

# The Stoneham Independent

General Manager: Mark Haggerty 781-438-1660  
 Editor: Joseph Haggerty 781-438-1660

## SALES

**The Stoneham Independent** 781-438-1660  
 Retail Advertising Manager Joseph McCarthy  
*eMail:* joe\_mccarthy@stonehamindependent.com  
**The Daily Times Chronicle** 781-933-3700  
 Retail Advertising Manager Thomas Kirk  
**The Wilmington -Tewksbury Town Crier** 978-658-2346  
 Retail Advertising Manager John O'Neil

## FAX OR EMAIL IT TO US!

Advertising orders, copy and corrected proofs.  
*Fax:* 781-438-6762  
*eMail:* news@stonehamindependent.com  
 \*Newspaper ready advertising must be sent as a PDF

## CIRCULATION

The Stoneham Independent 4,000 (paid circulation)  
*The Stoneham Independent publishes every Wednesday. The Stoneham Independent's policy is to publish a quality newspaper with news emphasis on the community it serves and to increase paid subscriptions and retail sales.*

## •THE STONEHAM INDEPENDENT

### •THE DAILY TIMES CHRONICLE

### •WILMINGTON/TEWKSBURY TOWN CRIER

### •MIDDLESEX EAST SUPPLEMENT

*All publications of Woburn Daily Times, Inc.*  
 For information and advertising combinations, call one of our advertising representatives.

## ADVERTISING DEADLINES

**The Stoneham Independent**  
**Wilmington -Tewksbury Town Crier**  
 Retail display - Tuesday, 5 p.m.  
 Line classified, help wanted display - Tues., 10 a.m.  
**The Daily Times Chronicle**  
 Retail display, line classified.  
 Help wanted display - 10 a.m. day prior.  
**Middlesex East Supplement**  
 Retail and help wanted display - Tuesday, 10 a.m.  
*A proof copy for display advertisers must be requested at time of ad placement and requires 1-day leeway.*

## RETAIL DISPLAY RATES:

The Stoneham Independent (per col. inch) \$10.15  
**MONTHLY**

R.O.P. (run of paper) 4 consecutive weeks  
 7 col. inch minimum (per col. inch) \$7.67  
 (non-commissionable)

## CONTRACT

R.O.P. (run of paper) 13 consecutive weeks  
 7 col. inch minimum (per col. inch) \$7.21  
 16 col. inch minimum (per col. inch) \$6.75  
 31 1/2 col. inch minimum (per col. inch) \$5.61  
 (non-commissionable)

## COLOR

\$10.15 per col. inch plus \$150 per color, per page.  
 2-day leeway required.

## DAILY TIMES CHRONICLE

Woburn, Winchester, Burlington, Reading, & Wakefield  
 \$20.00 per col. inch

## TOWN CRIER

Wilmington & Tewksbury Call for rates • 978-658-2346  
*Combination rates with the Daily Times Chronicle & Wilmington/Tewksbury Town Crier are available upon request.*

## MIDDLESEX EAST SUPPLEMENT

10 Communities, 30,650 circulation 7 col. inch min.  
 Call for rates • 781-944-2200

## HELP WANTED DISPLAY†

The Stoneham Independent (per col. inch) \$6.37  
 10 Communities • 3 Days (per col. inch) \$32.10  
 Communities • 5 Days (per col. inch) \$35.60  
**LEGAL NOTICE** (per col. inch) \$10.15  
 Repeat \$7.00

## INSERTS

\$60. per thousand. Inserts must be received 3 days prior to insertion. All deliveries must be made to our publishing plant, One Arrow Drive, Woburn, MA. 01801

## BUSINESS DIRECTORY

(13 consecutive weeks - payable in advance) (1&1/2 col. inch minimum)

1 x 1 1/2	\$115
1 x 2	\$139
1 x 2 1/2	\$150
1 x 3	\$159
1 x 4	\$203

2 x 1 1/2	\$159
2 x 2	\$203
2 x 2 1/2	\$243
2 x 3	\$263
2 x 3 1/2	\$276

## IN COLUMN LINE CLASSIFIED ADVERTISING

(Deadline 10 a.m day prior - 5 line minimum)

### For Sale

3 days all publications \$25.70  
 5 days all publications \$34.00

### Services Offered

3 days all publications \$27.30  
 5 days all publications \$36.30

### Help Wanted/Real Estate

3 days all publications \$29.45  
 5 days all publications \$38.75

*Line classified ads appear in The Stoneham Independent, Daily Times Chronicle, Wilmington/Tewksbury Town Crier, North Reading Transcript, and the Lynnfield Villager*

## MECHANICAL REQUIREMENTS:

### COLUMN WIDTHS

6 COLUMN FORMAT (R.O.P.)	RUN OF PAPER	FORMAT	PICAS	INCHES
1 column.....			10.10	1.806
2 columns.....			22.7	3.750
3 columns.....			34.4	5.722
4 columns.....			46.2	7.694
5 columns.....			57.11	9.653
6 columns.....			69.9	11.625

### SINGLE PAGE DIMENSIONS

**The Stoneham Independent** PICAS INCHES  
 6 & 9 column format 69.9 11.625

21 inches deep (294 agate lines)

**DOUBLE TRUCK** (2 pages plus gutter)  
 PICAS INCHES  
 6 & 9 column format 145.6 24.125  
 21 inches deep (294 agate lines)

### 9 COLUMN CLASSIFIED FORMAT

	PICAS	INCHES
1 column.....	6.11	1.153
2 columns.....	14.9	2.458
3 columns.....	22.7	3.764
4 columns.....	30.5	5.069
5 columns.....	38.3	6.375
6 columns.....	46.2	7.694
7 columns.....	54.0	9
8 columns.....	61.1	10.306
9 columns.....	69.9	11.625

## MEMBERSHIPS:

Associated Press Adsend  
Fastchannel Network  
INAME Association  
International Circulation Managers Association  
Massachusetts Press Association  
Middlesex East Publications  
N.E. Newspaper Association  
National Newspaper Association  
New England Association of Circulation Executives  
New England Press Association  
North Suburban Chamber of Commerce  
Northeast Classified Advertising Managers Assn.  
S.P.I.N. Newspaper Network  
Stoneham Chamber of Commerce  
U.S. Suburban Press Inc.

## RULES:

**Publisher's Option:** The Stoneham Independent reserves the right to edit, properly classify or decline any advertising copy. Acceptance of copy or prepayment does not imply agreement to publish.

**Errors & Omissions:** Report errors immediately. the publisher does not assume liability or financial responsibility for typographical errors or omissions. The Stoneham

Independent will, for the first insertion, reprint only that portion of the advertisement which is incorrect.

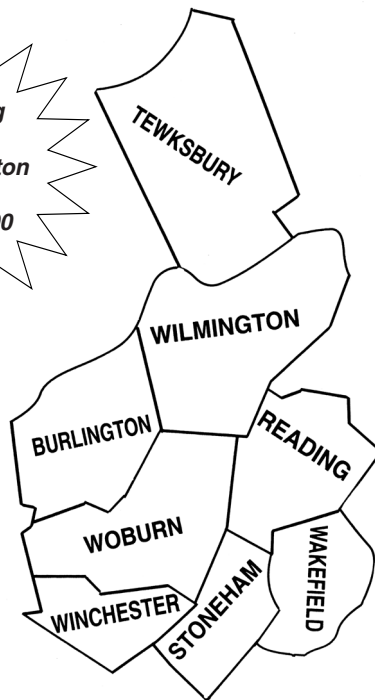
## Advertising Rules:

- New accounts paid in advance first month.
- No page one or editorial page advertising accepted.
- Advertising which simulates editorial content must carry the word 'advertisement' above each column.
- Advertisements over 19 inches deep will be billed at 21 inches.
- Minimum size advertisement: 6 col. format 1 1/2", 9 col. format 2".
- Affidavits will be furnished in lieu of tearsheets when requested later than 30 days following insertion.
- Display advertisers may request tearsheets at time of ad placement.
- Publications of Woburn Daily Times, Inc. will not extend credit for advertising orders or space reservations that claim sequential liability.
- Political Advertising: All political advertising for city/town candidates, state senate and state representative candidates, county candidates and U.S. House of Representative candidates must be confined to candidate qualifications and positions or it will be refused. All political advertising must be paid in advance and be accompanied with an official political release form.

# The Stoneham Independent

An  
Advertising  
Network  
North of Boston  
Reaching  
Over 100,000  
Readers!

10 Paid  
Circulation  
Family  
Owned, And  
Operated  
Community  
Newspapers!



Simply the BEST Return For  
Your Advertising Dollar PERIOD!



A Publication of

**Woburn Daily Times, Inc.**

One Arrow Drive,

Woburn, Massachusetts 01801-2090

# The Stoneham Independent

~ ESTABLISHED 1870 ~

~138 Years~  
Of Dedicated Service  
To Stoneham  
Massachusetts



168 Main Street  
Stoneham, MA 02180-1619  
TEL. 781-438-1660  
FAX 781-438-6762

eMail: [news@stonehamindependent.com](mailto:news@stonehamindependent.com)

[www.Stonehamindependent.com](http://www.Stonehamindependent.com)



## ADVERTISING RATES

EFFECTIVE: JANUARY 1, 2008