapers
 Has Been Getting Results For Its Loyal Advertisers!

REVERE *Heroes on Ice Benefit* • See page 7

ADVOCATE

Vol. 26, No. 18 1988 • www.theadvocate.com • Free Daily • Friday, May 1, 2017

Play Ball It's Little League Opening Day

By Bob Brown

The Revere Little League opened its season on Friday night with a special ceremony. The event was held at the Little League stadium and featured a presentation of a special award to the city's postal workers for their dedication and service to the community.

Woody's Liquors

268 Broadway, Revere • 781-284-1266

WINE & SPIRITS
 1000+ Selections • 10% OFF
 WE DELIVER! • 1000+ Selections • 10% OFF

DRIVER EDUCATION
 100 Gal. Min. • 24 Hr. Service • 781-286-2802

J&S
 1000 Broadway - Everett
 617-387-1490
 Satisfaction Guaranteed!

Council divided over annual carnival's future

By Bob Brown

The Revere City Council is divided over the future of the annual carnival. The council is scheduled to meet on Friday night to discuss the future of the carnival, which has been a tradition in Revere for many years.

City nears police chief pick

By Bob Brown

The Revere City Council is near a decision on the pick of a new police chief. The council is scheduled to meet on Friday night to discuss the pick of a new police chief, who will lead the Revere Police Department.

Malden *Malden Little League Opening Day* • See pages 12&13

ADVOCATE

Vol. 26, No. 18 1988 • www.theadvocate.com • Free Daily • Friday, May 1, 2017

Teamsters Local 25 Autism Fund presents more than \$300,000 to 11 local autism nonprofits

By Bob Brown

The Teamsters Local 25 Autism Fund has presented more than \$300,000 to 11 local autism nonprofits. The fund was established to support the needs of children with autism and their families.

Big changes coming to Malden Square

By Bob Brown

Big changes are coming to Malden Square. The city is planning to renovate the square and improve the area. The renovation will include the construction of a new building and the improvement of the sidewalks and landscaping.

EVERETT AUTO SCHOOL
 1000 Broadway - Everett
 617-387-1490
 Satisfaction Guaranteed!

SAUGUS *Softball Little League Opening Day* • See page 12 & 13

ADVOCATE

Vol. 26, No. 18 1988 • www.theadvocate.com • Free Daily • Friday, May 1, 2017

Walnut St. blaze leaves two firefighters injured

By Bob Brown

A fire on Walnut Street in Saugus has left two firefighters injured. The fire broke out in the early morning hours and caused significant damage to the building. The firefighters were treated for smoke inhalation and other injuries.

Special Town Meeting

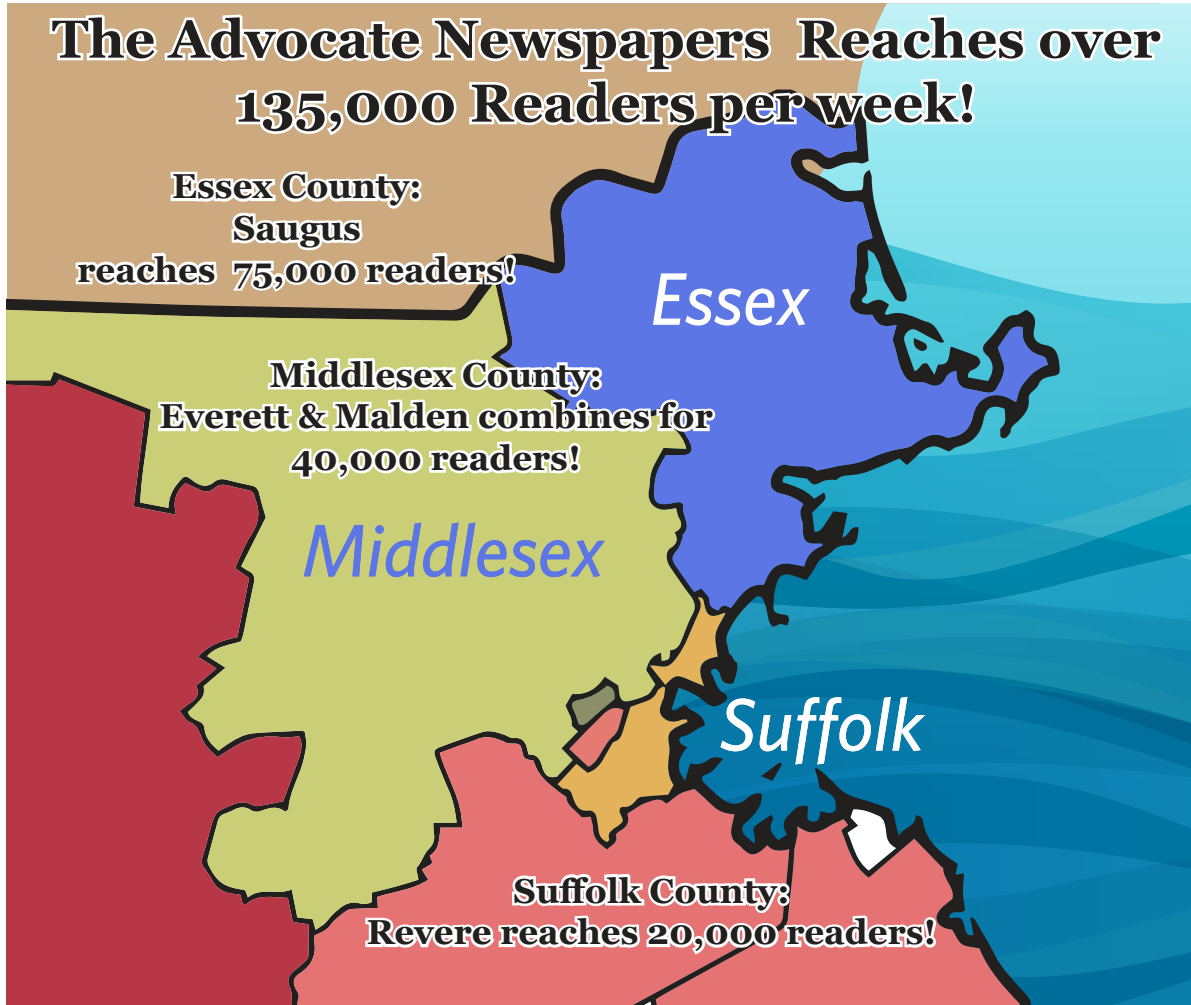
By Bob Brown

A special town meeting will be held in Saugus on Friday night. The meeting will be held to discuss the future of the town and the needs of the community. The meeting will be held at the Saugus Town Hall.

EVERETT AUTO SCHOOL
 1000 Broadway - Everett
 617-387-1490
 Satisfaction Guaranteed!

Call (617) 387-2200 or (781) 286-8500 to Advertise

Covering the Counties of Suffolk, Middlesex & Essex



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@advocateneews.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@advocateneews.net * Jmitchell@advocateneews.net

www.Facebook.com/advocate.news.ma * www.Twitter@advocateneewsma

Website: www.advocateneews.net

Saugus (R.O.P. - Inside)	\$15 col. inch
Everett (R.O.P. - Inside)	\$15 col. inch
Malden (R.O.P. - Inside)	\$15 col. inch
Revere (R.O.P. - Inside)	\$15 col. inch
Combo (R.O.P. - Inside)	\$20 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
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

2
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.

6 inches wide

7.5
inches
high

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)

7.5
inches
high

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