

THE TOWN-CRIER

WELLINGTON • ROYAL PALM BEACH • LOXAHATCHEE • THE ACREAGE • WESTLAKE

Your Community Newspaper

Serving Palms West Since 1980

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WELLINGTON • ROYAL PALM BEACH • LOXAHATCHEE • THE ACREAGE • WESTLAKE

Your Community Newspaper Volume 45, Number 24 November 27, 2014, Wednesday \$5.00 Serving Palms West Since 1980

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Your Community Newspaper Volume 45, Number 23 November 20, 2014, Wednesday \$5.00 Serving Palms West Since 1980

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The Town-Crier newspaper, published every other Friday, covers the communities of Wellington, Royal Palm Beach, The Acreage/Loxahatchee, Loxahatchee Groves and Westlake. 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 also 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.

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MEDIA KIT 2025

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 2025 PRINT SCHEDULE

The Town-Crier Prints Every Other Friday

PUBLISHING DATES

January.....	10-24	July.....	11-25
February.....	7-21	August.....	8-22
March.....	7-21	September.....	5-19
April.....	4-18	October.....	3-17-31
May.....	2-16-30	November.....	14-28
June.....	13-27	December.....	12-26

ADVERTISING DEADLINES

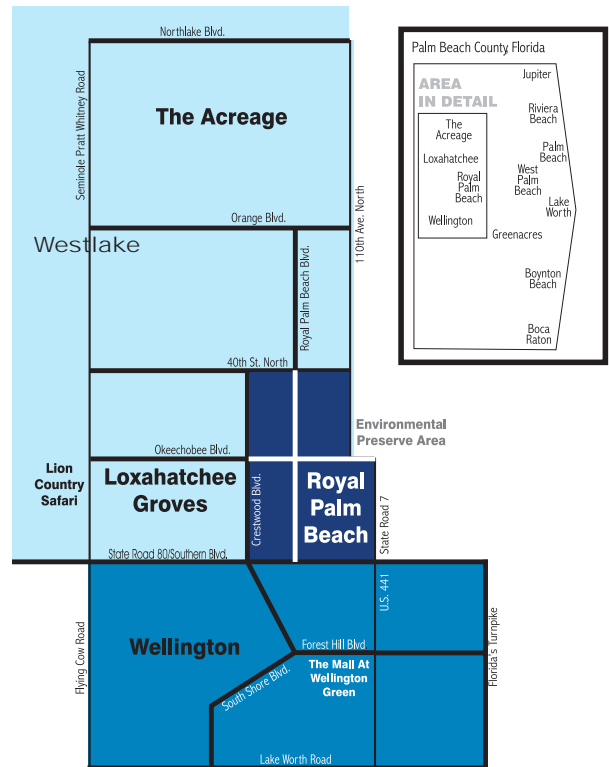
The Town-Crier Newspaper is Published Every Other Friday

- 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



DISTRIBUTION

COVERAGE AREA



THE TOWN-CRIER DELIVERS!

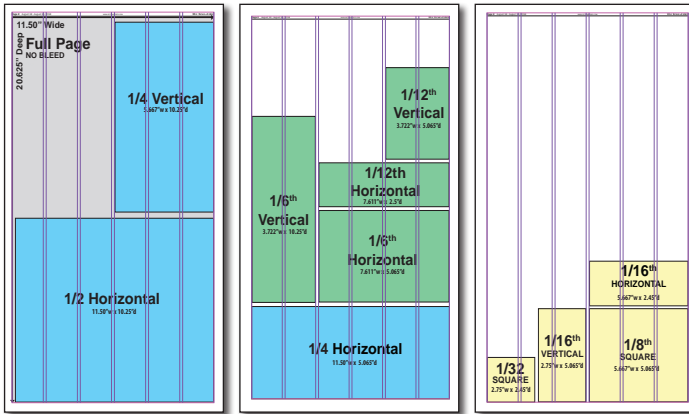
The Town-Crier offers **FREE HOME DELIVERY** direct to the mailboxes of our readers. Our readers stay informed of the local news in the western communities! Get on the mailing list at gotowncrier.com/subscribe.



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 \$12	TWO WEEKS \$21	THREE WEEKS \$30	FOUR WEEKS \$39	ADD'L WEEKS \$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 \$21	TWO WEEKS \$18	THREE WEEKS \$16	FOUR OR MORE WEEKS \$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

DEMOGRAPHICS

Wellington | Florida

Located in the heart of Palm Beach County, Florida, the Village of Wellington is home to many of the region's working professionals with a diverse housing stock, upscale shopping areas, professional buildings and two large medical campuses. On the world stage, Wellington is known as the "Winter Equestrian Capital of the World" and is the site of top-level competitions in the equestrian sports of polo, show jumping, dressage, hunter riding and equitation. Wellington is the home of the Wellington International showgrounds, site of the world-renowned Winter Equestrian Festival, and the Global Dressage Festival, as well as the National Polo Center-Wellington.

- ❑ Population | **65,398**
- ❑ Median Age | **41.1**
- ❑ Percent College Graduates | **45.0%**
- ❑ Median Household Income | **\$92,586**
- ❑ Per Capita Income | **\$42,118**
- ❑ Top Industries |
 - Healthcare Services - 15.4%**
 - Educational Services - 9.6%**
 - Professional Services - 9.1%**
- ❑ Median Home Value | **\$637,123**
- ❑ Total Number of Households | **20,844**
- ❑ Average People per Household | **3.09**
- ❑ Home Ownership Rate | **76.1%**
- ❑ Number of Businesses | **7,918**

Sources: Census.gov, DataUSA, Zillow, Village of Wellington

Royal Palm Beach | Florida

- ❑ Population | **39,615**
- ❑ Size | **11.20 square miles**
- ❑ Median Age | **40.8**
- ❑ Percent College Graduates | **34.4%**
- ❑ Median Household Income | **\$84,797**
- ❑ Per Capita Income | **\$33,418**
- ❑ Top Industries |
 - Healthcare Services - 15.2%**
 - Educational Services - 11.6%**
 - Professional Services - 9.7%**
- ❑ Median Home Value | **\$461,504**
- ❑ Total Number of Households | **12,942**
- ❑ Average Family Size | **3.42**
- ❑ Home Ownership Rate | **83.2%**
- ❑ Number of School Students | **5,311**

Sources: Census.gov, DataUSA, Zillow, Village of RPB

Located in the heart of Palm Beach County, Florida, the Village of Royal Palm Beach is home to many of the region's working professionals with a diverse housing stock, upscale shopping, professional buildings, a large industrial park and two large medical campuses. It is a vibrant community with one of the highest park area per capita ratios in the State of Florida. Located at the crossroads of the western communities, it is home to several large shopping areas, particularly on State Road 7, Okeechobee Blvd. and Southern Blvd.



Also serving the communities of The Acreage/Loxahatchee | Loxahatchee Groves | Westlake