



THE TOWN-CRIER

WELLINGTON • ROYAL PALM BEACH • LOXAHATCHEE • THE ACREAGE

Your Community Newspaper

Serving Palms West Since 1980

ART FEST IN WELLINGTON ON JAN. 26-27
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SHOOTING RANGE NEARS COMPLETION
SEE STORY, PAGE 4

2019 Wellington Plans Keep Focus On Quality of Life

Royal Palm Will Begin Planning Several New Projects in 2019

ITTD Will Direct Resources Where Most Needed in 2019

Lox Groves Ready To Address Challenges in 2019

CAFPI WELCOMES NEW YEAR IN RPB

2019 POLO SEASON OPENS AT IPC

Memorial Service On Jan. 10 Will Honor slain PFD-10 Cop

Historical Society Welcomes The New Year At Wellington National

Sen Ridge Basketball Girls Win State Title

DEPARTMENT OF REVENUE

NEWS BRIEFS

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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.

Celebrating Our 40th Year Publishing The Town-Crier!

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EXECUTIVE EDITOR: Joshua I. Manning
GENERAL MANAGER: Dawn Rivera

MEDIA KIT

2020

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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



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

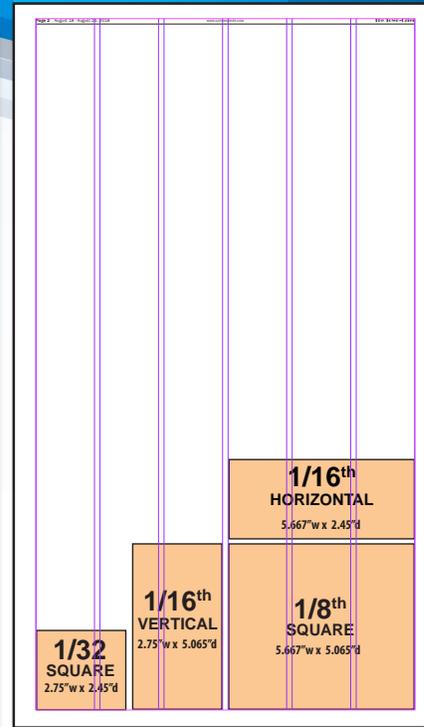
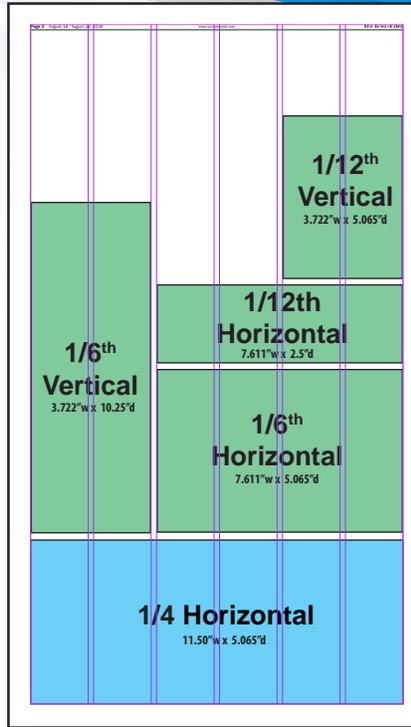
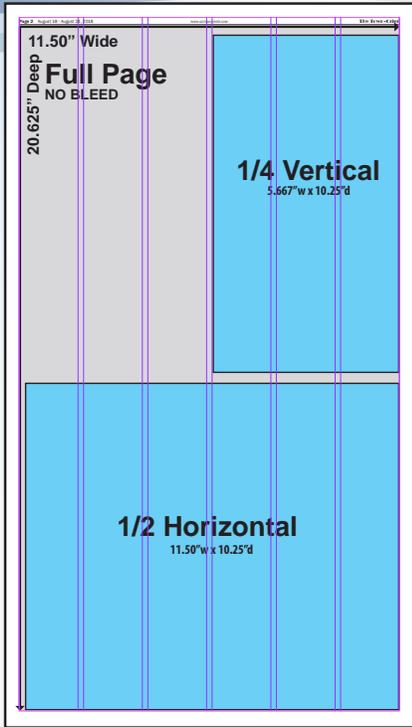


Classified Advertisements

- 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

ADVERTISING OPTIONS

Ad Sizes and Rates



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

Broadsheet Modular Sizes

Full Page	11.50" wide x 20.625" deep
1/2 Horizontal.....	11.50" wide x 10.25" deep
1/4 Vertical.....	5.667" wide x 10.25" deep
1/4 Horizontal.....	11.50" wide x 5.065" deep
1/6th Vertical.....	3.722" wide x 10.25" deep
1/6th Horizontal	7.611" wide x 5.065" deep
1/12th Vertical.....	3.722" wide x 5.065" deep
1/12th Horizontal	7.611" wide x 2.45" deep
1/8 Square.....	5.667" wide x 5.065" deep
1/16th Vertical.....	2.75" wide x 5.065" deep
1/16th Horizontal	5.667" wide x 2.45" deep
1/32 Square.....	2.75" wide x 2.45" deep

Broadsheet 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
1/6th Page	\$219	\$199	\$179	\$163	\$139
1/8 Square	\$179	\$159	\$139	\$119	\$99
1/12th Page	\$119	\$103	\$89	\$83	\$78
1/16th Page	\$99	\$87	\$79	\$74	\$69
1/32 Square	\$75	\$65	\$59	\$49	\$39

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

Column Inch Sizes

1 Columns	=	1.778 wide
2 Columns	=	3.722 wide
3 Columns	=	5.667 wide
4 Columns	=	7.611 wide
5 Columns	=	9.556 wide
6 Columns	=	11.50 wide

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

Advertising Deadlines

The Town-Crier Newspaper is Published Weekly on Fridays

(Please note: Town-Crier Newspaper will not be publishing on July 31, 2020 and August 7, 2020)

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

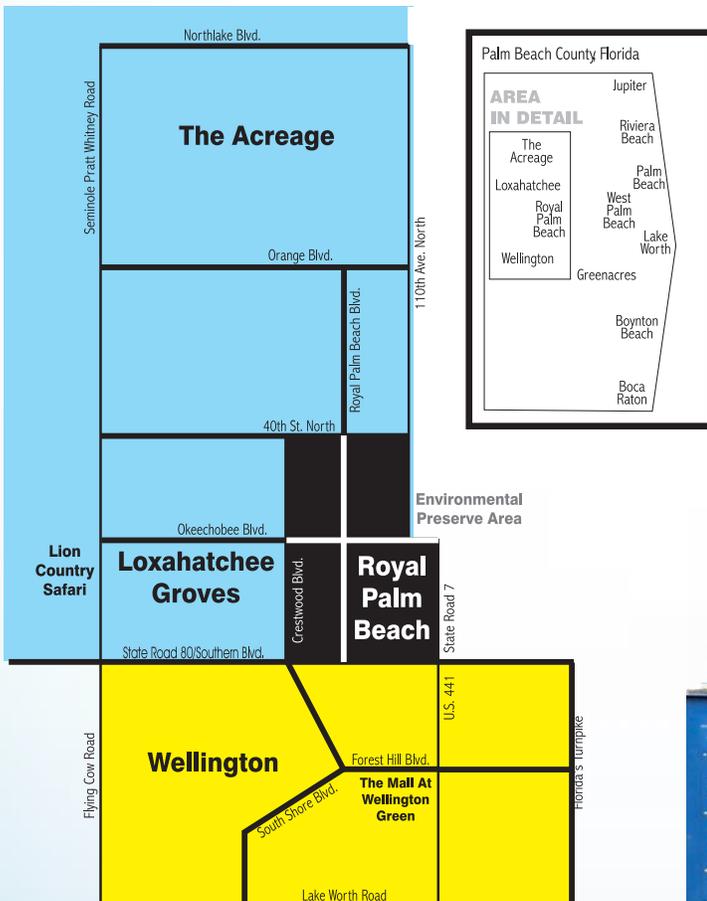
Camera Ready Ad Requirements

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.

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.