

**THE** **JANUARY 2004**  
**INDEPENDENT**  
**NEWSPAPER GROUP**

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**THE REVERE JOURNAL**  
**THE WINTHROP SUN TRANSCRIPT**  
**CHELSEA RECORD**

**THE EAST BOSTON SUN TRANSCRIPT**  
**EVERETT INDEPENDENT**  
**THE LYNN JOURNAL**

**ROP AD RATES**  
**PER COLUMN INCH**

<u>SINGLE PAPER</u>	<u>OPEN RATE</u>	<u>4 WEEKS or 100"</u>	<u>13 WEEKS or 350"</u>	<u>26 WEEKS or 650"</u>	<u>52 WEEKS or 1500" + Up</u>
REVERE JOURNAL	\$10.95	\$10.75	\$10.55	\$10.25	\$10.00
WINTHROP SUN TRANSCRIPT	\$8.00	\$7.75	\$7.60	\$7.50	\$7.25
EAST BOSTON SUN TRANSCRIPT	\$7.65	\$7.45	\$7.25	\$7.00	\$6.85
CHELSEA RECORD	\$9.45	\$9.25	\$9.05	\$8.80	\$8.70
EVERETT INDEPENDENT	\$8.00	\$7.75	\$7.60	\$7.50	\$7.25
LYNN JOURNAL	\$9.95	\$9.80	\$9.60	\$9.35	\$9.10
<b><u>GROUP COMBINATIONS</u></b>					
FOUR PAPERS	\$31.55	\$30.95	\$30.35	\$29.75	\$29.15
ALL NEWSPAPERS	\$47.80	\$47.20	\$46.60	\$45.60	\$44.60

**CLASSIFIED RATES**  
**PER COLUMN INCH**

<u>SINGLE PAPER</u>	<u>OPEN RATE</u>	<u>4 WEEKS</u>	<u>13 WEEKS or 350"</u>	<u>52 WEEKS or 650"</u>
REVERE JOURNAL (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
WINTHROP SUN TRANSCRIPT (THURS.)	\$7.00	\$6.75	\$6.50	\$6.35
EAST BOSTON SUN TRANSCRIPT (FRI.)	\$6.60	\$6.30	\$6.05	\$5.50
CHELSEA RECORD (THURS.)	\$8.85	\$8.50	\$8.25	\$7.75
EVERETT INDEPENDENT (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
LYNN JOURNAL (WED.)	\$7.00	\$6.75	\$6.50	\$6.35
<b><u>GROUP COMBINATIONS</u></b>				
PROCESS COLOR \$125.00 PER PAPER				
FOUR PAPERS	\$27.00	\$26.00	\$25.50	\$24.00
ALL NEWSPAPERS	\$40.00	\$38.00	\$36.00	\$33.00

**INSERT COLOR & SPECIAL PRICES**

	<u>REV</u>	<u>WINTH</u>	<u>CHEL</u>	<u>EB</u>	<u>EV</u>	<u>LYNN</u>
ALL RATES PER COL. INCH						
PAGE ONE ADVERTISING	\$28.00	\$28.00	\$28.00	\$28.00	\$20.00	\$20.00
IN MEMORIAM	\$8.50	\$7.25	\$7.25	\$8.00	\$8.00	\$8.50
CARD OF THANKS & BIRTHDAYS	\$8.50	\$7.25	\$7.25	\$8.00	\$8.00	\$8.50

Inserts are \$50.00 per 1000\*\* - Demand Position 25% additional

\*\*Minimum Order for inserts is 50% of circulation.

**DEADLINES**

<b><u>GROUP COMBINATIONS</u></b>	<b><u>ROP</u></b>	<b><u>CLASSIFIED</u></b>	<b><u>LINE ADS</u></b>
REVERE JOURNAL	5 pm Mon.	Noon Mon.	3 pm Mon.
CHELSEA RECORD	5 pm Tues.	Noon Mon.	3 pm Mon.
EAST BOSTON SUN TRANSCRIPT	Noon Weds.	Noon Tues.	3 pm Mon.
EVERETT INDEPENDENT	5 pm Mon.	Noon Mon.	3 pm Mon.
WINTHROP SUN TRANSCRIPT	4 pm Tues.	Noon Mon.	3 pm Mon.
LYNN JOURNAL	5 pm Mon.	Noon Mon.	3 pm Mon.

# POLICIES & MECHANICAL REQUIREMENTS

## EASY PAYMENT

We make it easy to pay for your advertising. We accept VISA, Mastercard, Discover, Diners Club, American Express, cash and checks. If you would like to establish an account with us please ask your advertising representative for a credit application.

## CORRECTION POLICIES

Please read your ad the first day it runs in the paper and let us know if there is a problem so we can correct it in the next issue. If we are at fault, we will adjust your charges based on the space the error occupies that first day. Or, if you prefer we will run a small correction ad in the next issue. We will be happy to provide you with a correction letter for your customers if needed.

Independent Newspaper Group, shall not be liable for failure to publish an advertisement or for typographical errors in publication. Adjustments for errors is limited to the cost of that portion of an advertisement wherein the error occurs.

Advertisement that simulates editorial comment will be labeled "Advertisement". The publishers reserve the right to increase rates on this rate schedule anytime with 30 days notice.

## MECHANICAL REQUIREMENTS

Columns Per Page: 6 ROP and 10 Classified

Column Width: 2 1/16 inches ROP and 1 3/8 inches Classifieds

Column Depth: 21 inches Line Screen: 85 or 65

Full page width: 13"

Minimum ROP Ad Size is 2 column inches

Any ads over 19 inches will be billed as 21 inches.

### ROP AD FORMAT (SAU):

1 COLUMN: 2<sup>1/16</sup>" 4 COLUMN: 8<sup>5/8</sup>"  
2 COLUMN: 4<sup>1/4</sup>" 5 COLUMN: 10<sup>13/16</sup>"  
3 COLUMN: 6<sup>7/16</sup>" 6 COLUMN: 13"

### CLASSIFIED AD FORMAT (SAU)

1 COLUMN: 1<sup>7/32</sup>" 6 COLUMN: 7<sup>25/32</sup>"  
2 COLUMN: 2<sup>17/32</sup>" 7 COLUMN: 9<sup>3/32</sup>"  
3 COLUMN: 3<sup>27/32</sup>" 8 COLUMN: 10<sup>18/32</sup>"  
4 COLUMN: 5<sup>5/32</sup>" 9 COLUMN: 11<sup>23/32</sup>"  
5 COLUMN: 6<sup>15/32</sup>" 10 COLUMN: 13"