

The Advocate Newspapers

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

~ MEDIA KIT ~

EVERETT *Advocate* **ADVOCATE**

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3.333% APR*	4.108% APR*

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

REVERE *Advocate* **ADVOCATE**

Play Ball! It's Little League Opening Day

Council divided over annual carnival's future

Woody's Liquors

DRIVER EDUCATION

City news police chief pick

J&S

DRIVER EDUCATION

Malden *Advocate* **ADVOCATE**

Teamsters Local 25 Autism Fund presents more than \$350,000 to 11 local autism nonprofits

Big changes coming to Malden Square

Councilors clash over moratorium meeting

DRIVER EDUCATION

J&S

SAUGUS *Advocate* **ADVOCATE**

Walnut St. blaze leaves two firefighters injured

Special Town Meeting

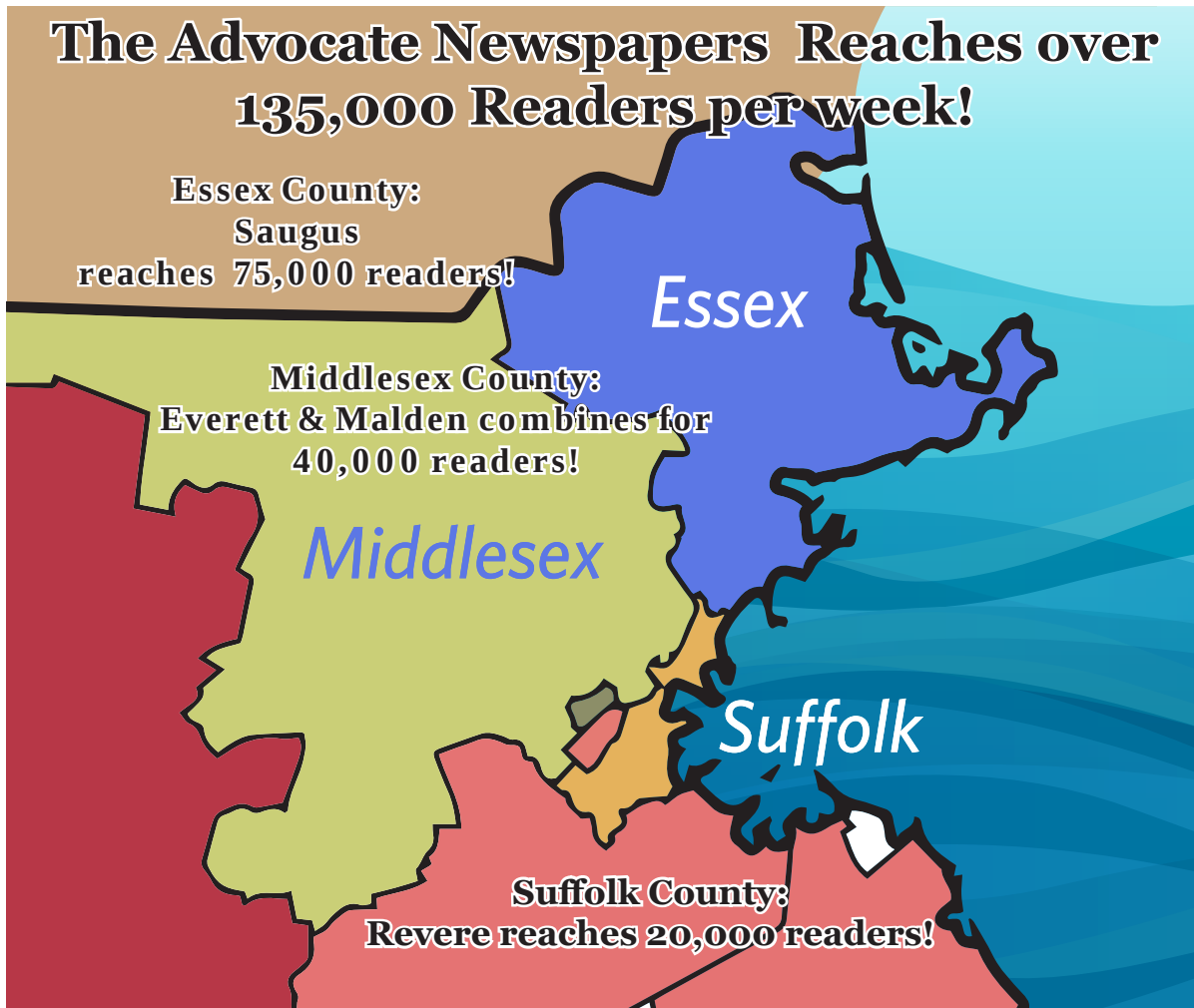
Seeking a financial study

DRIVER EDUCATION

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

- | | |
|------------------------------------|--------------------------------|
| * Encore Boston Harbor | * McKinnon's Markets |
| * Boston Harley-Davidson | * Members Plus Credit Union |
| * Michaud Mitsubishi | * The Savings Bank |
| * Daly Foot Care, Malden | * Roller World, Saugus |
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| * ABC Cigar, Revere | * Construction By Anderson |
| * Sabatino Insurance, Everett | * LaRovere Insurance |
| * Mass Bay Credit Union | & 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

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Website: www.advocatenews.net

Saugus (R.O.P. - Inside)	\$18 col. inch
Everett (R.O.P. - Inside)	\$18 col. inch
Malden (R.O.P. - Inside)	\$18 col. inch
Revere (R.O.P. - Inside)	\$18 col. inch
Combo (R.O.P. - Inside)	\$25 col. Inch
Front Page (1 paper)	\$30 col. inch
Front Page (2 papers)	\$40 col. inch
Front Page (3 papers)	\$50 col. inch
Front Page (4 papers)	\$60 col. inch
Color	\$150.
Preferred Position	25% extra
Inserts Pre-Printed	\$100 per 1,000
Help Wanted (combo only)	\$15 col. inch
Legal Notices (R.O.P.)	Ask For Quote
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) - \$25 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 col. inches = 2.24 inches wide
2 col. inches = 4.24 inches wide
3 col. inches = 6.24 inches wide
4 col. inches = 8.24 inches wide
5 col. inches = 10.125 inches wide

4.24 inches wide

2 cols. X 2 in. @ \$18 col. in.
= \$72/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 preference.
See Rate Sheet for details.

6.24 inches wide

7.5
inches
high

Quarter Page Ad
3 cols. X 6.6 in. @
\$18 col. in. =
\$356.50/wk

10.125 inches wide

Half Page ROP
5 cols. X 6.25 in. @ \$18 c.i. = \$562.50/wk
(10.125" wide X 6.25" deep)

6.25
inches
high

Full Page ROP
5 cols. X 12.75 in. high @ \$18 c.i. = \$1,147.50/wk
(10.125" wide X 12.75" deep)