

THE POWDERHOUSE

A REGULAR JOURNAL COVERING THE PEOPLE AND EVENTS IN AND AROUND THE NEIGHBORHOODS OF WEST SOMERVILLE

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On the first and third Wednesday of each month 5,000 copies of the paper will be printed and then distributed throughout West Somerville and mailed to every business owner in Zip Code 02144. The paper will tell the stories of the people who are working, living, learning and loving here.

The Powderhouse is a member of the Free Community Newspapers of New England and the Association of Free Community Papers, regional and national trade groups that promote the highest standards in the free newspaper industry.



Open Rate Card

The open rate for display advertisements is \$10 per column inch. The paper is a quarter-fold format five two-inch column wide and 16 inches deep for a total of 80 column inches.

	One Issue	Contract	Pre-Paid for 12 Issues/24 Issues
Full Page (80 column inches)	\$800	\$640	\$3360/\$6720
Half Page (40 column inches)	\$400	\$320	\$1680/\$3360
Quarter Page (20 column inches)	\$200	\$180	\$ 840/\$1680
Eighth Page (10 column inches)	\$100	\$ 90	\$ 420/\$ 840
Advertiser-supplied flyers inserted	\$300		
The Business Card Directory	\$ 50		\$ 420/\$ 840
Buy <i>New England</i> Classified Ad	\$150		

[Reprinted in more than 40 New England newspapers, reaching more than 1.8 million readers.]

- The front and back pages are by contract only and include spot Green ink.
- Artwork is provided free of charge for all contracted display ads, including text revisions. After an ad is approved by the advertiser there may be a charge for major revisions.
- Advertiser provided ads are due on the Friday Noon before publication and must be PDF files saved to 1XA standards.
- All invoices are due upon receipt.
- First ads and all political ads must be paid in advance. Placement is not guaranteed, unless part of a signed contract.