

ADVERTISING RATE CARD

Effective
November 1, 2007

- WESTFIELD EVENING NEWS
- PENNYSAVER
- LONGMEADOW NEWS
- ENFIELD PRESS



WESTFIELD NEWS PUBLISHING, INC.

Local • Comprehensive • Cost Effective

The **WESTFIELD EVENING NEWS** is published evenings Monday thru Friday and Saturday mornings. The News covers Westfield, Southwick and the Hilltowns. The paper is delivered to homes in Westfield, Southwick, Blandford, Russell, Montgomery, Granville, Huntington, Chester and Tolland by carrier and motor route.

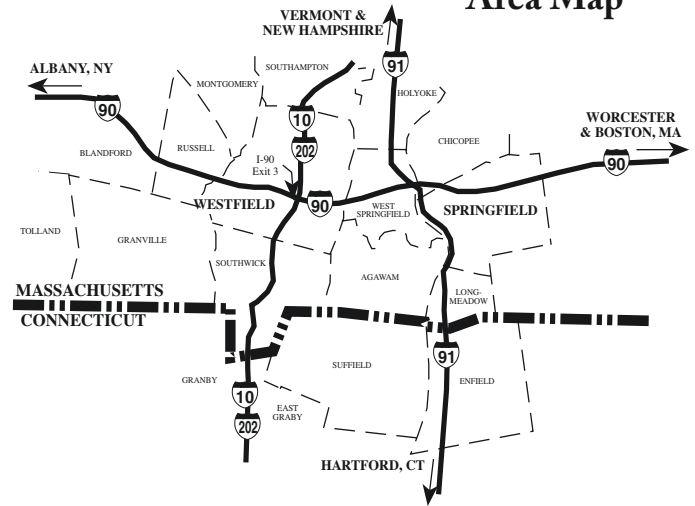
The **PENNYSAVER** is published on Sundays serving Westfield and all surrounding towns. It is a **FREE** publication modeled after a New England Country Store, packed with great products and local information of the happenings and events of the area. The Pennysaver is delivered to homes and stores by an all adult carrier force to: Westfield, Southwick, Agawam, West Springfield, Granville, Holyoke, Chicopee and Springfield, MA. In CT the Pennysaver reaches

residents of Granby, Simsbury, Windsor and Suffield.

The **LONGMEADOW NEWS** is a weekly newspaper which serves the Longmeadow community. Published on Thursday, it is delivered by mail.

The **ENFIELD PRESS** is a weekly newspaper which has for over 112 years, served the community of Enfield, CT. Published on Thursday, it is delivered by mail.

Area Map



ADVERTISING POLICIES

PAYMENT: Advertising is payable in advance unless advertiser has established credit with the Newspaper's credit department. All space and charges after credit is established, are billed on publication and due upon receipt of the bill. Statements rendered will be accepted as correct unless Westfield News Publishing, Inc. is notified within 10 days of mailing of such statement that it is incorrect and in what amount. Political Advertisement, Going Out Of business Ads etc. must be prepayed. Accounts over 30 Days are subject to 1-1/2% per month interest.

ERRORS: The News assumes no financial responsibility for typographical or other errors. A correction will be published of that part of the ad in which the error appears, which substantially effects the advertisers message, providing notification is given within 5 days of publication.

CANCELLATION: Advertisers will be billed composition charge on copy set and not inserted within 30 days, at fifty percent of the cost of the advertisement based on the advertiser's normal rate.

POSITION: All advertising is accepted run of press (ROP). The news attempts to fulfill position requests whenever possible at no extra charge. Position is not guaranteed except when a Preferred Position is paid, (25% additional charge). Ads must be a minimum of 24 inches. **Front and back pages for the Pennysaver must be reserved in advance, and cancellation must be submitted in writing two weeks in advance to avoid a \$75.00 cancellation fee.**

RATES: All insertions are made on the basis of the provisions of this rate card, and are non-commissionable. The Open Rate will prevail in

all local, market, or combination newspaper buys for all advertisements, except if: an account signs a **"Bulk Lineage Contract"** agreement which states that the account will run an agreed amount of lineage during the year. In this case the corresponding Bulk Lineage Rate will prevail, or an account signs a **"Frequency Rate"** agreement which states that the account will run an ad for a min. of 13 consecutive weeks. (Note: Bulk contract rates are net.)

Tearsheets furnished on request at 50¢ each. Ad layout/design no charge with cost of ad*. Reversal: \$5.00; Stats/Ad Copies/Emails of Electronic files \$15.00 & up. Ask us about how we can help with Co-op advertising and your other printing needs.

*Numerous changes will incur additional charges.

Westfield Office
62-64 School Street
PO Box 930
Westfield, MA 01086
Phone: 413-562-4181
Fax: 413-562-4185

Enfield Press
399 Enfield Street
PO Box 1141
Enfield, CT 06082
For Advertising Call:
860-745-0424

PUBLISHER: E. CAROL MAZZA • AD DIRECTOR: MARTHA E. BAILLARGEON

DISPLAY ADVERTISING

(Rates are non-commissionable, unless stated otherwise.)

| Rates Effective 11/1/07 | Pennysaver (+ 1 Night in WEN) | Westfield Evening News | Longmeadow News | Enfield Press | Longmeadow Enfield Combo |
|-------------------------|-------------------------------|------------------------|-----------------|---------------|--------------------------|
| Circulation | 32,000 | 5,200 | 2,100 | 3,000 | 5,100 |
| Publication Day | Sun. | Mon.-Sat. | Thurs. | Thurs. | Thurs. |
| Space/Copy Deadline | Space Thurs. Noon | 2 Days Prior | Fri. 5 PM | Fri. 5 PM | Fri. 5 PM |
| OPEN RATES NET | \$17.10 | \$10.35 | \$6.75 | \$6.75 | \$10.70 |

▲ Rates are net - Call for agency commissionable rates ▼

BULK LINEAGE CONTRACTS

| | | | | | |
|--------|---------|--------|--------|--------|---------|
| 1,000" | \$16.25 | \$9.85 | \$6.35 | \$6.35 | \$10.15 |
| 2,000" | \$15.70 | \$9.45 | \$6.15 | \$6.15 | \$9.85 |
| 3,000" | \$15.10 | \$9.10 | \$5.95 | \$5.95 | \$9.30 |

AGENCY RATE

| | | | | | |
|----------------|---------|---------|--------|--------|---------|
| Commissionable | \$20.15 | \$12.20 | \$7.95 | \$7.95 | \$12.70 |
|----------------|---------|---------|--------|--------|---------|

FULL PAGE PRICING

(and same size ad in one issue of the Westfield Evening News)

| | | | | | |
|--|-------------|--------------|--------------|--|--|
| Pennysaver & News Combo - Full Page, 5 col x 16 1/2" (80") | | | | | |
| 1x - \$1160 | 4x - \$1102 | 12x - \$1067 | 52x - \$1023 | | |
| Pennysaver - Front Page, 4 col x 15" (plus same size ad in one issue of the Westfield News) | | | | | |
| 1x - \$1283 | 4x - \$1228 | 12x - \$1190 | 52x - \$1150 | | |
| Westfield Evening News - Full Page, 6 col x 21 1/4" (127-1/2") | | | | | |
| 1x - \$1320 | 4x - \$1256 | 12x - \$1205 | 52x - \$1160 | | |
| Longmeadow News / Enfield Press Combo - Full Page, 5 col x 16 1/2" (80") | | | | | |
| 1x - \$735 | 4x - \$690 | 12x - \$670 | 52x - \$635 | | |
| Longmeadow News OR Enfield Press - Full Page, 5 col x 16 1/2" (80") | | | | | |
| 1x - \$460 | 4x - \$435 | 12x - \$420 | 52x - \$405 | | |

Rates are net - Call for agency commissionable rates ▼

INSERT RATES (PER 1000)

PREPRINTED INSERTS - up to 4 pages

| | |
|--------------|---------|
| Under 7,000 | \$57.00 |
| 7,000-34,000 | \$47.00 |
| 35,000+ | \$42.00 |

SINGLE SHEETS & BOOKLETS

| | |
|--------------|---------|
| Under 5,000 | \$58.00 |
| 6,000-14,000 | \$47.00 |
| 15,000+ | \$42.00 |

Partial runs in Longmeadow, Enfield and Pennysaver (Hilltowns) are billed on total of papers mailed. Flyers must be 1/4 fold. Cost is by weight. Wraps Extra.

Inserts over 4 Pages or specialty size, please call 562-4181, Ext. 103

SPECIFICATIONS

All Papers are Standard Advertising Unit (SAU)

Columns

- 1 - 2 1/16"
- 2 - 4 1/4"
- 3 - 6 7/16"
- 4 - 8 5/8"
- 5 - 10 13/16"
- 6 - 13"

• Minimum ad size 3 col. inches.

• TABS are reduced 5%

MISC. WEN & PS

OTHER ADVERTISING

Who Does It \$177.00 per month. Runs daily in the Westfield News and weekly in the Pennysaver.
In Memorium, Birthday, Anniversary & Boxed Prayer Ads
 Starting at \$22.50 (2" w x 3"H)

E-mail Display Advertising to:

marty.baillargeon
@wenpub.com

(Please PDF format only. Call with any questions.)

COLOR RATES

- 1 Color plus Black \$200.00
- 2 Colors plus Black \$375.00

Color availability determined by the publisher.

Repeat your ad within the same week and save! Only \$5.10 pci in the Westfield Evening News! Ask about savings on our pickup rate for the Longmeadow News & Enfield Press.

CLASSIFIED RATES

15 Words or Less
 Each additional word 15¢

PLAN 1 • \$14.45

1 edition of the Pennysaver
 3 editions of the Westfield News

PLAN 2 • \$17.75

1 edition of the Pennysaver
 6 editions of the Westfield News

PLAN 3 • \$21.00

1 edition of the Pennysaver
 1 edition of Longmeadow/Enfield
 6 editions of the Westfield News

PLAN 4

Longmeadow/Enfield ONLY

1 edition • \$5.85 2 editions • \$8.60
 3 editions • \$11.25 4 editions • \$14.30

PLAN 5 • \$62.95

4 editions of the Pennysaver
 24 editions of the Westfield News

SPECIAL RATES

Legal Ads per col. inch . . . \$14.75
 (Deadline 2 days prior to publication)

Bold Type \$1.95

Blind Box Charge \$4.95
 (Replies mailed weekly for 10 days after final insertion)

St. Jude Thank You \$5.00

9 Hail Marys \$7.60

BUSINESS SERVICE DIRECTORY

\$99.10

24 Consecutive days
 of Westfield Evening News
 plus 4 weeks of the
 Pennysaver
 (15 words or less, each add. word 20¢)

To place a classified ad
 contact: Diane Disanto at
 413-562-4181 x 118
 or email her at:
 diane.disanto@wenpub.com