

36 Years And Going Strong

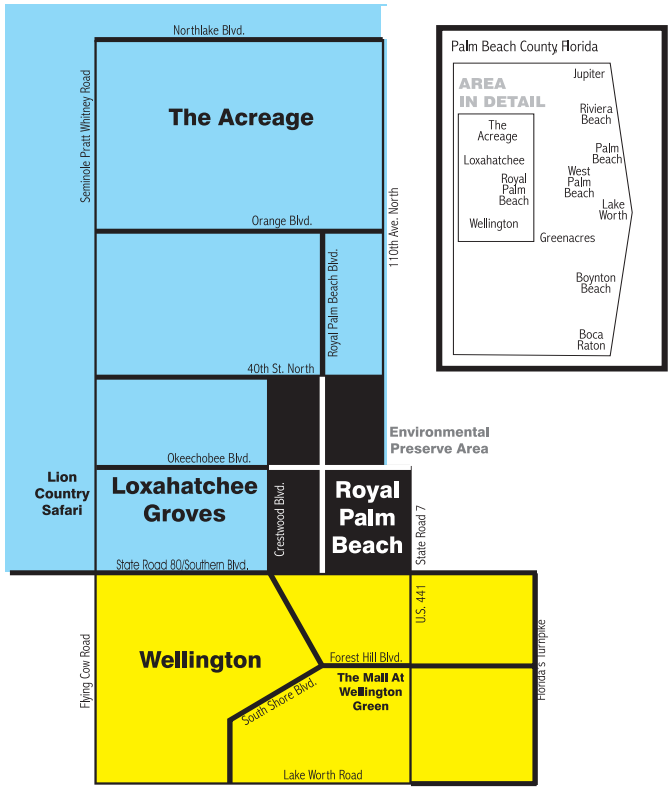


The *Town-Crier* newspaper, published Fridays, covers the communities of Wellington, Royal Palm Beach, Loxahatchee and The Acreage/Loxahatchee. Also published weekly is the accompanying *Palms West This Week* section. The circulation exceeds 15,000 copies distributed predominately via the U.S. Mail through FREE subscriptions.

Every day, real news is made here in the western communities, and the *Town-Crier* is there with more reporters specifically covering the Palms West area than any other publishing company, bringing community information that cannot be found anywhere else in a clear, concise and credible manner. The *Town-Crier* maintains a frequently updated web site at www.gotowncrier.com.

For all those doing business in the western communities, the *Town-Crier* is an important medium for your advertising dollars. For more information, call the advertising department at (561) 793-7606.

Coverage Area & Distribution



PUBLISHER: Barry S. Manning
EXECUTIVE EDITOR: Joshua I. Manning
GENERAL MANAGER: Dawn Rivera

12794 W. Forest Hill Blvd., Suite 33
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www.gotowncrier.com

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Classifieds: (561) 793-3576

E-mail:
Advertising: towncrierads@aol.com
News: news@goTownCrier.com



The *Town-Crier* newspaper has a number of newspaper boxes and racks located throughout the western communities. Bulk drops are also made in high-traffic areas like hospital waiting areas, physicians' offices, restaurants, hotels and advertisers with retail space.



The Main Section of the Town-Crier Newspaper is the Broadsheet Section. Inside Content Includes:

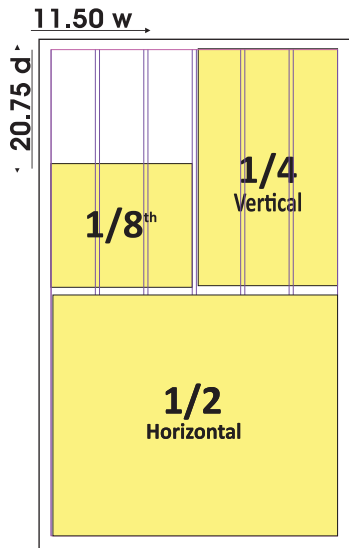
Editorial

- Western Communities News & Headlines
- Local Governmental News
- Palms West People & Social Happenings
- Seasonal Equestrian Events/People
- Local Schools
- Opinions/Letters to the Editor
- Crime News

Display Advertisements

- Modular and Column Inch Display Ads
- Ads are in Prime Position and Dominating in Size
- Advertisers include:
 - Local Hospitals, Doctors, Attorneys, Medical Facilities,
 - Financial/Real Estate Agents, Political/Governmental
 - Ads, and Local Businesses Looking for the Best Exposure

Display Ads Can be Purchased as Modular Broadsheet Sizes or By the Column Inch



Modular Sizes

Full Page	11.50" wide x 20.725" deep
1/2 Page Horizontal	11.50" wide x 10.25" deep
1/4 Page Vertical	5.667" wide x 10.25" deep
1/8th Page	5.667" wide x 5.065" deep
1/6th Page Horizontal	7.611" wide x 5.065" deep
1/6th Page Vertical	3.722" wide x 10.25" deep
1/12th Page Vertical	3.722" wide x 5.065" deep
1/12th Page Horizontal	7.611" wide x 2.50" deep

Modular Rates

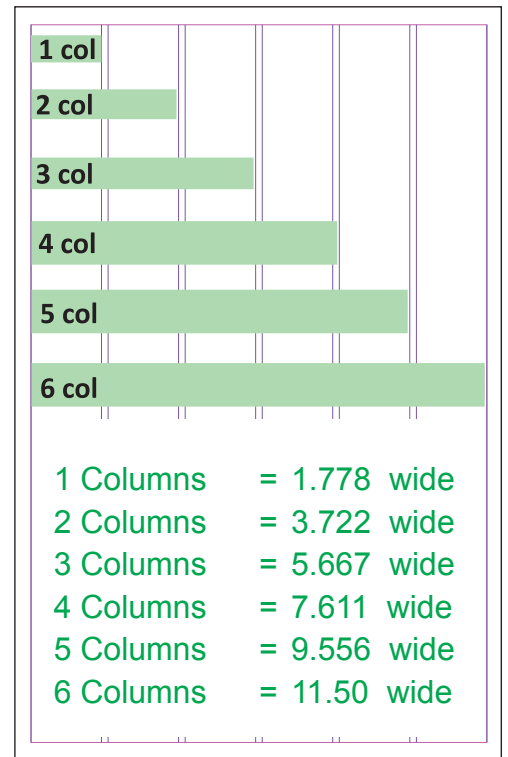
	OPEN	7x	13x	26x	52x
FULL PAGE	\$1479	\$1223	\$991	\$845	\$729
1/2 PAGE	\$763	\$627	\$539	\$445	\$385
1/4 PAGE	\$339	\$317	\$275	\$235	\$195
1/6 PAGE	\$219	\$199	\$179	\$163	\$139
1/8 PAGE	\$179	\$159	\$139	\$119	\$99
1/12 PAGE	\$98	\$89	\$83	\$78	\$71

Color Charges

Full Page	\$250 per ad
1/2 Page	\$175 per ad
1/4 Page	\$100 per ad
1/6th Page & Smaller	\$75 per ad

The sizes listed are approximate, based on IMAGE AREA and include the slight reductions required for the page folio and gutters.

Columnar Sizes



Columnar Rates

Open Rate	\$11.75 per column inch
7x Rate	\$10.75 per column inch
13x Rate	\$9.50 per column inch
26x Rate	\$8.00 per column inch
52x Rate	\$7.00 per column inch
Government/Political Rate	\$8.00 per column inch
Nonprofit Rate	\$7.00 per column inch

PALMS WEST THIS WEEK *Shopping Spree*

A TOWN-CRIER PUBLICATION

Wellington • Royal Palm Beach • Loxahatchee • The Acreage

The Inside Tabloid Section of the Town-Crier Newspaper is the **Palms West This Week Shopping Spree**. Content Includes:

Editorial

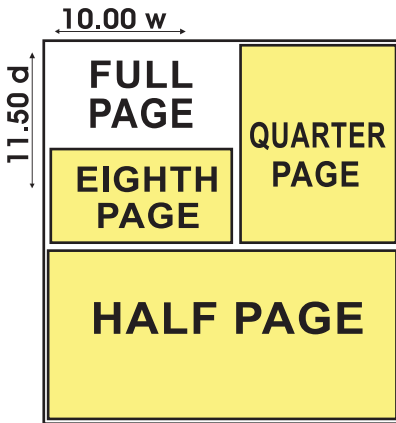
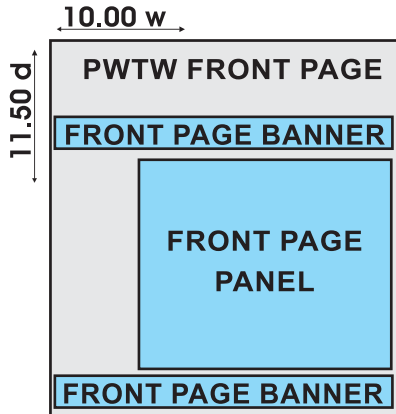
- Local and Surrounding Area Business News
- Local Sports & Recreation
- Community Calendar of Events/Happenings
- Featured Equestrian Column

Display Advertisements

A shopper-based publication with a variety of restaurants and local businesses, from salons to home services, many offering the reader discounted offers and coupons.

Classifieds

- Column Inch Classified Line Ads/Box Display Ads. Employment, Garage Sales, Real Estate, Automobiles & Merchandise For Sale, and Professional Services Directory.
- Legal Box Ads/Legal Fictitious Name
- Prayers/Novenas
- For Sale By Owner Real Estate Ads
- Also in the Classifieds is our Business Directory and Here's My Card (business card size) Ads



Tabloid Sizes

Full Page.....	10.00"	wide x 11.265"	deep
Half Page.....	10.00"	wide x 5.575"	deep
Quarter Page.....	4.917"	wide x 5.575"	deep
Eighth Page.....	4.917"	wide x 2.75"	deep
Front Page Panel*.....	6.609"	wide x 5.992"	deep
Front Page Banners*.....	10.00"	wide x 1.120"	deep

Tabloid Rates

	1x	4x	8x	13x	26x
Full Page	\$359	\$329	\$299	\$279	\$259
Half Page	\$239	\$219	\$199	\$179	\$159
Quarter Page	\$139	\$119	\$105	\$99	\$89
Eighth Page	\$89	\$79	\$69	\$59	\$49

Color Charges

Full Page.....	\$100
Half Page.....	\$75
Quarter Page.....	\$50
Eighth Page.....	\$25



PALMS WEST THIS WEEK
FRONT COVER
PRIME DISPLAY AD SPACE
 CALL FOR AVAILABILITY AND SPECIAL PRICING!

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PALMS WEST THIS WEEK *Shopping Spree*

A TOWN-CRIER PUBLICATION

WELLINGTON ROYAL KITCHEN & GRANITE

Granite Slab Warehouse/Fabrication

651 798-2212

INSIDE

Business
 Church Pastor Co. Opens Entry In The Mall At Wellington Green

Sports
 Many Local Players Have Part In County's Annual All-Star Game

THIS WEEK'S INDEX

Starting at \$69

Color your life

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SPORTS & RECREATION

Seminole Ridge Softball Team Shuts Out Spanish River

Head coach Jorge Ferra throws a curve at all the bats.

Spanish River softball player makes a throw to first base for the out.

Seminole Ridge softball player makes a throw to first base for the out.

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Wolverines Defeat Sharks In Regional Quarterfinals

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PALMS WEST THIS WEEK'S CLASSIFIEDS

WELLINGTON • ROYAL PALM BEACH • LOXAHATCHEE • THE ACREAGE

PROFESSIONAL SERVICES
 A.C. CONSULTING
 CONSULTING SERVICES

EMPLOYMENT
 ENTRY LEVEL SALESPERSON
 CWP & CCE SALESPERSON

SEEKING EMPLOYMENT
 REAL ESTATE
 HOTEL FRONT DESK CLERK

SHORT FILM FESTIVAL
 WRITERS YOU SUBMIT
 YOUR SHORT FILM IDEAS

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COMMUNITY CALENDAR

February 27 - March 5, 2015

February 27
 10:00 AM - 12:00 PM: Wellington Senior Center Luncheon
 1:00 PM - 3:00 PM: Wellington Senior Center Open House
 7:00 PM - 9:00 PM: Wellington Senior Center Dinner

February 28
 10:00 AM - 12:00 PM: Wellington Senior Center Luncheon
 1:00 PM - 3:00 PM: Wellington Senior Center Open House
 7:00 PM - 9:00 PM: Wellington Senior Center Dinner

February 29
 10:00 AM - 12:00 PM: Wellington Senior Center Luncheon
 1:00 PM - 3:00 PM: Wellington Senior Center Open House
 7:00 PM - 9:00 PM: Wellington Senior Center Dinner

February 30
 10:00 AM - 12:00 PM: Wellington Senior Center Luncheon
 1:00 PM - 3:00 PM: Wellington Senior Center Open House
 7:00 PM - 9:00 PM: Wellington Senior Center Dinner

GNC LIVE WELL.

\$5.00 OFF Any Purchase Of \$30.00 or more

Not valid with other coupons, discounts or offers. Redeem only at participating GNC locations.

8795 Southern Blvd., Suite B104 (at the Dillard Tree)
 (561) 204-3245

Discount Listing Services. Why pay 6% and 7%?

\$495.00

MLS Listing

List your home for as low as **\$495.00**

Performance you can count on!

Zalman P. Salzman
 Salzman Realty
 561-372-1285
 1200 South Dixie Highway, Suite 100
 Wellington, FL 33414

Classifieds

Programs/Rates

IN-COLUMN LINE ADS

Prices are based on 20-word messages. Additional words are 25¢ Each per week.

ONE WEEK	TWO WEEKS	THREE WEEKS	FOUR WEEKS	ADD'L WEEKS
\$12 For One Week	\$21 For Two Weeks	\$30 For Three Weeks	\$39 For Four Weeks	\$9 Per Add'l Week

CLASSIFIED BOX ADS

Minimum Box Ad Size is 1 column Wide by 1 Inch.

ONE WEEK	TWO WEEKS	THREE WEEKS	FOUR or more WEEKS	Alternate WEEKS
\$21 Per Inch Per Week	\$18 Per Inch Per Week	\$16 Per Inch Per Week	\$15 Per Inch Per Week	\$15 Per Inch Per Issue

OTHER CLASSIFIED ADVERTISING

Legal Fictitious Name\$25.00 1x Run Only

Legal Ad Boxed\$10 per column inch/per run

Prayers/Novenas\$25.00 1x Run Only
St. Jude's Novena, Prayer to the Holy Spirit, etc. can be ordered through the mail since it must be prepaid. Include instructions for the signing of the prayer such as name or initials.

For Sale By Owner Ads\$100 4x Run
2 columns wide by 2 inches long. These prepaid ads are for a four-week minimum. The photo must be provided by the client. Your ad can be cancelled if your home is sold, but not refundable. Your picture, title and up to 30-word description (No Realtors or Builders, please.)

10.00 w

11.50 d

CLASSIFIED AD PLACEMENT DEADLINE IS MONDAY 5:00 P.M. FOR THE WEEK OF THE PUBLICATION

Classified Column Width

- 1 Columns..... =1.900" wide
- 2 Columns..... =3.925" wide
- 3 Columns..... =5.925" wide
- 4 Columns..... =8.015" wide
- 5 Columns..... =10.00" wide

Classified Ads are offered in Black & White only.

Palms West This Week
Also offers our Business Directory and Here's My Card Classified Advertising programs.
For more information and rates, call
The Town-Crier Newspaper
(561) 793-7606

Advertising Deadlines

The Town-Crier Newspaper is Published Weekly on Fridays
Ad Reservations Due: Friday 5:00 p.m. prior to week of ad run
Ad Copy/Design Elements Due: Monday 10:00 a.m. week of ad run
Camera Ready Ads Due: Tuesday 5:00 p.m. week of ad run