

It's a Wareham, Tri-Town and Fairhaven three-for-all

Now reach 10,000 readers a week with the Observer!



The Wareham Observer and Tri-Town Observer are pleased to announce a new advertising partnership with the Fairhaven Neighborhood News that will allow your advertising message to reach more than 10,000 readers per week at rates you will not find anywhere.

Don't be fooled by shoppers with no actual news inside. The novelty factor of those wears off in a week or two, then they get quickly recycled. Don't let your ad message get lost on page 43 of a corporate-chain publication. The best way to reach your intended audience is with local community papers that boast loyal readership. When people want to really know what's going on in their towns, they turn to the Wareham and Tri-Town Observers, as well as the Fairhaven Neighborhood News.

We're making this as simple as possible for advertisers who want to connect specifically with local residents. We are offering the opportunity to advertise in all of our papers for one low rate.

Here's how it works: If you'd like to place a quarter-page black and white ad in all three papers, the total cost is \$160 per week. Nobody else can match this many readers for this price. If you're a little further west and you'd like to place a quarter-page ad in just the Tri-Town Observer and the Fairhaven Neighborhood News, the cost is only \$100 per week. That's more than 6,000 readers in four towns for \$100 a week. And we won't bury your ad where nobody will see it.

As a bonus, we'll place your ad on our web site for no additional charge. That's an additional 2,000 readers for free.

If you'd like to take advantage of a half-page ad, the cost is \$190 per week for a Fairhaven/Tri-Town package and \$300 for all three papers. A half-page ad in the Wareham and Tri-Town Observer papers is nearly as big as a full-page ad in the Wanderer or the Gateway.

A full-page ad would be \$340 for the Tri-Town/Fairhaven package or \$500 for all three publications.

These rates are more than 40 percent off what would normally be charged. Color can be added in the Wareham and Tri-Town papers for \$25 for a quarter-page, \$35 for a half and \$50 for a full page.

Imagine reaching 10,000 loyal readers each week for the best price around. It's simply smart business. We'd love to answer any questions you might have. Thanks for listening. We hope to hear from you soon.

CONTACT US

(508) 759-0404

warehamobserver@aol.com

or visit us at www.thewarehamobserver.com

Normal Wareham and Tri-Town Observer Advertising Rates

DISPLAY:

\$500 - full-page processed color
 \$425 - full-page back and white
 \$400 - full-page processed back cover
 \$275 - half-page processed color
 \$250 - half-page black and white
 \$250 - quarter-color front page
 \$130 - quarter-page black and white
 \$150 - quarter-page color

10 percent discount for one-month commitment
 15 percent discount for two months
 20 percent discount for three months
 25 percent discount for four months
 30 percent discount for five months
 50 percent discount for six months

OTHER RATES

25 percent discount for non-profit organizations
 \$5 for web site address in web directory
 \$5 per column inch of classified advertising
 \$4 per column inch of legal advertising
 \$40 per 1,000 editions for inserts
 \$25 - 2 by 3-inch business card
 One column = two inches.