



The Reminder/The Herald

Our weekly newspapers are home delivered and store dropped in 14 towns throughout the Pioneer Valley. The papers cover community news including town news and events, business news, classifieds, dining and entertainment, health, opinion, local sports, today's family, obituaries, and more. We also publish special sections focusing on specific areas of interest throughout the year. Our editorial staff makes it their priority to cover the real news happening in their designated communities. Because of this, our newspapers are a highly respected source of information about the region, and over 130,000 people read them each week.



We also publish these Specialty Publications...

PRIME: Monthly

Cut It Out Coupon Book: January, April, July, October

WM Home Show Guide: March

Home & Garden Showcase: April

To Your Health: March, June, September, December

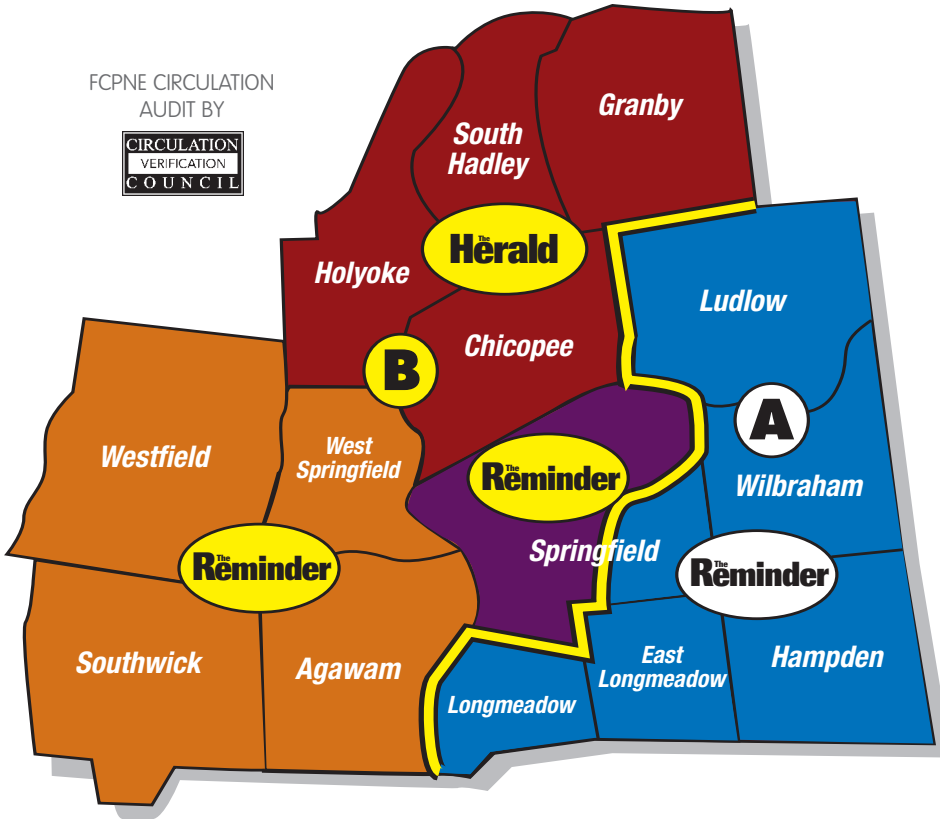
Savvy After 55: July

Holiday Gift Guide: November

For more information on our Seasonal Sections for holidays please call 413-525-6661.

CIRCULATION TOTALS

FCPNE CIRCULATION
AUDIT BY



Circulation Totals

ZONE A

■ The Reminder25,000

ZONE B

■ Springfield Reminder5,950

■ MetroWest Reminder5,400

■ Herald8,950

Total20,300

Combined Total45,300

ZONE A

The Reminder

| Zip Code | Area Name | Home Delivery | Store Drops | Totals |
|----------|---------------------|-------------------------|-------------------------|-------------------------|
| | | <i>Number of Copies</i> | <i>Number of Copies</i> | <i>Number of Copies</i> |
| 01028 | E. Longmeadow | 5,196 | 991 | 6,187 |
| 01106 | Longmeadow | 5,110 | 460 | 5,570 |
| 01095 | Wilbraham | 4,888 | 220 | 5,108 |
| 01036 | Hampden | 1,661 | 73 | 1,734 |
| 01118 | E. Forest Park | 1,799 | 60 | 1,859 |
| 01119 | 16 Acres, Spfld. | 372 | --- | 372 |
| 01128 | 16 Acres, Spfld. | 2,083 | --- | 2,083 |
| 01129 | 16 Acres, Spfld. | 994 | 170 | 1,164 |
| 01056 | Ludlow | --- | 615 | 615 |
| | Sales/Office, Misc. | --- | 308 | 308 |
| | Totals | 22,103 | 2,897 | 25,000 |

ZONE B

The Herald, The MetroWest Reminder, The Springfield Reminder

| Zip Code | Area Name | Home Delivery | Store Drops | Totals |
|-------------|---------------------|-------------------------|-------------------------|-------------------------|
| | | <i>Number of Copies</i> | <i>Number of Copies</i> | <i>Number of Copies</i> |
| 01013/01020 | Chicopee | 799 | 6,160 | 6,959 |
| 01040 | Holyoke | --- | 1,066 | 1,066 |
| 01075/01033 | S. Hadley/Granby | --- | 420 | 420 |
| 01103-01151 | Spfld./Orchard | 967 | 4,867 | 5,834 |
| 01001/01030 | Agawam/F. Hills | 1,372 | 1,495 | 2,867 |
| 01085 | Westfield | --- | 1,192 | 1,192 |
| 01089 | W. Springfield | --- | 1,206 | 1,206 |
| | Sales/Office, Misc. | --- | 756 | 756 |
| | Totals | 3,138 | 17,162 | 20,300 |

ADVERTISING RATES

| Size (Columns Inches) | Column Inches | Zone A | Zone B | 1 Zone B Pub | 2 Zone B Pubs |
|-----------------------|---------------|----------|----------|--------------|---------------|
| 1x2 | 2 | 42.50 | 38.00 | 27.00 | 33.00 |
| 1x3 | 3 | 63.75 | 57.00 | 40.50 | 49.50 |
| 1x4; 2x2 | 4 | 85.00 | 76.00 | 54.00 | 66.00 |
| 1x6; 2x3 | 6 | 127.50 | 114.00 | 81.00 | 99.00 |
| 1x8; 2x4 | 8 | 170.00 | 152.00 | 108.00 | 132.00 |
| 1x10; 2x5 | 10 | 212.50 | 190.00 | 135.00 | 165.00 |
| 2x6; 3x4, 1/8 PG | 12 | 255.00 | 228.00 | 162.00 | 198.00 |
| 2x7 | 14 | 297.50 | 266.00 | 189.00 | 231.00 |
| 3x5 | 15 | 318.75 | 285.00 | 202.50 | 247.50 |
| 1x16; 2x8; 4x4 | 16 | 340.00 | 304.00 | 216.00 | 264.00 |
| 2x9; 3x6 | 18 | 382.50 | 342.00 | 243.00 | 297.00 |
| 2x10; 4x5, 1/4 PG | 20 | 425.00 | 380.00 | 270.00 | 330.00 |
| 3x7 | 21 | 446.25 | 399.00 | 283.50 | 346.50 |
| 3x8; 4x6 | 24 | 510.00 | 456.00 | 324.00 | 396.00 |
| 3x9 | 27 | 573.75 | 513.00 | 364.50 | 445.50 |
| 4x7 | 28 | 595.00 | 532.00 | 378.00 | 462.00 |
| 3x10; 5x6 | 30 | 637.50 | 570.00 | 405.00 | 495.00 |
| 2x16; 4x8 | 32 | 680.00 | 608.00 | 432.00 | 528.00 |
| 3x11 | 33 | 701.25 | 627.00 | 445.50 | 544.50 |
| 5x7 | 35 | 743.75 | 665.00 | 472.50 | 577.50 |
| 3x13 | 39 | 828.75 | 741.00 | 526.50 | 643.50 |
| 4x10; 5x8, 1/2 PG | 40 | 850.00 | 760.00 | 540.00 | 660.00 |
| 4x11 | 44 | 935.00 | 836.00 | 594.00 | 726.00 |
| 3x16 | 48 | 1,020.00 | 912.00 | 648.00 | 792.00 |
| 4x13 | 52 | 1,105.00 | 988.00 | 702.00 | 858.00 |
| 4x16 | 64 | 1,360.00 | 1,216.00 | 864.00 | 1,056.00 |
| 5x13 | 65 | 1,381.25 | 1,235.00 | 877.50 | 1,072.50 |
| 5x16, FULL PG | 80 | 1,700.00 | 1,520.00 | 1,080.00 | 1,320.00 |

PREMIUM POSITIONS *Includes color

| | | | | | |
|------|---------------|----------|----------|-----|-----|
| 5x7 | Ft Cover* | 1,277.50 | N/A | N/A | N/A |
| 5x16 | Bk Cover* | 1,800.00 | 1,560.00 | N/A | N/A |
| 5x8 | In. Ft Cover* | 900.00 | 780.00 | N/A | N/A |
| 5x8 | In. Bk Cover* | 900.00 | 780.00 | N/A | N/A |
| 2x6 | Page Four | 276.00 | 240.00 | N/A | N/A |
| 2x5 | Page Four | 230.00 | 200.00 | N/A | N/A |
| 3x6 | Page Four | 414.00 | 360.00 | N/A | N/A |
| 5x6 | Page Four | 690.00 | 600.00 | N/A | N/A |
| 2x3 | Page Six | 138.00 | 120.00 | N/A | N/A |
| 2x6 | Page Six | 276.00 | 240.00 | N/A | N/A |
| 2x7 | Page Six | 322.00 | 280.00 | N/A | N/A |
| 3x7 | Page Six | 483.00 | 420.00 | N/A | N/A |

Rates Effective August 1, 2011

Discount Plan

| | |
|-----------|-----|
| 4-11 Ads | .5% |
| 12-23 Ads | 10% |
| 24-35 Ads | 15% |
| 36-47 Ads | 20% |
| 48-52 Ads | 25% |

COLOR

Add 1 spot color to your ad for just \$2 per column inch (per publication)
4-Color Process-Available upon request
Discounts do not apply to color

ZONE A & B Insert RATES PER 1,000

Most inserts weigh 1oz. or less.

| # of Inserts | (up to 1 oz.) |
|---------------|---------------|
| 3,000-9,999 | \$49 |
| 10,000-19,999 | \$44 |
| 20,000-39,999 | \$40 |
| 40,000-90,000 | \$38 |

DISPLAY AD DEADLINES

Advertising Deadlines

ZONE A

The EL/Long./Hampden/Wilb./
16 Acres Reminder

Proof Deadline Weds. 5pm
Ad Deadline Thur. 2pm
All Ad Copy Due Thurs. 4pm
Camera Ready Fri. Noon

ZONE B

The Herald
The MetroWest Reminder
The Springfield Reminder

Proof Deadline Thurs. 5pm
Ad Deadline Fri. 3pm
All Ad Copy Due Mon. 10am
Camera Ready Mon. 4pm

Ad Cancellation Policy

Insertions may be canceled up until reservation deadline. Cancellations after deadline will be charged the full price of the ad.

Discount Plan

4-11 Ads 5%
12-23 Ads 10%
24-35 Ads 15%
36-47 Ads 20%
48-52 Ads 25%

Credit and Payment Policy

- All advertisers must pre-pay ads until a credit limit has been established.
- Monthly statements are sent the last day of the month, payable upon receipt, discounted net 25 days. Charges not paid by the 25th of the month are considered past due.
- A non-refundable 1.5 percent monthly (18 percent annual) finance charge will be applied to all past due balances.
- Overdue accounts who are sent to collection are responsible for all attorney's fees and collection fees.

Agency Commission

The following rates are commissionable at 15% if agency submits camera ready copy and assumes responsibility for payment. Only one discount at a time is available. Discounts are not retroactive. No agency discount on political ads.

Online Ad Placement Fee

A weekly charge of \$3 will be applied for placement in ReminderPublications.com Newspaper Ad Section.

The Reminder • The Chicopee Herald Reminder MetroWest • Springfield Reminder

Column/Inch Chart

| COLUMNS ACROSS | | | INCHES DOWN | | |
|----------------|---------|----------|-------------|----|---------|
| 1 | 1.928" | 138.8 pt | .875" | 1 | 63 pt |
| 2 | 4.022" | 289.6 pt | 1.875" | 2 | 135 pt |
| 3 | 6.117" | 440.4pt | 2.875" | 3 | 207 pt |
| 4 | 8.211" | 591.2 pt | 3.875" | 4 | 279 pt |
| 5 | 10.306" | 742 pt | 4.875" | 5 | 351 pt |
| | 10% | | 5.875" | 6 | 423 pt |
| | 20% | | 6.875" | 7 | 495 pt |
| | 25% | | 7.875" | 8 | 567 pt |
| | 30% | | 8.875" | 9 | 639 pt |
| | 40% | | 9.875" | 10 | 711 pt |
| | 50% | | 10.875" | 11 | 783 pt |
| | 60% | | 11.875" | 12 | 855 pt |
| | 70% | | 12.875" | 13 | 927 pt |
| | 80% | | 13.875" | 14 | 999 pt |
| | 90% | | 14.875" | 15 | 1071 pt |
| | 100% | | 16" | 16 | 1152 pt |

| | | |
|--------------------|-------------------------|----------------------|
| Front Cover | 10.306" x 6.875" | 742pt x 495pt |
|--------------------|-------------------------|----------------------|

CLASSIFIEDS

Make Your Classified Stand Out with these Special Features

LOSE WEIGHT & FEEL GREAT! For a meal replacement sample pack go to www.loseweightsamplepack.com, call toll free 1-877-745-4356 or send \$29.95 to: Mr. Z's Home Business, HC 2 Box 174, Kennard, TX 75847

Large Font:
\$7.50 per line

COLEMAN APPLIANCE

Since 1981. Servicing all major household appliances. All makes, all models. For service call 536-0034

Featured Online Classified

Move your classified to the top of your online category. Create a link to your website or email address and your logo.
\$7.50 (per week)

Kitchen or Bath need updating? Find a local contractor at www.HG413.com The Reminder's new home & garden website lets you search over 2,000 local professionals for FREE!

Barbara@TheReminder.com
www.HG413.com

HYPNOSIS

PHOTO AD

Additional \$15 (per week)



MY PASSION IS YOUR HAPPINESS

For all your realty needs contact Realtor Laura Joubert. Grimaldi & Burdzak 413-386-4674; email: joubertsells@gmail.com

BOLD BORDER & SHADED AD

Additional \$14 (per week)

EAST LONGMEADOW LAWN CARE

Spring Cleanups, Dethatching, Weekly Mowing, Bobcat Service, Fertilizing, Re-seeding, Lawn Installation, Mulching, Loam Delivery, Bobcat Service. Free estimates 525-0389

BOLD BORDER AD

Additional \$9 (per week)

Ed's Tree Service: Tree removal, trimming, stump grinding, brush chipping, lots cleared. Free estimates, insured. In business 40-years. Ed Haluch 566-2100

LOGO AD

Small \$10 • Large \$15
(Additional per week)



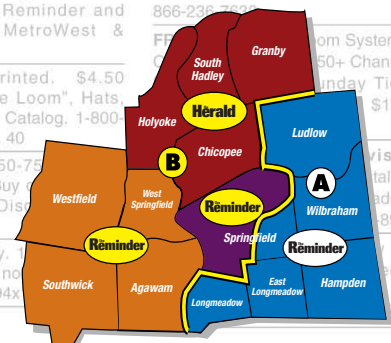
Specializing in home improvement and construction, finish work, renovations, additions, decks, roofing, siding, replacement windows. Licensed and insured. 734-7828, cell 237-8902

BOLD CENTERED HEADLINE AD

Additional \$3.50 (per week)

REMODELING & REPAIR

Repairs, painting, ceilings, kitchen & bath, basements, windows, doors, ceramic & wood floors, and much more! 30+ yrs. experience, insured. John, 413-478-4495, 413-592-7875



28, 2007



For news & advertising call 413-525-6

EDITIONS
■ E. Longmeadow/Longmeadow/Wilbraham/Hampden/16 Acres/East Forest Park
■ Springfield ■ MetroWest ■ The Herald

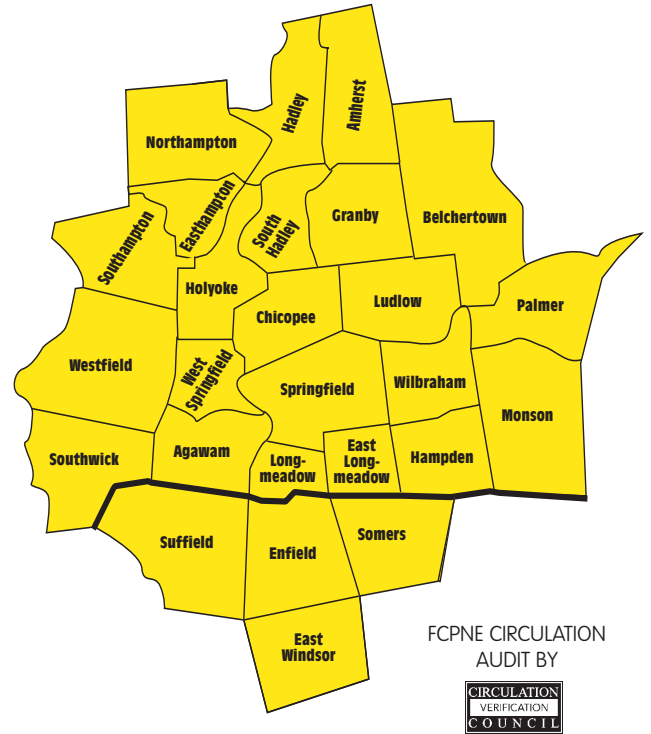


PRIME MAGAZINE

This free, monthly magazine is designed to reach Baby Boomers and beyond. Each issue of PRIME offers an exciting mix of feature articles, profiles, and news geared towards the 50+ market. Our regular sections including Mind and Body, Dining and Entertainment, Legal, Finance, Travel, Home Improvement, and Technology.

Standard Ad Sizes

| Size | | Add Four Color | Add Spot Color |
|--------------|---------|----------------------|----------------------|
| Full page | \$1,150 | \$150 | \$75 |
| 3/4 page | \$925 | \$150 | \$75 |
| 4x8 | \$790 | \$125 | \$65 |
| Half page | \$630 | \$100 | \$50 |
| 3x8 | \$630 | \$100 | \$50 |
| 3x6 | \$505 | \$80 | \$40 |
| 2x8, 4x4 | \$420 | \$80 | \$40 |
| 1/4 pg, 3x4 | \$335 | \$60 | \$30 |
| 2x4 | \$210 | \$50 | \$25 |
| 1/8 pg (1x6) | \$190 | \$50 | \$25 |
| 2x2, 1x4 | \$125 | \$50 | \$25 |



* Readership study performed by Circulation Verification Council



PRIME

www.primeontheweb.com

Our readers are dynamic and active. That's why we've developed an extensive network for the distribution of PRIME. A total of 17,000 copies of the newspaper are distributed through a detailed combination of 500 public and private agencies and businesses.

Only one publication in Western Massachusetts can boast of an audience of over 52,000 active, affluent adults – PRIME. Established in 1992, PRIME is a monthly magazine covering Hampden and Hampshire Counties, and Northern Connecticut.

WEB DESIGN

Affordable Website Design That You Can Maintain Yourself!

Our services include: WEB DESIGN, FACEBOOK MARKETING, SEARCH ENGINE OPTIMIZATION, SOCIAL MEDIA MARKETING & more. Our web design team can convert your current website or design a new one for you. Now making changes is as easy as sending an email! You can edit text, add new pages, upload photos, process orders, manage mailing lists, and more. Web Design for Western MA, Springfield MA Northern CT and Nationwide.

Need a website that's easy to edit and easy to maintain?

It starts with us.

Reminder Web Design can convert your current site or design a new one and apply our self-editing software, which puts you in control of your website! We are offering your business a powerful new interface requiring no more computing skills than sending emails!

WEB DESIGN • SOCIAL MEDIA • EMAIL MARKETING

Call today for a FREE Consultation!

Ask for Dan at 413.525.3247 x102



View our portfolio online...
reminderwebdesign.com/portfolio

AFFORDABLE WEB DESIGN

Affordable Website Design Located in Western MA **ReminderWebDesign.com** takes the guesswork out of getting your business online. We can build affordable professional websites with features including email, hosting, eCommerce tools, domain name registration and online marketing. Best of all, we provide personalized help every step of the way!

ENVISION MARKETING GROUP

Facebook icon | Twitter icon | envisionmarketingMA.com

envision
MARKETING GROUP

When It Comes To Marketing, We Can Point You In The Right Direction

A Division of reminder publications

For nearly 50 years working with advertisers, **Reminder Publications** has recognized a need among business owners for assistance with their marketing strategies. We know you are highly passionate about your line of work but your time, staff and resources are already too occupied to comprehensively promote your business. That's why we've developed **Envision Marketing Group**. We can help with all your Marketing needs such as staying current with Social Media trends to designing creative Print strategies for your business that will set you apart from your competitors.

Ask about our FREE Initial Consultation!

"Envision Marketing Group provides solutions to enhance your image using traditional and digital media – customized to meet your business needs."

413.525.6661 x102

280 north main street | east longmeadow, ma. 01028



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413.525.6661 x102

dan@envisionmarketingMA.com

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