

Daily Times Chronicle

WOBURN, WINCHESTER, WAKEFIELD, READING, BURLINGTON
ESTABLISHED 1901

ADVERTISING RATES
EFFECTIVE JANUARY 1, 2020

CORPORATE HEADQUARTERS
AND PUBLISHING FACILITY
One Arrow Drive
Woburn, Massachusetts 01801-2090
Phone 781-933-3700 Fax 781-935-9607
Email: advertising@dailytimesinc.com
All ads must be in PDF format

READING / WAKEFIELD
781-944-2200 reading@dailytimesinc.com

Publisher: Peter M. Haggerty

SALES 781-933-3700

Advertising Director: Thomas R. Kirk, Sr. Ext. 370
Marcia Santarpio, Inside Retail Manager Ext. 375
Mary Haggerty Ext. 377
Andrew Pabian Ext. 375
Pat Lewis: Special Sections Ext. 371
National Adv. Mgr.: Joel D. Haggerty Ext. 400
Richard Haggerty: Reading 781-944-2200 Ext 379

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 North of Boston Media Group, Eagle Tribune Publishing Company, Receiving Door - Dock 6, 100 Turnpike St. NO. Andover , MA 01845. - Minimum quantity 5,000.

2020 SPECIAL SECTION DATES

Bridal Section

Mid January and Mid February
Mid September and Mid October

Senior Lifestyles

Winter Section, February & March
Summer Section, August & Sept.

Spring Home Improvement and Gardening Section

April and May

Fall Home Improvement and Gardening Section

October and November

Middlesex League Pre-Season Football Section

Early September - Prior to Middlesex League Openers

Local Towns Annual Thanksgiving Football Section

Week of Thanksgiving, November

Holiday Greetings Advertisement

December

NATIONAL & RETAIL RATE*

*Includes All Five Towns (per col. inch) \$24.99
Minimum Size Ad 1 column x 1 1/2"

Zoned Rates*

Woburn Edition 01801 (per col. inch) \$17.35
Burlington Edition 01803 (per col. inch) \$15.25
Winchester Edition 01890 (per col. inch) \$15.25
Reading/Wakefield Edition 01867 (per col. inch) \$15.25

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.

*6 column format (conforms to SAU standards)

STONEHAM INDEPENDENT 781-438-1660

Established 1870
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
Email: office@yourtowncrier.com
*Low Combination Rates Available With Daily Times Chronicle
and Stoneham Independent*

CALL BRUCE HILLIARD 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
Rich.Haggerty@dailytimesinc.com

ONLINE ADVERTISING RATES

Monthly Page Views : 105,852

Monthly Unique Visitors : 70,300

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

Run of Site	Size	Contract	Monthly
Top Leaderboard	728x90	\$330	\$385
Leaderboard	728x90	\$310	\$365
Bigad / In Story	300x250	\$285	\$330
Large Panel Ad	300x600	\$310	\$365
Lower Leaderboard	728x90	\$230	\$285

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

HomeNewsHere.com

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	Column
DISPLAY HELP WANTED	Inch
5 Day Program (9 column format)	\$45.60
3 Day Program (9 column format)	\$40.92

IN COLUMN LINE CLASSIFIED

Deadline 12 noon day prior

HELP WANTED / REAL ESTATE	
5 Days All Publications	\$48.50
Monthly \$25.15 per line	\$125.75

SERVICES OFFERED	
5 Days All Publications	\$45.60
Monthly \$24.15 per line	\$120.75

FOR SALE	
5 Days All Publications	\$43.00
Monthly \$23.15 per line	\$115.75

MEMBERSHIPS

INAME Association
New England Newspaper Press Association
National Newspaper Association
Massachusetts Newspaper Publishers 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

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.....	9.5	1.58
2 columns.....	19.5	3.2
3 columns.....	30	5
4 columns.....	40.5	6.74
5 columns.....	54.5	9.08
6 columns.....	61	10.16
Single Page (21 inches deep) (294 agate lines per col.)	61	10.16

DOUBLE TRUCK	Picas	Inches
(2 pages plus gutter)	122	20.33

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
Email legals@dailytimesinc.com