

A bi-weekly, locally owned newspaper mailed to approximately **6,000 Wayland households and businesses**, with expanded reach through waylandpost.org, which serves **approximately 11,000 readers per month**.

Advertising Rates and Sizes – Print

Ad Size	Exact Size	Price
Full page (4 col x 16")	10.2" x 15.5"	\$1,026.00
Half page (4 col x 8")	10.2" x 7.75"	\$523.00
Quarter page (2 col x 8")	5" x 7.25"	\$244.00
3 col x 4"	7.6" x 3.9"	\$202.00
2 col x 4"	5" x 3.9"	\$135.00
2 col x 3"	5" x 2.9"	\$102.00
2 col x 2"	5" x 2"	\$72.00
1 col x 3"	2.4" x 2.9"	\$51.00
1 col x 2"	2.4" x 2"	\$36.00

Custom-sized ads: \$19.25/column inch

Guaranteed placement: 10% premium

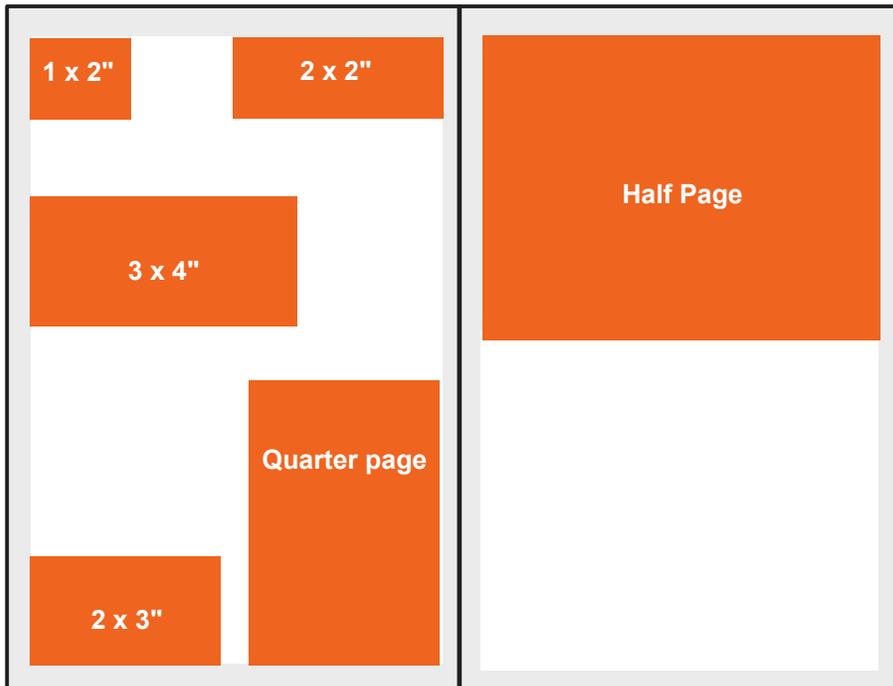
Inserts: \$528 per issue

Sponsorships:

Gold Sponsor – Prominent logo placement, one monthly sponsored article, full-page ad once a month: \$2,200/month

Silver Sponsor – Logo in sponsored section, half-page ad monthly, standard event sponsorship: \$1,320/month

Bronze Sponsor – Logo recognition, quarter-page ad once a month: \$660/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!

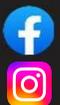
P.O. Box 146, Wayland, MA 01778

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

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Advertising Rates and Sizes – Online

Ad type and position	Price
Homepage placement: High-visibility placement on the Wayland Post	\$375/month
Standard digital ad: Rotating strip across news, sports, public safety logs, school menu pages, and events pages	\$350/month
Sponsored page: Exclusive sponsorship of one page for the full month, 100 SOV (lunch menus page, police log, events etc).	\$450/month
Sponsored post/article ("advertorial" business profile or Q&A)	\$500/month
Sponsored social media post (2x a month)	\$250/month
Newsletter ad unit: Creative placement within newsletter content	\$175/month

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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