The Town-Crier newspaper, published Fridays, covers the communities of Wellington, Royal Palm Beach, Loxahatchee Groves and The Acreage/Loxahatchee. The circulation exceeds 12,500 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.

39 Years And Counting!

PUBLISHER: Barry S. Manning
EXECUTIVE EDITOR: Joshua I. Manning
GENERAL MANAGER: Dawn Rivera
WHAT'S INSIDE
Editorial and Display Content

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 Agents, Real Estate Agents, Restaurants, Beauty Salons
• Political/Governmental Ads
• Many Local Businesses Looking for the Best Local Exposure

Classified Advertisements
• 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
• For Sale By Owner Real Estate Ads
• Business Directory and Here’s My Card (business card size) Ads

Editorial
• Western Communities News & Headlines
• Local Government News
• Palms West People & Social Happenings
• Seasonal Equestrian Events/People
• Local School News
• Letters to the Editor
• Local and Surrounding Area Business News
• Local Sports & Recreation
• Community Calendar of Events
### ADVERTISING OPTIONS

#### Ad Sizes and Rates

**Broadsheet Modular Sizes**

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/6th Page</th>
<th>1/8th Square</th>
<th>1/12th Page</th>
<th>1/16th Page</th>
<th>1/32 Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1479</td>
<td>$763</td>
<td>$339</td>
<td>$219</td>
<td>$179</td>
<td>$119</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1223</td>
<td>$627</td>
<td>$317</td>
<td>$199</td>
<td>$159</td>
<td>$103</td>
<td>$65</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$991</td>
<td>$539</td>
<td>$275</td>
<td>$179</td>
<td>$139</td>
<td>$89</td>
<td>$59</td>
<td></td>
</tr>
<tr>
<td>1/6th Page</td>
<td>$845</td>
<td>$445</td>
<td>$235</td>
<td>$163</td>
<td>$119</td>
<td>$83</td>
<td>$49</td>
<td></td>
</tr>
<tr>
<td>1/8th Square</td>
<td>$729</td>
<td>$385</td>
<td>$195</td>
<td>$139</td>
<td>$99</td>
<td>$78</td>
<td>$39</td>
<td></td>
</tr>
<tr>
<td>1/12th Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16th Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/32 Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Column Inch Sizes**

<table>
<thead>
<tr>
<th>Column Inch</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Columns</td>
<td>1.778</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3.722</td>
</tr>
<tr>
<td>3 Columns</td>
<td>5.667</td>
</tr>
<tr>
<td>4 Columns</td>
<td>7.611</td>
</tr>
<tr>
<td>5 Columns</td>
<td>9.556</td>
</tr>
<tr>
<td>6 Columns</td>
<td>11.500</td>
</tr>
</tbody>
</table>

**Column Inch 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 Rates**: $8.00 per column inch
- **Non-Profit Rate**: $7.00 per column inch

**Color Charges**:

- **Full Page**: $250 per ad
- **1/4 Page**: $100 per ad
- **1/2 Page**: $175 per ad
- **1/6th Page & Smaller**: $75 per ad
CLASSIFIED ADVERTISING
Ad Sizes and Rates

In-Column Line Ads Rates

<table>
<thead>
<tr>
<th>ONE WEEK</th>
<th>TWO WEEKS</th>
<th>THREE WEEKS</th>
<th>FOUR WEEKS</th>
<th>ADD’L WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12</td>
<td>$21</td>
<td>$30</td>
<td>$39</td>
<td>$9</td>
</tr>
<tr>
<td>For One Week</td>
<td>For Two Weeks</td>
<td>For Three Weeks</td>
<td>For Four Weeks</td>
<td>Per Add’l Weeks</td>
</tr>
</tbody>
</table>

Prices are based on 20-word messages, additional words are 25¢ each

Classified Box Ads Rates

<table>
<thead>
<tr>
<th>ONE WEEK</th>
<th>TWO WEEKS</th>
<th>THREE WEEKS</th>
<th>FOUR OR MORE WEEKS</th>
<th>ALTERNATE WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21</td>
<td>$18</td>
<td>$16</td>
<td>$15</td>
<td>$15</td>
</tr>
<tr>
<td>Per Inchi Week</td>
<td>Per Inch Per Week</td>
<td>Per Inch Per Week</td>
<td>Per Inch Per Week</td>
<td>Per Inch Per Issue</td>
</tr>
</tbody>
</table>

Prices based on Minimum Box Ad Size of 1” column Wide by 1” Deep

Classified Ads / Business Directory / Here’s My Card Ads are offered in Black and White only.

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 canceled if your home is sold, but not refundable. Your picture, title and up to 30-word description (No Realtors or Builders, please.)

The Town-Crier Classifieds
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

CLASSIFIED AD PLACEMENT DEADLINE
IS MONDAY 5:00 P.M.
FOR THE WEEK OF THE PUBLICATION
Advertising Deadlines
The Town-Crier Newspaper is Published Weekly on Fridays
(Except for last week of July and first week of August)

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: Monday 5:00 p.m. week of ad run

Camera Ready Ad Requirements
We waive design fees with the purchase of an advertising program, speak with your Advertising Representative for assistance in submitting your artwork.

Camera Ready Ads:
• Acceptable file formats are flattened Acrobat PDF files or JPG files.
• Color CMYK Only No Spot (Pantone) or RGB: All Spot and/or RGB colors will be converted to CMYK at final print; color matching is not guaranteed and may result in unexpected results.
• Image resolution can be from 150 dpi to 300 dpi.

Coverage Area & Distribution

THE TOWN-CRIER DELIVERS!
The Town-Crier offers FREE HOME DELIVERY direct to our readers mailboxes so our readers stay informed weekly of the local news in the western communities!

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.