



# HOMETOWN WEEKLY

MEDFIELD • WALPOLE • WESTWOOD • DOVER • SHERBORN • NEEDHAM • WELLESLEY



## 2026 RATE CARD

**The Hometown Weekly is directly mailed to every home in 5-towns with a readership of over 100,000.**

The Hometown Weekly provides advertisers with **100% COVERAGE** of **Medfield, Dover, Sherborn, Westwood and Walpole**; and a **retail (newsstand) distribution of over 6,000 in Needham and Wellesley**... each and 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 & more...

## The Hometown Weekly

**Phone: 508-359-2200**  
**ads@hometownweekly.net**  
**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.

### Coverage

**\$17.00** per column inch/per town

Front Block..... **\$95** per week/per town  
Premier Front Block ..... **\$150** per week/per town  
1/2 Banner ..... **\$225** per week/per town  
Premier Below the Fold..... **\$300** per week/per town  
Premier Above the Fold..... **\$500** per week/per town

### Common Ad Sizes

1/8 Page (4.9" x 5") ..... **\$255** per week/per town  
1/4 Page (4.9" x 10")..... **\$510** per week/per town  
1/2 Page (10" x 10") ..... **\$1,020** per week/per town  
Full Page (10" x 20") ..... **\$2,040** per week/per town

**25% OFF!**

**Each Additional Town**  
After purchasing first town

Call your Hometown Weekly  
Sales Representative for even more  
advertising specials and discounts.

### Insert Rates\*\*

**Direct Mailed (5 Towns) .....** **\$1,430**  
Medfield (5,045)..... \$278  
Westwood (6,373)..... \$351  
Dover (2,289)..... \$126  
Sherborn (1,779)..... \$98  
Walpole (10,484) ..... \$577

### Direct Mail Full Run

(5 Towns, 25,970) ..... **\$1,430**

**Retail (Newsstand) Distribution**  
**(2 Towns) .....** **\$330**  
Needham & Wellesley (6,000)

\*\*All rates based on \$55 per thousand (pre-printed).

Rates rounded to the nearest dollar. Need 2% extra for spoilage

### Column Sizes

1 column.....	1.5 inches
2 columns .....	3.2 inches
3 columns .....	4.9 inches
4 columns .....	6.6 inches
5 columns .....	8.3 inches
6 columns .....	10 inches

### Service Directory (10 wk min.)

Per Block, 10 weeks ..... \$390  
(2 x 1.5 inches)

### Classifieds

Line Ads (25 Words, Per Week)..... \$30  
Block Ads, (2" x 1.5") ... start at \$80  
(includes border & art work, no word limit)

### Discounts

52 Issues.....	25%
26 Issues.....	20%
13 Issues.....	15%
8 Issues.....	10%
Non-Profit .....	10%
Pre-Pay .....	5%

**Deadlines:** Deadline for all advertising is Friday at Noon, 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:** Press Ready X1A or high resolution PDF (300 DPI or greater). Please embed all fonts and artwork. No crops or bleed.

**NO MS WORD, POWERPOINT, CANVA 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.