



HOMETOWN WEEKLY

MEDFIELD • WALPOLE • WESTWOOD • DOVER • SHERBORN • NEEDHAM



Over 37,500 Homes Every Week in 6 upscale towns
Give EVERY homeowner the opportunity to SEE YOUR AD!

2022 REAL ESTATE SECTION RATE CARD

The Hometown Weekly is directly mailed to every home in 6-towns with a readership of over 100,000. The Hometown Weekly provides advertisers with **100% COVERAGE** of **Medfield, Walpole, Westwood, Dover, Sherborn and Needham...** every week. Each issue includes local news, feature stories, sports, school, church and local organization news, town event information, social announcements, classifieds, services, Anna's Attic & much more...

The Hometown Weekly

Phone: 508-359-2200

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Fax: 508-359-2224

120 North Meadows Rd., Medfield, MA 02052

Cancellations: Cancellations cannot be accepted after closing of the paper's deadline and Advertiser is responsible for space ordered and costs incurred.

Political Advertising: Regular rates and all discounts apply. Prepayment is required and must be accompanied by a witnessed authorization form. Advertising simulating a news style is required to carry the word "advertisement" completely spelled out at the top of the ad. The Publisher reserves the right to edit or reject advertising deemed objectionable, illegal, or of poor reproductive quality. The Advertiser assumes all liability for all content of the advertising.

All advertisements submitted for publication is subject to and governed by the rates, conditions, standards, terms and policies contained in the rate card.

The Publisher's liability for an error in copy or production shall not exceed the cost of space occupied for the error. Credit will be allowed for first insertion only. Notice of error must be given in time for correction before the second insertion; otherwise no claims for repetition will be allowed. The Publisher is not liable for its failure, for any cause, (a) to publish an advertisement, or (b) to print, or circulate all or any part of any issue in which an advertisement is contained.

Published by Hometown Publications LLC.

2022 HTW REAL ESTATE RATE CARD

Real Estate Column Sizes

1 column	1.5" (1 1/2")
2 column	3.187" (3 3/16")
3 column	4.875" (4 7/8")
4 column	6.625" (6 5/8")
5 column	8.25" (8 1/4")
6 column	10.00" (10")

Circulation

(Total 37,755)

Needham	12,558
Walpole	9,970
Westwood	6,245
Medfield.....	4,929
Dover	2,305
Sherborn.....	1,748

25% OFF! Each Additional Town

After purchasing first town at full price.

Medfield, Walpole, Westwood, Dover & Sherborn

\$16 per column inch per town - Discount

8x.....	10% OFF
13x.....	15% OFF
26x.....	20% OFF
52x.....	25% OFF
Pre-Pay	5%

Needham

\$18 per column inch per town - Discount

8x.....	10% OFF
13x.....	15% OFF
26x.....	20% OFF
52x.....	25% OFF
Pre-Pay	5%

Deadlines: Deadline for all advertising is Friday at 4pm, week prior to publication.

Production Requirements: Camera ready artwork must be submitted as a high resolution, CMYK-color, PDF with correct ad dimensions.

File Requirements: InDesign 6 or greater, a Press Ready or high resolution PDF (300 DPI or greater). Please embed all fonts and artwork.

NO MS WORD, POWERPOINT OR PUBLISHER FILES. Hometown Weekly is not responsible for ads submitted with incorrect formatting.

Hometown Weekly is not responsible for color variations that may occur during the newspaper printing process.