

ADVERTISING DISPLAY AD RATES

AMHERST REMINDER | AGAWAM REMINDER | CHICOPEE HERALD
EASTHAMPTON REMINDER | EAST LONGMEADOW REMINDER | HOLYOKE REMINDER
LUDLOW REMINDER | NORTHAMPTON REMINDER | THE “ORIGINAL” PENNYSAVER



“WE ARE **HOMETOWN** NEWS”

EFFECTIVE 2/1/2022		1 ZONE				2 ZONES				3 ZONES				4 ZONES				5 ZONES			
COLUMNS X INCHES	COL. IN. RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE
DISCOUNT		15%	30%	45%	15%	25%	35%	50%	25%	35%	45%	60%	35%	45%	55%	70%	45%	55%	65%	80%	
1x2	\$24.00	\$48.00	\$40.80	\$33.60	\$26.40	\$40.80	\$36.00	\$31.20	\$24.00	\$36.00	\$31.20	\$26.40	\$19.20	\$31.20	\$26.40	\$21.60	\$14.40	\$26.40	\$21.60	\$16.80	\$9.60
1x3		\$72.00	\$61.20	\$50.40	\$39.60	\$61.20	\$54.00	\$62.40	\$36.00	\$54.00	\$46.80	\$39.60	\$28.80	\$46.80	\$39.60	\$32.40	\$21.60	\$39.60	\$32.40	\$25.20	\$14.40
2x2 or 1x4		\$96.00	\$81.60	\$67.20	\$52.80	\$81.60	\$72.00	\$62.40	\$48.00	\$72.00	\$62.40	\$52.80	\$38.40	\$62.40	\$52.80	\$43.20	\$28.80	\$52.80	\$43.20	\$33.60	\$19.20
2x3		\$144.00	\$122.40	\$100.80	\$79.20	\$122.40	\$108.00	\$93.60	\$72.00	\$108.00	\$93.60	\$79.20	\$57.60	\$93.60	\$79.20	\$64.80	\$43.20	\$79.20	\$64.80	\$50.40	\$28.80
2x4		\$192.00	\$163.20	\$134.40	\$105.60	\$163.20	\$144.00	\$124.80	\$96.00	\$144.00	\$124.80	\$105.60	\$76.80	\$124.80	\$105.60	\$86.40	\$57.60	\$105.60	\$86.40	\$67.20	\$38.40
2x5 or 1x10		\$240.00	\$204.00	\$168.00	\$132.00	\$204.00	\$180.00	\$156.00	\$120.00	\$180.00	\$156.00	\$132.00	\$96.00	\$156.00	\$132.00	\$108.00	\$72.00	\$132.00	\$108.00	\$84.00	\$48.00
2x6 or 3x4		\$288.00	\$244.80	\$201.60	\$158.40	\$244.80	\$216.00	\$187.20	\$144.00	\$216.00	\$187.20	\$158.40	\$115.20	\$187.20	\$158.40	\$129.60	\$86.40	\$158.40	\$129.60	\$100.80	\$57.60
2x7		\$336.00	\$285.60	\$235.20	\$184.80	\$285.60	\$252.00	\$200.20	\$154.00	\$252.00	\$218.40	\$184.80	\$134.40	\$218.40	\$184.80	\$151.20	\$100.80	\$184.80	\$151.20	\$117.60	\$67.20
3x5		\$360.00	\$306.00	\$252.00	\$198.00	\$306.00	\$270.00	\$234.00	\$180.00	\$270.00	\$234.00	\$198.00	\$144.00	\$234.00	\$198.00	\$162.00	\$108.00	\$198.00	\$162.00	\$126.00	\$72.00
2x8, 1x16, 4x4		\$384.00	\$326.40	\$268.80	\$211.20	\$326.40	\$288.00	\$249.60	\$192.00	\$288.00	\$249.60	\$211.00	\$153.60	\$249.60	\$211.20	\$172.80	\$115.20	\$211.20	\$172.80	\$134.40	\$76.80
2x9 or 3x6		\$432.00	\$367.20	\$302.40	\$237.60	\$367.20	\$324.00	\$280.00	\$216.00	\$324.00	\$280.80	\$237.60	\$172.80	\$280.80	\$237.60	\$194.40	\$129.60	\$237.60	\$194.40	\$151.20	\$86.40
2x10 or 4x5		\$480.00	\$408.00	\$336.00	\$264.00	\$408.00	\$360.00	\$312.00	\$240.00	\$360.00	\$312.00	\$264.00	\$192.00	\$312.00	\$264.00	\$216.00	\$144.00	\$264.00	\$216.00	\$168.00	\$96.00
3x7		\$504.00	\$428.40	\$352.80	\$277.20	\$428.40	\$378.00	\$327.60	\$252.00	\$378.00	\$327.60	\$277.20	\$201.60	\$327.60	\$277.20	\$226.80	\$151.20	\$277.20	\$226.80	\$176.40	\$100.80
3x8 or 4x6		\$576.00	\$489.60	\$403.20	\$316.80	\$489.60	\$432.00	\$374.40	\$288.00	\$432.00	\$374.40	\$316.40	\$230.40	\$374.40	\$316.80	\$259.20	\$172.80	\$316.80	\$259.20	\$201.60	\$115.20
3x9		\$648.00	\$550.80	\$453.60	\$356.40	\$550.80	\$486.00	\$421.20	\$324.00	\$486.00	\$421.20	\$356.40	\$259.20	\$421.20	\$356.40	\$291.60	\$194.40	\$356.40	\$291.60	\$226.80	\$129.60
4x7		\$672.00	\$571.20	\$470.40	\$369.60	\$571.20	\$504.00	\$436.80	\$336.00	\$504.00	\$436.80	\$369.60	\$268.80	\$436.80	\$369.60	\$302.40	\$201.60	\$369.60	\$302.40	\$235.20	\$134.40
3x10 or 5x6		\$720.00	\$612.00	\$504.00	\$396.00	\$612.00	\$540.00	\$468.00	\$360.00	\$540.00	\$468.00	\$396.00	\$288.00	\$468.00	\$396.00	\$324.00	\$216.00	\$396.00	\$324.00	\$252.00	\$144.00
2x16 or 4x8		\$768.00	\$652.80	\$537.60	\$422.40	\$652.80	\$576.00	\$499.20	\$384.00	\$576.00	\$499.20	\$422.40	\$307.20	\$499.20	\$422.40	\$345.60	\$230.40	\$422.40	\$345.60	\$268.80	\$153.60
3x11		\$792.00	\$673.20	\$554.40	\$435.60	\$673.20	\$594.00	\$514.80	\$396.00	\$594.00	\$514.80	\$435.60	\$316.80	\$514.80	\$435.60	\$356.40	\$237.60	\$435.60	\$356.40	\$277.20	\$158.40
5x7		\$840.00	\$714.00	\$588.00	\$462.00	\$714.00	\$630.00	\$546.00	\$420.00	\$630.00	\$546.00	\$462.00	\$336.00	\$546.00	\$462.00	\$378.00	\$252.00	\$462.00	\$378.00	\$294.00	\$168.00
3x13		\$936.00	\$795.60	\$655.20	\$514.80	\$795.60	\$702.00	\$608.40	\$468.00	\$702.00	\$608.40	\$514.80	\$374.40	\$608.40	\$514.80	\$421.20	\$208.80	\$514.80	\$421.20	\$327.60	\$187.20
5x8	\$22.00	\$880.00	\$748.00	\$616.00	\$484.00	\$748.00	\$660.00	\$572.00	\$440.00	\$660.00	\$572.00	\$484.00	\$352.00	\$572.00	\$484.00	\$396.00	\$264.00	\$484.00	\$396.00	\$308.00	\$176.00
4x11		\$968.00	\$822.80	\$677.60	\$532.40	\$822.80	\$726.00	\$629.20	\$484.00	\$726.00	\$629.20	\$532.40	\$387.20	\$629.20	\$532.40	\$435.60	\$290.40	\$532.40	\$435.60	\$338.80	\$193.60
3x16		\$1,056.00	\$897.60	\$739.20	\$580.80	\$897.60	\$792.00	\$686.40	\$528.00	\$792.00	\$686.40	\$580.80	\$422.40	\$686.40	\$580.80	\$475.20	\$316.80	\$580.80	\$475.20	\$369.60	\$211.20
Half Page 5x10		\$1,100.00	\$935.00	\$770.00	\$605.00	\$935.00	\$825.00	\$715.00	\$550.00	\$825.00	\$715.00	\$605.00	\$440.00	\$715.00	\$605.00	\$495.00	\$330.00	\$605.00	\$495.00	\$385.00	\$220.00
4x13		\$1,144.00	\$972.40	\$800.80	\$629.20	\$972.40	\$858.00	\$743.60	\$572.00	\$858.00	\$743.60	\$629.20	\$457.60	\$743.60	\$629.20	\$514.80	\$343.20	\$629.20	\$514.80	\$400.40	\$228.80
4x16		\$1,408.00	\$1,196.80	\$985.60	\$774.40	\$1,196.80	\$1,056.00	\$915.20	\$704.00	\$1,056.00	\$915.20	\$774.40	\$563.20	\$915.20	\$774.40	\$633.60	\$422.40	\$774.40	\$633.60	\$492.80	\$281.60
5x13		\$1,430.00	\$1,215.50	\$1,001.00	\$786.50	\$1,215.50	\$1,072.50	\$929.50	\$715.00	\$1,072.50	\$929.50	\$786.50	\$572.00	\$929.50	\$786.50	\$643.50	\$429.00	\$786.50	\$643.50	\$500.50	\$286.00
Full Page		\$2,200.00	\$1,870.00	\$1,540.00	\$1,210.00	\$1,870.00	\$1,650.00	\$1,430.00	\$1,100.00	\$1,650.00	\$1,430.00	\$1,210.00	\$880.00	\$1,430.00	\$1,210.00	\$990.00	\$660.00	\$1,210.00	\$990.00	\$770.00	\$440.00