

ADVERTISING RATES

AGAWAM REMINDER | CHICOPEE-HOLYOKE HERALD
 EAST LONGMEADOW REMINDER | HAMPSHIRE COUNTY REMINDER
 THE "ORIGINAL" PENNYSAVER | SPRINGFIELD REMINDER



reminder publishing

EFFECTIVE 2/1/2024		1 ZONE				2 ZONES				3 ZONES				4 ZONES				5 OR MORE ZONES				
COLUMNS X INCHES	COL. IN. RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	
DISCOUNT			15%	30%	45%	15%	25%	35%	50%	25%	35%	45%	60%	35%	45%	55%	70%	45%	55%	65%	80%	
1x2	2	\$26.00	\$52.00	\$44.20	\$36.40	\$28.60	\$44.20	\$39.00	\$33.80	\$26.00	\$39.00	\$33.80	\$28.60	\$20.80	\$33.80	\$28.60	\$23.40	\$15.60	\$28.60	\$23.40	\$18.20	\$10.40
1x3	3		\$78.00	\$66.30	\$54.60	\$42.90	\$66.30	\$58.50	\$50.70	\$39.00	\$58.50	\$50.70	\$42.90	\$31.20	\$50.70	\$42.90	\$35.10	\$23.40	\$42.90	\$35.10	\$27.30	\$15.60
2x2 or 1x4	4		\$104.00	\$88.40	\$72.80	\$57.20	\$88.40	\$78.00	\$67.60	\$52.00	\$78.00	\$67.60	\$57.20	\$41.60	\$67.60	\$57.20	\$46.80	\$31.20	\$57.20	\$46.80	\$36.40	\$20.80
2x3	6		\$156.00	\$132.60	\$109.20	\$85.80	\$132.60	\$117.00	\$101.40	\$78.00	\$117.00	\$101.40	\$85.80	\$62.40	\$101.40	\$85.80	\$70.20	\$46.80	\$85.80	\$70.20	\$54.60	\$31.20
2x4	8		\$208.00	\$176.80	\$145.60	\$114.40	\$176.80	\$156.00	\$135.20	\$104.00	\$156.00	\$135.20	\$114.40	\$83.20	\$135.20	\$114.40	\$93.60	\$62.40	\$114.40	\$93.60	\$72.80	\$41.60
2x5 or 1x10	10		\$260.00	\$221.00	\$182.00	\$143.00	\$221.00	\$195.00	\$169.00	\$130.00	\$195.00	\$169.00	\$143.00	\$104.00	\$169.00	\$143.00	\$117.00	\$78.00	\$143.00	\$117.00	\$91.00	\$52.00
2x6 or 3x4	12		\$312.00	\$265.20	\$218.40	\$171.60	\$265.20	\$234.00	\$202.80	\$156.00	\$234.00	\$202.80	\$171.60	\$124.80	\$202.80	\$171.60	\$140.40	\$93.60	\$171.60	\$140.40	\$109.20	\$62.40
2x7	14		\$364.00	\$309.40	\$254.80	\$200.20	\$309.40	\$273.00	\$236.60	\$182.00	\$273.00	\$236.60	\$200.20	\$145.60	\$236.60	\$200.20	\$163.80	\$109.20	\$200.20	\$163.80	\$127.40	\$72.80
3x5	15		\$390.00	\$331.50	\$273.00	\$214.50	\$331.50	\$292.50	\$253.50	\$195.00	\$292.50	\$253.50	\$214.50	\$156.00	\$253.50	\$214.50	\$175.50	\$117.00	\$214.50	\$175.50	\$136.50	\$78.00
2x8, 1x16, 4x4	16		\$416.00	\$353.60	\$291.20	\$228.80	\$353.60	\$312.00	\$270.40	\$208.00	\$312.00	\$270.40	\$228.80	\$166.40	\$270.40	\$228.80	\$187.20	\$124.80	\$228.80	\$187.20	\$145.60	\$83.20
2x9 or 3x6	18		\$468.00	\$397.80	\$327.60	\$257.40	\$397.80	\$351.00	\$304.20	\$234.00	\$351.00	\$304.20	\$257.40	\$187.20	\$304.20	\$257.40	\$210.60	\$140.40	\$257.40	\$210.60	\$163.80	\$93.60
2x10 or 4x5	20		\$520.00	\$442.00	\$364.00	\$286.00	\$442.00	\$390.00	\$338.00	\$260.00	\$390.00	\$338.00	\$286.00	\$208.00	\$338.00	\$286.00	\$234.00	\$156.00	\$286.00	\$234.00	\$182.00	\$104.00
3x7	21		\$546.00	\$464.10	\$382.20	\$300.30	\$464.10	\$409.50	\$354.90	\$273.00	\$409.50	\$354.90	\$300.30	\$218.40	\$354.90	\$300.30	\$245.70	\$163.80	\$300.30	\$245.70	\$191.10	\$109.20
3x8 or 4x6	24		\$624.00	\$530.40	\$436.80	\$343.20	\$530.40	\$468.00	\$405.60	\$312.00	\$468.00	\$405.60	\$343.20	\$249.60	\$405.60	\$343.20	\$280.80	\$187.20	\$343.20	\$280.80	\$218.40	\$124.80
3x9	27		\$702.00	\$596.70	\$491.40	\$386.10	\$596.70	\$526.50	\$456.30	\$351.00	\$526.50	\$456.30	\$386.10	\$280.80	\$456.30	\$386.10	\$315.90	\$210.60	\$386.10	\$315.90	\$245.70	\$140.40
4x7	28		\$728.00	\$618.80	\$509.60	\$400.40	\$618.80	\$546.00	\$473.20	\$364.00	\$546.00	\$473.20	\$400.40	\$291.20	\$473.20	\$400.40	\$327.60	\$218.40	\$400.40	\$327.60	\$254.80	\$145.60
3x10 or 5x6	30		\$780.00	\$663.00	\$546.00	\$429.00	\$663.00	\$585.00	\$507.00	\$390.00	\$585.00	\$507.00	\$429.00	\$312.00	\$507.00	\$429.00	\$351.00	\$234.00	\$429.00	\$351.00	\$273.00	\$156.00
2x16 or 4x8	32		\$832.00	\$707.20	\$582.40	\$457.60	\$707.20	\$624.00	\$540.80	\$416.00	\$624.00	\$540.80	\$457.60	\$332.80	\$540.80	\$457.60	\$374.40	\$249.60	\$457.60	\$374.40	\$291.20	\$166.40
3x11	33		\$858.00	\$729.30	\$600.60	\$471.90	\$729.30	\$643.50	\$557.70	\$429.00	\$643.50	\$557.70	\$471.90	\$343.20	\$557.70	\$471.90	\$386.10	\$257.40	\$471.90	\$386.10	\$300.30	\$171.60
5x7	35		\$910.00	\$773.50	\$637.00	\$500.50	\$773.50	\$682.50	\$591.50	\$455.00	\$682.50	\$591.50	\$500.50	\$364.00	\$591.50	\$500.50	\$409.50	\$273.00	\$500.50	\$409.50	\$318.50	\$182.00
3x13	39		\$1,014.00	\$861.90	\$709.80	\$557.70	\$861.90	\$760.50	\$659.10	\$507.00	\$760.50	\$659.10	\$557.70	\$405.60	\$659.10	\$557.70	\$456.30	\$304.20	\$557.70	\$456.30	\$354.90	\$202.80
5x8	40	\$24.50	\$980.00	\$833.00	\$686.00	\$539.00	\$833.00	\$735.00	\$637.00	\$490.00	\$735.00	\$637.00	\$539.00	\$392.00	\$637.00	\$539.00	\$441.00	\$294.00	\$539.00	\$441.00	\$343.00	\$196.00
4x11	44		\$1,078.00	\$916.30	\$754.60	\$592.90	\$916.30	\$808.50	\$700.70	\$539.00	\$808.50	\$700.70	\$592.90	\$431.20	\$700.70	\$592.90	\$485.10	\$323.40	\$592.90	\$485.10	\$377.30	\$215.60
3x16	48		\$1,176.00	\$999.60	\$823.20	\$646.80	\$999.60	\$882.00	\$764.40	\$588.00	\$882.00	\$764.40	\$646.80	\$470.40	\$764.40	\$646.80	\$529.20	\$352.80	\$646.80	\$529.20	\$411.60	\$235.20
1/2 Page 5x10	50		\$1,225.00	\$1,041.25	\$857.50	\$673.75	\$1,041.25	\$918.75	\$796.25	\$612.50	\$918.75	\$796.25	\$673.75	\$490.00	\$796.25	\$673.75	\$551.25	\$367.50	\$673.75	\$551.25	\$428.75	\$245.00
4x13	52		\$1,274.00	\$1,082.90	\$891.80	\$700.70	\$1,082.90	\$955.50	\$828.10	\$637.00	\$955.50	\$828.10	\$700.70	\$509.60	\$828.10	\$700.70	\$573.30	\$382.20	\$700.70	\$573.30	\$445.90	\$254.80
4x16	64		\$1,568.00	\$1,332.80	\$1,097.60	\$862.40	\$1,332.80	\$1,176.00	\$1,019.20	\$784.00	\$1,176.00	\$1,019.20	\$862.40	\$627.20	\$1,019.20	\$862.40	\$705.60	\$470.40	\$862.40	\$705.60	\$548.80	\$313.60
5x13	65		\$1,592.50	\$1,353.63	\$1,114.75	\$875.88	\$1,353.63	\$1,194.38	\$1,035.13	\$796.25	\$1,194.38	\$1,035.13	\$875.88	\$637.00	\$1,035.13	\$875.88	\$716.63	\$477.75	\$875.88	\$716.63	\$557.38	\$318.50
Full Page	100		\$2,450.00	\$2,082.50	\$1,715.00	\$1,347.50	\$2,082.50	\$1,837.50	\$1,592.50	\$1,225.00	\$1,837.50	\$1,592.50	\$1,347.50	\$980.00	\$1,592.50	\$1,347.50	\$1,102.50	\$735.00	\$1,347.50	\$1,102.50	\$857.50	\$490.00