

WHAT'S INSIDE

► EDITORIAL

- News & Headlines from the Western Communities
- Local Government News
- Palms West People News
- Photos from Social Events
- Seasonal Equestrian Events/Competitions
- Local School News and Local Sports News
- Local and Surrounding Area Business News
- Local Feature Stories
- Personality Profiles
- Web Site Updated Frequently at www.gotowncrier.com

► DISPLAY ADS

- Modular and Column Inch Display 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 & More
- Political/Governmental Ads
- Many Local Businesses Looking for the Best Local Exposure

► CLASSIFIED ADS

- 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

PRINT SCHEDULE/DEADLINES

TOWN-CRIER 2023 PRINT SCHEDULE

The Town-Crier Prints Every Other Friday

PUBLISHING DATES

January.....	13-27	July.....	14-28
February.....	10-24	August.....	11-25
March.....	10-24	September.....	8-22
April.....	7-21	October.....	6-20
May.....	5-19	November.....	3-17
June.....	2-16-30	December.....	1-15-29

► ADVERTISING DEADLINES

The Town-Crier Newspaper is Published Every Other Friday

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

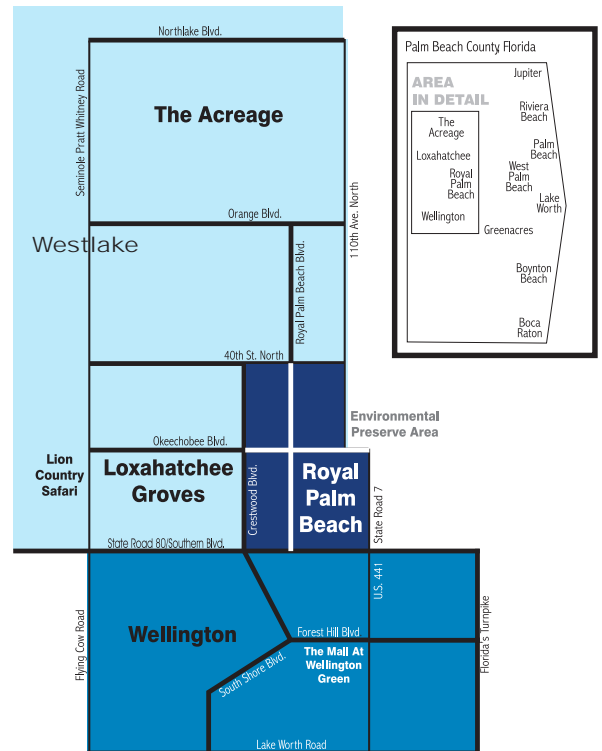
Camera Ready Ads Due: Monday 5:00 p.m. week of ad run



12794 W. Forest Hill Blvd., Suite 33 | Wellington, FL 33414 | 561.793.7606 | info.towncriernewspaper@gmail.com | www.gotowncrier.com

DISTRIBUTION

► COVERAGE AREA



► THE TOWN-CRIER DELIVERS!

The Town-Crier offers

FREE HOME DELIVERY

direct to the mailboxes of our readers. Our readers stay informed of the local news in the western communities!

Get on the mailing list at gotowncrier.com/subscribe.

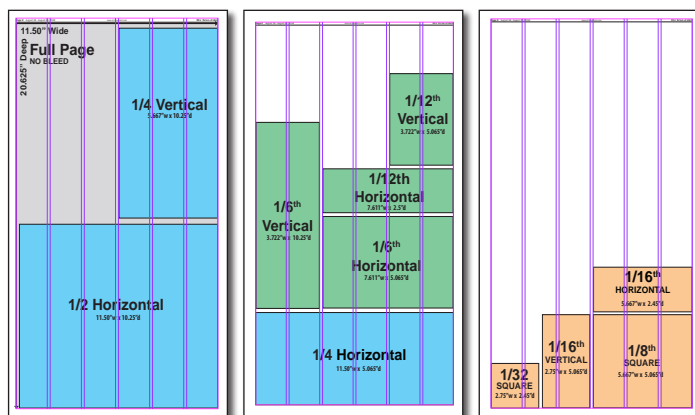


The Town-Crier Newspaper has a number of newspaper boxes and racks located throughout the western communities.

Bulk drops are also made in high-traffic areas like hospital waiting areas, physicians' offices, restaurants, hotels and advertisers with retail space.

DISPLAY AD SPECS & RATES

► BROADSHEET MODULAR SIZES



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

► COLUMN INCH SIZES/RATES

1 Column = 1.778 wide	Open Rate	\$11.75 per column inch
2 Columns = 3.722 wide	7x Rate	\$10.75 per column inch
3 Columns = 5.667 wide	13x Rate	\$ 9.50 per column inch
4 Columns = 7.611 wide	26x Rate	\$ 8.00 per column inch
5 Columns = 9.556 wide	52x Rate	\$ 7.00 per column inch
6 Columns = 11.50 wide	Government/Political Rates.....	\$ 8.00 per column inch
	Non-Profit Rate	\$ 7.00 per column inch

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.

CLASSIFIED RATES & SPECS

► IN-COLUMN LINE ADS RATES

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

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

► CLASSIFIED BOX ADS RATES

ONE WEEK	TWO WEEKS	THREE WEEKS	FOUR OR MORE WEEKS
\$21	\$18	\$16	\$15
Per Inch Per Week	Per Inch Per Week	Per Inch Per Week	Per Inch Per Week

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

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

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 at (561) 793-7606

► 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.)

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

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