

## ABOUT *The Cabot Chronicle*

The Cabot Chronicle is a not-for-profit newspaper published by the Cabot Community Association and is made possible by generous support from the Town of Cabot, advertisers and private donations.

*The Cabot Chronicle* is the only local news source that reaches every household in Cabot and publishes content specifically for those residing in the greater Cabot area.

*The Cabot Chronicle* is delivered free of charge to 1,500 households in Cabot, Marshfield and West Danville, delivering information not found in other media outlets. Additional copies are available at locations in Cabot, Danville, West Danville, Marshfield, Walden, Hardwick, East Hardwick, Plainfield & Calais.

The Chronicle is very much appreciated and read by Cabot residents. In early 2021, more than 120 residents responded to a poll to measure support for continuing a printed newspaper. The results overwhelmingly supported (82%) continuing with the printed version of the paper.

Below are advertising opportunities for you to reach potential customers and help sustain community-supported journalism:

### Advertising Rates as of July 2023

#### Business Directory Listing - 12 issues per year

Business Directory: \$60

Business Directory with logo: \$75

**Obituaries:** Simple statement<sup>(1)</sup>: FREE (Additional space charged at Full Rate)

Obituaries for Cabot residents<sup>(2)</sup>: ¼ Page FREE (Additional space charged at Full Rate)

**Wedding/Birth announcements:** Simple statement<sup>(1)</sup> FREE (Additional Space at Half Rate)

Wedding/Birth announcements for Cabot residents<sup>(2)</sup> 1/8 Page FREE (Additional Space at Half Rate)

<sup>(1)</sup> Name, relationship to Cabot, and link to more information

<sup>(2)</sup> Cabot Residents, Former Residents, or Long Term Employment in Cabot

#### Display Ads

FULL Rate	1 issue	3 issues	6 issues	9 Issues
Full page	\$ 330	\$ 941	\$ 1233	\$ 1782
Half page	\$ 165	\$ 470	\$ 616	\$ 891
Quarter page	\$ 88	\$ 251	\$ 329	\$ 475
Eighth page	\$ 61	\$ 174	\$ 228	\$ 329
Sixteenth page	\$ 34	\$ 97	\$ 127	\$ 184

Half Rate Not-for-Profits-Town-School- Weddings-Births	1 issue	3 issues (5% discount)	6 issues (6.6% discount)	9 Issues (10% discount)
Full page	\$ 165	\$ 470	\$ 616	\$ 891
Half page	\$ 83	\$ 235	\$ 308	\$ 446
Quarter page	\$ 44	\$ 125	\$ 164	\$ 238
Eighth page	\$ 31	\$ 87	\$ 114	\$ 165
Sixteenth page	\$ 17	\$ 48	\$ 64	\$ 92

Ad dimensions:	Vertical	Horizontal
Sixteenth page	2.375" x 3.05"	5" x 1.425"
Eighth page	2.375" x 6.125"	5" x 3.05"
Quarter page	5" x 6.125"	10.168" x 3.05"
Half page	5" x 12.5"	10.168" x 6.125"
Full page	10.168" x 12.55"	10.168" x 12.55"

**Color Ad:** Additional \$100 charge