

The Wayland Post is a tabloid-sized newspaper mailed every two weeks to every one of Wayland's homes and businesses. Our website, waylandpost.com, also features news stories and ads (see other side).

Advertising Rates and Sizes – Print

Ad Size	Exact Size	Price
Full page (4 col x 16")	10.2" x 15.5"	\$933.00
Half page (4 col x 8")	10.2" x 7.75"	\$475.00
Quarter page (2 col 8")	5" x 7.25"	\$222.00
3 col x 4"	7.6" x 3.9"	\$184.00
2 col x 4"	5" x 3.9"	\$123.00
2 col x 3"	5" x 2.9"	\$93.00
2 col x 2"	5" x 2"	\$65.00
1 col x 3"	2.4" x 2.9"	\$46.00
1 col x 2"	2.4" x 2"	\$33.00

Custom-sized ads: \$17.50/column inch

Guaranteed placement: 10% premium

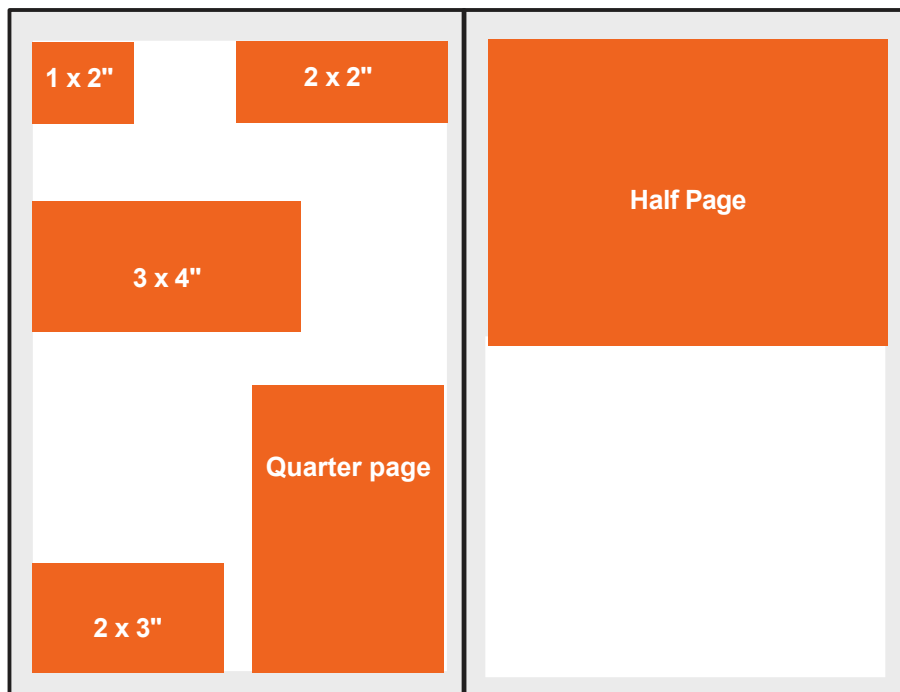
Inserts: \$480 per issue

Sponsorships:

Gold Sponsor – Prominent logo placement, one monthly sponsored article, full-page ad once a month: \$2,000/month

Silver Sponsor – Logo in sponsored section, half-page ad monthly, standard event sponsorship: \$1,200/month

Bronze Sponsor – Logo recognition, quarter-page ad once a month: \$600/month



Discounts for longer-term commitments of **more than 20 column inches** per issue:

15% Off • for 4 issues

20% Off • for 8 issues

25% Off • for 12 or more issues

Discounts for longer-term commitments of **less than 20 column inches** per issue:

10% Off • for 4 issues

15% Off • for 8 issues

20% Off • for 12 or more issues



Thank you for supporting local journalism!

P.O. Box 146, Wayland, MA 01778

advertising@waylandpost.org | (508) 276-6530

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\$600/

Advertising Rates and Sizes – Online

Ad type and position	Price
Above top post (520 x 100 pixels)	\$375/month
In right-hand column, rotating position (300 x 300 pixels)	\$350/month
Right-hand column, "sticky" at the top (300 x 300 pixels)	\$375/month
Weekly email newsletter	\$350*/month
Sponsored post ("advertorial" business profile or Q&A)	\$375*/month
Sponsored Instagram and Facebook post	\$275/month*
*includes web ad	

Deadlines (print and web)

- Space reservation: Friday of the **week before publication** before 5:00 p.m.
- Ad material submission: Monday of the **week of publication** at 12:00 p.m.

Image guidelines for print and web

- High-resolution PDF files are preferred, saved in CMYK color space.
- Include company name and run date in image filename.
- Confirm that all text, rules, and graphics reside within the print area.

Advertising Policies

- The Wayland Post reserves the right to refuse any advertisement.
- Digital ads will print as submitted. The Wayland Post assumes no financial responsibility for typographical or design errors. Be sure to proof your files for accuracy prior to transmission.
- All advertisements must be paid in full prior to publication.

Need design help?

Basic ad design is available
at no additional cost.

To learn more, email

advertising@waylandpost.org.



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