

2012 ADVERTISING RATES

GENERAL ADVERTISING*:

	1x	3x	6x
Full Spread	19,995	18,995	14,995
Full	11,995	10,995	8,995
Half	6,995	6,395	5,195
Quarter	3,995	3,495	2,995
Cover 2/page 1	29,995	-	-
Cover 3	15,995	-	-
Cover 4	22,995	-	-

*Gross rates shown

REGIONAL ADVERTISING (per region)*:

	1x	3x	6x
Full	5,900	5,395	4,995

*Gross rates shown

CLASSIFIED ADVERTISING†:

	1x	3x	6x
Single space (1/9)	695	600	550
Double space (2/9)	1,395	1,200	1,000
Triple space (3/9)	2,095	1,800	1,500
Half Page	3,895	3,295	2,895
Full Page	5,900	5,395	4,495

†Rates shown are net, no agency discount available

CLOSING DATES

Issue	Ad Close	Ad Materials Due	Newstand On Sale
February '12	2-Dec	9-Dec	Jan 2012
April '12	3-Feb	10-Feb	Mar 2012
June '12	30-Mar	6-Apr	May 2012
August '12	1-Jun	8-Jun	Jul 2012
October '12	27-Jul	3-Aug	Sep 2012
December '12	28-Sep	5-Oct	Nov 2012
February '13	30-Nov	7-Dec	Jan 2013

Contact info:

Advertising Support – 978.264.7500 • trcadvertising@robbreport.com

Production Manager – Lori LePage, 978.264.7511, loril@robbreport.com

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