

The Norwood Record

2018

Advertising Rates



661 Washington St., Suite 202
Norwood, MA 02062

Tel: 781-769-1725
Fax: 781-501-5611

email: news@norwoodrecord.com
website: www.norwoodrecord.com

Advertising Contact

Susan Yandell
Tel: 781-769-1725
syandell@norwoodrecord.com

Display Advertising Rates

Per Col. Inch1/4 pg.....	1/2 pg.....	Full Page
\$14.50\$261.00\$543.75\$1,087.50

Frequency Discounts

- 4 weeks: 10%
- 13 weeks: 20%
- 26 weeks: 25%
- 52 weeks: 30%

Color Rates

1-Color	2-Color	4-Color
\$125.00	\$250.00	\$350.00

Please speak to a Sales Associate at 781-769-1725 for additional information.

Above rates are non-commissionable.
15% agency rates are available upon request

Guaranteed Page Placement: Add an additional 25% to the cost of the advertisement. Guaranteed location subject to approval.

Combination Rates also available to advertise in our Bulletin Newspaper Group in Boston. Inquire with your sales rep.

Special Advertising Opportunities

Community Service Directory

- \$15.00 per week B&W / \$17.00 per week Color**
WITH A MINIMUM 13-WEEK RUN
Total cost \$195.00 B&W / \$221.00 Color
- \$14.00 per week B&W / \$16.00 per week Color**
FOR A 26-WEEK RUN
Total cost \$364.00 B&W / \$416.00 Color
- \$13.00 per week B&W / \$15.00 per week Color**
FOR A 52-WEEK RUN
Total cost \$676.00 B&W / \$780.00 Color
NO copy changes. All ads must be pre-paid.

Classified Rates

Display Classifieds \$14.50 per column inch – NET.

Policies

- All classified ads are paid in advance.
- All classified ads are subject to the Publisher's approval.
- No refunds for classified ads after deadline.

Legal Advertising

\$15.50 per column inch.

Political Advertising

All political advertising is non-discounted.
All ads must be prepaid before publication.

Inserts (per paper)

- per/m**
- \$50.00 single page
- \$55.00 two-four pages
- \$65.00 five or more pages

Policies

- Frequency insertion discounts available.
- Inserts are non-commissionable.
- Please inquire regarding scheduling and shipping.
- Reservation deadline: 10 working days prior to insertion.
- Delivery deadline: Friday prior to insertion.
- Maximum finished size of insert is 8½" x 11"
- Minimum 60lb paper stock.
- Inquire to determine the amount of inserts needed for each individual newspaper.

Circulation

6,500+ weekly.

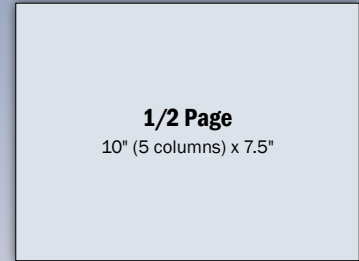
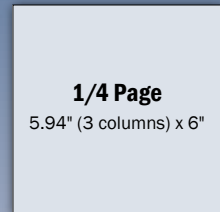
www.norwoodrecord.com

Banner advertising is available on our website.
Visit the site or ask your salesperson for information.

Advertising Copy Deadlines

The Norwood Record is published every Thursday.

- Classifieds Monday @ noon
- Display Monday @ 5:00 pm
- Legal Monday @ 5:00 pm
- Camera Ready..... Tuesday @ 3:00 pm
- Inserts..... Friday before issue date
- Community Service Directory Friday @ noon



Advertising Policies

- 1.) All advertising is subject to the publisher's approval. Advertising rates are not guaranteed by contract, only percentage discount from open rate is guaranteed.
- 2.) Terms: Cash with copy until credit is established with our credit department. A service charge of 1½% per month (18% per annum) will be charged on unpaid balances over 30 days.
- 3.) Advertising will not be accepted if contingent upon position, unless preferred position charges are paid.
- 4.) All advertising and editorial material in whole or in part designed and/or composed by the Norwood Record is copyrighted and may not be reproduced without the express written permission of the Norwood Record.
- 5.) Minimum size ad is one column by two inches.
- 6.) The publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms or conditions on publisher's rate card or policy statement.
- 7.) The Norwood Record shall not be liable for errors and omissions in, or failure to insert, any advertisement for which it may be responsible beyond the cost of actual space occupied by the item in which error or omission or failure to insert occurred. Advertisers will be entitled to refund of advertisement price or insertion in next issue at advertiser's option. No adjustments for poor reproduction when the advertiser supplies improper printing materials.
- 8.) Advertisers and advertising agencies will indemnify and hold harmless the Norwood Record, its officers, agents, directors, employees and contractors for all contents supplied to the publisher, including text, representations and illustrations of advertisements printed and for any claims arising from contents including, but not limited to defamation, libel, invasion of privacy, copyright infringement and plagiarism.
- 9.) The Norwood Record shall not be liable for failure to print, publish or circulate all or any part of an issue in which advertisement accepted by the publisher is contained, if failure is due to act of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of the Norwood Record.
- 10.) New advertising and copy changes on proofs will not be accepted after deadline.
- 11.) All political advertising shall be prepaid and shall be labeled as such.
- 12.) All legal advertising shall be prepaid.
- 13.) Publisher reserves the right to increase the rates stipulated in this rate card any time with thirty (30) days notice in writing. Advertiser is accorded the right to cancel his contract without penalty upon written notice to the publisher within 60 days of the rate increase.
- 14.) Attacks on, or criticism of individuals, organizations, firms or products are not permitted in advertising.

Production Information



Mechanical Specifications

5 columns to a page:

1 column.....	1.867"
2 columns.....	3.9"
3 columns.....	5.94"
4 columns.....	7.97"
5 columns.....	10"

Minimum ad size is 1 column x 2"

Full Page live image area:
10" horizontal by 15" vertical
(no bleeds)

Printed by web offset with
an 85-line screen

Electronic Files

Preferred Format: **Adobe Acrobat PDF** (created with default PRESS settings)
ALL FONTS AND IMAGES NEED TO BE EMBEDDED IN THE FILE.

When creating your advertisement, please keep in mind:

- Please allow for a 20–30% dot gain on press.
- All images should have a resolution of at least 200 dpi and be saved as TIFFs or EPS files. Do NOT compress images in Photoshop.
- If possible, convert all type to outlines before creating PDF.
- EMBED all fonts and subset embedded fonts below 100%.
- For BLACK-AND-WHITE ADS: set images to grayscale and use BLACK ink ONLY – NO 2-, 3-, or 4-color blacks.
- For COLOR ADS: All colors (both in the images and the ad) should be set to **CMYK** – If using PMS colors, please convert from SPOT to PROCESS color before creating PDF. Total ink density should not be more than 260. Avoid using more than 2 colors in small or serif type styles.
- Files should be sent at final production size.

If ANY of the above terms are unfamiliar, please allow US to create the ad for you (at no extra charge) or to convert your design to PDF format. We can accept files created in MOST applications, including Pagemaker, QuarkXpress, InDesign, Illustrator, and Photoshop. Publisher 2000 and Word documents may also be submitted.

NOTE: We are a PC-based shop – If submitting Macintosh files, please name using file extensions and be aware that fonts may need to be substituted.

*** WHEN SUBMITTING IMAGES FOR US TO USE IN CREATING YOUR AD, PLEASE SUPPLY IN TIFF OR JPEG FORMATS.**

For best reproduction, submit photos as LARGE as possible – we can REDUCE your photo to fit the size of the ad, but we cannot ENLARGE it without creating distortions. Also, keep in mind that images created for optimal WEB viewing reproduce VERY POORLY in print.

Materials submitted that do not conform to specifications may not be reproduced with quality results.

Digital Files should be emailed to: **bulletingraphics@aol.com.**

Files can also be submitted on CDs or DVDs.