

# Daily Times Chronicle

WOBURN, WINCHESTER, WAKEFIELD, READING, BURLINGTON  
ESTABLISHED 1901

**ADVERTISING RATES  
EFFECTIVE JANUARY 1, 2015**

Publisher: Peter M. Haggerty

**SALES 781-933-3700**

Advertising Director: Thomas R. Kirk, Sr. Ext. 370  
 Marcia Santarpio, Inside Retail Manager Ext. 375  
 Betsy Rogers: Outside Sales Ext. 378  
 Mary Haggerty Ext. 377  
 Pat Lewis: Special Sections Ext. 371  
 National Adv. Mgr.: Joel D. Haggerty Ext. 400  
 Al Sylvia: Reading/Wakefield 781-944-2200

**E-MAIL IT TO US!**

Send your advertising orders, copy and corrected proofs via email:

RETAIL ADS advertising@dailytimesinc.com  
 CLASSIFIED ADS class@dailytimesinc.com  
 LEGAL NOTICES legals@dailytimesinc.com

**CIRCULATION**

Daily Times Chronicle (Monday thru Friday) 10,590  
 Combined Daily Times Chronicle and Stoneham Independent (3,795) 14,385  
 Combined Total Daily Times Chronicle, Stoneham Independent and Wilmington/Tewksbury Town Criers (6,635) 21,020  
*The Daily Times Chronicle publishes every Monday thru Friday except the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.*  
*The Stoneham Independent, Wilmington/Tewksbury Town Criers publish every Wednesday evening, in mail Thursday morning.*

**INSERTS** \$60M • 8 or more in calendar year \$44M.  
 Inserts must be received 3 days prior to insertion. All deliveries to Woburn Publishing Plant, One Arrow Drive, Woburn, MA. Minimum quantity 5,000.

**2015 SPECIAL SECTION DATES**

**Bridal Section**  
 Week of January 19th, February 16th, March 16th,  
 Week of September 14th, October 12th, Fall Bridal

**Social Security, Your Money, Your Health**  
 Winter Section, Week of February 9th, March 9th  
 Summer Section, Week of August 10th, Sept. 14th

**Spring Home Improvement and Gardening Section**  
 Week of April 6th, May 5th

**Fall Home Improvement and Gardening Section**  
 Week of October 5th, November 9th

**Middlesex League Pre-Season Football Section**  
 Early September - Prior to Middlesex League Openers

**Local Towns Annual Thanksgiving Football Section**  
 Week of November 23rd

**Holiday Greetings Advertisement**  
 Week of December 7th, 14th, 21st

**CORPORATE HEADQUARTERS  
AND PUBLISHING FACILITY  
One Arrow Drive  
Woburn, Massachusetts 01801-2090  
Phone 781-933-3700 Fax 781-932-3321  
Email: advertising@dailytimesinc.com  
Camera ready ads must be in PDF format**  
 READING / WAKEFIELD OFFICE  
 531 Main Street, Reading, MA 01867 781-944-2200  
 Fax 781-942-0884 Email: reading@dailytimesinc.com

**NATIONAL & RETAIL RATE\***

\*Includes All Five Towns (per col. inch) \$24.50  
 Minimum Size Ad 1 column x 1 1/2"

**Zoned Rates\***

Woburn Edition 01801 (per col. inch) \$17.00  
 Burlington Edition 01803 (per col. inch) \$14.95  
 Winchester Edition 01890 (per col. inch) \$14.95  
 Reading/Wakefield Edition 01867 (per col. inch) \$14.95

*All rates are SAU measure  
 (All above rates are agency commissionable)*

**MONTHLY DISPLAY RATES\***

Ads published every Mon., Tues., Wed., Thurs. & Fri.  
*New Accounts 1st Month Payable in Advance to Establish Credit*  
 (non commissionable) Minimum Size Ad 1 column x 1 1/2"

R.O.P. (Run of Paper) All 5 Towns \$115.10/in./mo.

Find-It-Quick and Home Owners' Guide Combo \$115.10/in./mo.  
 (All 8 Towns) (Wob., Win., Burl., Read., Wake., Wilm., Tewks., Stone.)

Medical Directory (All 5 Towns) Every Mon., Wed. & Fri. \$87.75/in./mo.

Half Monthly Rate (min. size 6")  
 Twice a week for a month \$87.75/in./mo.  
 (All 5 Towns) Choice of Days

Business Guide & Directory Every Mon., Wed. & Fri. (All 5 Towns) \$87.75/in./mo.

**COLOR RATES\***

Contract Rate per inch plus \$75 per color, per page.  
 2-day leeway required. Minimum size 30"  
 \*6 column format (conforms to SAU standards)

**STONEHAM INDEPENDENT 781-438-1660**

*Established 1870*  
 Fax 781-438-6762 Email: news@stonehamindependent.com  
 Low combination rates available with Daily Times Chronicle,  
 Wilmington & Tewksbury Town Criers  
**CALL FOR DETAILED RATE CARD**

**WILMINGTON TOWN CRIER 978-658-2346  
TEWKSBURY TOWN CRIER 978-658-2346**

*Established 1955*  
 Fax 978-658-2266 Email: office@yourtowncrier.com  
 Low Combination Rates Available With Daily Times Chronicle  
 and Stoneham Independent

**CALL MARCY RAGUCCI FOR DETAILED RATE CARD**

**MIDDLESEX EAST SUPPLEMENT 781-944-2200**

Email: middlesexeast@comcast.net  
 10 Community Publications Mid-Week - 27,945 Circulation  
**CALL RICHARD HAGGERTY FOR DETAILED RATE CARD**

**ONLINE ADVERTISING RATES**

Monthly Page Views : 100,738 Monthly Unique Visitors : 59,300

Reading • Wakefield • Woburn • Winchester • Burlington • Wilmington • Tewksbury • Stoneham

Run of Site	Size	Contract	Monthly
Top Leaderboard	728x90	\$320	\$370
Leaderboard	728x90	\$300	\$350
Bigad / In Story	300x250	\$270	\$320
Large Panel Ad	300x600	\$300	\$350
Lower Leaderboard	728x90	\$220	\$270

*All online advertisements include a minimum of 30,000 impressions.  
 Contract rate based on a 12 month contract.*



Acceptable file types for web ads: GIF, JPEG, SWF File size must be no large than 30K 7 Day Notice required for any online cancellation.

**CLASSIFIED ADVERTISING NETWORK**  
*Classified 781-933-3700, Ext. 400  
 Classified Fax 781-935-9607  
 Classified E-Mail class@dailytimesinc.com*

**Advertising includes our Daily Newspapers and weekly Middlesex East Publication.**

**10 COMMUNITIES - www.homenewshere.com**  
 • Burlington • Lynnfield • North Reading • Reading • Stoneham •  
 Tewksbury • Wakefield • Wilmington • Winchester • Woburn

**JOB MART DISPLAY HELP WANTED**  
 5 Day Program (9 column format) \$43.82  
 3 Day Program (9 column format) \$39.34

**IN COLUMN LINE CLASSIFIED**  
 Deadline 12 noon day prior

**HELP WANTED / REAL ESTATE**  
 5 Days All Publications \$47.60  
 Monthly \$24.70 per line \$123.50

**SERVICES OFFERED**  
 5 Days All Publications \$44.75  
 Monthly \$23.70 per line \$118.50

**FOR SALE**  
 5 Days All Publications \$42.17  
 Monthly \$22.70 per line \$113.50

**MEMBERSHIPS**

INAME Association  
 New England Newspaper Press Association  
 National Newspaper Association  
 Massachusetts Press Association  
 Associated Press  
 Northeast Classified Advertising Managers Assoc.  
 Middlesex East Publications  
 New England Association of Circulation Executives  
 North Suburban Chamber of Commerce  
 U.S. Suburban Press, Inc.  
 Associated Press Adsend  
 Fastchannel Network

**In Print and on Web Packages**

Print ad Size	3.55"x3-1/2"	5.42"x5"	5.42"x9"
Daily Times Chronicle	4 Print Ads + 1 Month on Web \$525.00	4 Print Ads + 1 Month on Web \$850.00	4 Print Ads + 1 Month on Web \$1350.00
Town Crier or Stoneham Independent	4 Print Ads + 1 Month on Web \$480.00	4 Print Ads + 1 Month on Web \$775.00	4 Print Ads + 1 Month on Web \$1200.00
Middlesex East	4 Print Ads + 1 Month on Web \$750.00	4 Print Ads + 1 Month on Web \$1350.00	4 Print Ads + 1 Month on Web \$2200.00

*Web ad size is 300x250 pixels. Print size as indicated.  
 All print ads must be run within 30 days.*

**MECHANICAL REQUIREMENTS**

**COLUMN WIDTHS:**

**•6 COLUMN (RETAIL) RUN OF PAPER FORMAT**

	Picas	Inches
1 column.....	10.3	1.69
2 columns.....	21.5	3.55
3 columns.....	32.5	5.42
4 columns.....	43.5	7.28
5 columns.....	54.5	9.138
6 columns.....	66	11
<b>Singe Page</b> (21 inches deep) (294 agate lines per col.)	66	11

**DOUBLE TRUCK** (2 pages plus gutter) Picas 138.5 Inches 23

6 & 9 column format 21 inches deep (294 agate lines per col.)

**9 COLUMN (CLASSIFIED) FORMAT**

	Picas	Inches
1 column.....	6.5	1.150
2 columns.....	14	2.374
3 columns.....	21.5	3.589
4 columns.....	29	4.818
5 columns.....	36	6.04
6 columns.....	43.5	7.256
7 columns.....	51	8.494
8 columns.....	58.5	9.722
9 columns.....	66	11

**AWARDS**

Collectively the Daily Times Chronicle has won over 263 awards for journalistic excellence over the past 45 years.

**LEGAL & PUBLIC NOTICES - NEXT DAY SERVICE**

Rates and advertising deadlines available upon request