

The Best in Town | The Best Around

Celebrating 20 Years of Winners!

The always talked about awards section will have an even bigger appeal as we celebrate this year with our 20th Anniversary Edition.

Once again our readers have spoken. For 20 years readers have been voting on their favorite places, services, and things to do in and around their communities, and the 2015 winners are waiting to be announced.

Every year businesses celebrate their wins by marketing their message and sending thanks to those who supported their business.

Advertise in Readers Choice and Maximize Your Winning Exposure!

Claim your prize!

When you advertise in the print edition of Readers Choice your message will appear in the towns within the zone you choose. In addition you will receive added exposure online:

- A live link to your website with your online listing on our newly redesigned Wicked Local Favorites website.
- Your print ad will automatically be posted online through our Ad Enhance feature.
- Your print ad will appear in the replica of the print edition posted online.

The section lists all winners and honorable mentions in your area. Take advantage of our can't miss advertising package. Win or lose, you need to be there!

New Online Presence!

The WickedLocalFavorites.com site will be fully searchable, with a database of winners that can be accessed and relied upon all year long. In addition to what you receive in your print ad package, we've got exciting new digital opportunities to highlight your business further within your winning category!



Publication Dates

Week of June 22, 2015

Deadlines

Space & Copy:

Thursday, June 11, 2015

Format

Short Tab with Modular Ad Sizes

Discounts

Receive 50% off each additional zone purchased (Highest rate is the driver)

Contract Advertisers:

10% discount

Premium Positions

20% charge will be applied to back cover, 10% to inside front and inside back

Color Charges

Color charges will be 25% over the NET space charge.

Modular Ad Sizes

Full Page: 9.75" x 10.5"

Half Page: 9.75" x 5.19" (H) or 4.791" x 10.5" (V)

1/4 Page: 4.791" x 5.19"

1/8 Page: 4.791" x 2.5" (H) or 2.311" x 5.19" (V)

1/16 Page: 4.791" x 1.5" (H) or 2.311" x 2.5" (V)

For mechanical specifications on advertiser supplied pdf's please visit www.cnccreative.com.

METRO 1 CIRCULATION: **40,671**

Needham Times, Newton TAB, The Wellesley Townsman

RATES: Full Page	Half Page
\$1,770	\$1,190
1/4 Page	1/8 Page
\$855	\$520
1/16 Page	
\$350	

METRO 2 CIRCULATION: **39,449**

The Waltham News Tribune, Allston/Brighton TAB, The Arlington Advocate, Belmont Citizen Herald, Brookline TAB, Cambridge Chronicle & TAB, Somerville Journal, Watertown TAB

RATES: Full Page	Half Page
\$1,770	\$1,190
1/4 Page	1/8 Page
\$855	\$520
1/16 Page	
\$350	

METRO 3 CIRCULATION: **12,807**

Canton Journal, The Dedham Transcript, Dover-Sherborn Press, Medfield Press, Norwood Transcript & Bulletin, Roslindale Transcript, Sharon Advocate, Walpole Times, West Roxbury Transcript, Westwood Press

RATES: Full Page	Half Page
\$1,286	\$766
1/4 Page	1/8 Page
\$551	\$414
1/16 Page	
\$288	

NORTH 1 CIRCULATION: **23,729**

Beverly Citizen, Cape Ann Beacon, Danvers Herald, Georgetown Record, The Hamilton-Wenham Chronicle, Ipswich Chronicle, Newburyport Current, North Andover Citizen, Tri-Town Transcript

RATES: Full Page	Half Page
\$1,795	\$1,190
1/4 Page	1/8 Page
\$855	\$520
1/16 Page	
\$350	

NORTH 2 CIRCULATION: **24,052**

Marblehead Reporter, North Shore Sunday, Salem Gazette, Swampscott Reporter

RATES: Full Page	Half Page
\$2,205	\$1,480
1/4 Page	1/8 Page
\$1,095	\$645
1/16 Page	
\$410	

NORTH 3 CIRCULATION: **12,000**

Malden Observer, Medford Transcript, Melrose Free Press, The Reading Advocate, Saugus Advertiser, Stoneham Sun, Wakefield Observer

RATES: Full Page	Half Page
\$1,590	\$1,065
1/4 Page	1/8 Page
\$770	\$474
1/16 Page	
\$320	

NORTHWEST 1 CIRCULATION: **19,236**

Bedford Minuteman, Billerica Minuteman, Burlington Union, Lexington Minuteman, Tewksbury Advocate, Wilmington Advocate, The Winchester Star, Woburn Advocate

RATES: Full Page	Half Page
\$1,875	\$1,120
1/4 Page	1/8 Page
\$850	\$595
1/16 Page	
\$400	

NORTHWEST 2 CIRCULATION: **13,957**

The Beacon, The Beacon-Villager, Chelmsford Independent, The Concord Journal, Lincoln Journal, Littleton Independent, Westford Eagle

RATES: Full Page	Half Page
\$1,700	\$1,025
1/4 Page	1/8 Page
\$795	\$525
1/16 Page	
\$340	

WEST 1 CIRCULATION: **15,908**

The MetroWest Daily News (zoned), Hopkinton Crier, Hudson Sun, Marlborough Enterprise, Shrewsbury Chronicle, The Villager, The Westborough News

RATES: Full Page	Half Page
\$1,170	\$690
1/4 Page	1/8 Page
\$425	\$270
1/16 Page	
\$180	

WEST 2 CIRCULATION: **23,331**

The MetroWest Daily News (zoned), Framingham TAB, Natick Bulletin & Tab, The Sudbury Town Crier, The Wayland Town Crier, The Weston Town Crier

RATES: Full Page	Half Page
\$1,305	\$760
1/4 Page	1/8 Page
\$465	\$285
1/16 Page	
\$190	

WEST 3 CIRCULATION: **42,929**

Country Gazette, The Milford Daily News (Fri), North Attleboro Free Press

RATES: Full Page	Half Page
\$2,000	\$1,155
1/4 Page	1/8 Page
\$695	\$410
1/16 Page	
\$255	

SOUTH 1 CIRCULATION: **42,539**

The Patriot Ledger (zoned), Abington Mariner, Braintree Forum, Cohasset Mariner, Hanover Mariner, The Hingham Journal, Marshfield Mariner, Norwell Mariner, Rockland Mariner, Scituate Mariner, Weymouth News

RATES: Full Page	Half Page
\$1,009	\$880
1/4 Page	1/8 Page
\$685	\$520
1/16 Page	
\$405	

SOUTH 2 CIRCULATION: **28,750**

The Enterprise (zoned), Bridgewater Independent, Easton Journal, Holbrook Sun, Mansfield News, Randolph Herald, The Raynham Call, Stoughton Journal

RATES: Full Page	Half Page
\$909	\$775
1/4 Page	1/8 Page
\$665	\$509
1/16 Page	
\$395	

SOUTH 3 CIRCULATION: **15,870**

The Patriot Ledger (zoned), Carver Reporter, Kingston Reporter, Old Colony Memorial, Pembroke Mariner & Express, The Sentinel, Wareham Courier

RATES: Full Page	Half Page
\$809	\$730
1/4 Page	1/8 Page
\$635	\$499
1/16 Page	
\$385	

CAPE 1 CIRCULATION: **40,563**

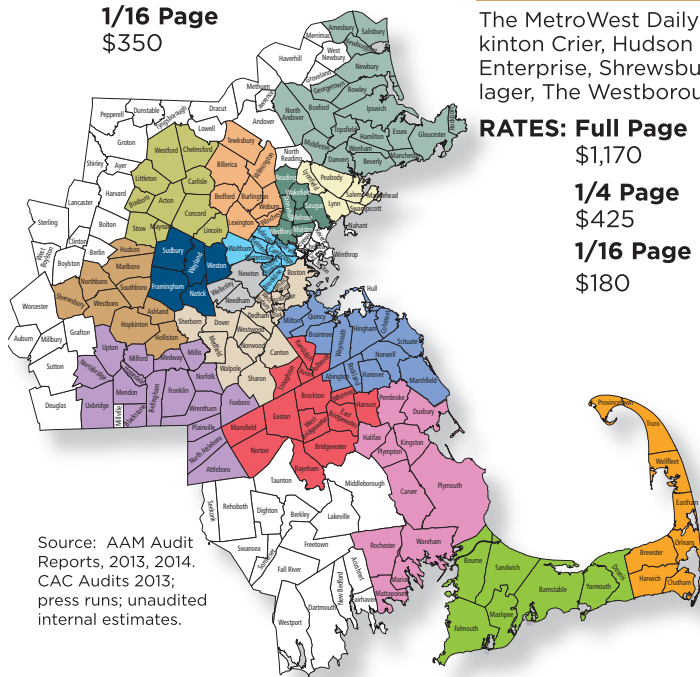
Cape Cod Times (zoned), Bourne Courier, The Bulletin, The Register, Sandwich Broadside

RATES: Full Page	Half Page
\$1,042	\$874
1/4 Page	1/8 Page
\$628	\$482
1/16 Page	
\$340	

CAPE 2 CIRCULATION: **17,288**

Cape Cod Times (zoned), The Cape Codder

RATES: Full Page	Half Page
\$1,042	\$874
1/4 Page	1/8 Page
\$628	\$482
1/16 Page	
\$340	



Source: AAM Audit Reports, 2013, 2014. CAC Audits 2013; press runs; unaudited internal estimates.

New website at wickedlocalfavorites.com

1 Homepage



2 Town Search Page



3 Category Listing



4 Business Profile



Extend Your Message All Year Long!

All print advertisers receive a link as part of their on-line listing, is that enough?

Extend your reach with these unique and limited opportunities.

Additional Online Exposure

Reinforce your message with an online presence as readers search, browse, and navigate through this year's list of winners.

One Leaderboard on the Home page and Town Search Page. Four advertisers will rotate through this highly visible ad unit. These ads will run across the Wicked Local Favorites site. **1 2**

Two medium rectangles on the Town Search Page. Eight advertisers will rotate through the two ad units (four per ad unit).* **2**

Within each of the four categories on the Category Listing Page there are two medium rectangles. Six advertisers will rotate through the two ad units (three per ad unit). The four categories include; Local Flavor, Local Services, Local Shopping, and Regional Favorites.* **3**

Featured Business Profile* \$750

Let consumers know why you're a winner!

Only four spots available per category within each zone. Featured businesses appear on the Category Listing page and linking off to a profile of your business that you supply. In addition your business will be highlighted in a full page print ad along with the other featured businesses in your zone. The print ad will run in the corresponding print zone. **3 4**

* All ad units run within a zone that corresponds to the same footprint as the Readers Choice print zones.

Winners in more than 75 categories

Year-long Marketing Campaign

All year we'll be touting the value of our Readers Choice section online.

Consumers can access the best from anywhere and we'll make sure they know it!

- A link on the navigation across the Wicked Local network of sites
- Advertising in our promotional scroll across our network
- Consumer emails
- Rich media advertising units
- Online campaign across the network
- Print advertisements
- Contests
- Social Media
- Mobile advertising
- And so much more!

Readers Choice High Impact Custom Vinyl Banners!

Readers Choice award recipients receive added exposure with these high-impact signs and banners. Show everyone your business has been voted best of the best in your community.

3' x 10'	Custom Printed Vinyl Banner 4 color process	\$289.00
3' x 5'	Custom Printed Vinyl Banner 4 color process	\$167.00
28" x 22"	Double-Sided Hanging Sign with grommets	\$86.00

Find Your Favorites:

LOCAL SHOPPING

- Men's Clothing Store • Women's Clothing Store • Children's Clothing • Optical Shop • Shoe Store • Bookstore • Photography
- Frame Store • Gift Shop • Jewelry Store • Florist • Sporting Goods Store • Toy Store • Pharmacy • Liquor Store
- Furniture Store • Carpet/Flooring Store • Appliance Store • Home Decorating Store • Hardware/Home Improvement Store
- Garden Store/Nursery • Antique/Vintage Store • Consignment Shop

LOCAL FLAVOR

- Bagel Shop • Restaurant For Breakfast • Restaurant For Lunch • Restaurant For Dinner • Fine Dining Restaurant
- Italian Restaurant • Pizza Place • Thai Restaurant • Mexican Restaurant • Indian Restaurant • Seafood Restaurant
- Chinese Restaurant • Sushi Restaurant • Restaurant For Takeout • Restaurant For Steak • Bakery • Coffee Shop
- Ice Cream Shop • Deli • Butcher Shop • Fish Market • Bar • Caterer

LOCAL SERVICES

- Hair Salon • Day Spa or Massage • Manicure/Pedicure • Tanning Salon • Health Club/Yoga Studio
- Weight Loss Center • Doctor/Primary Care Physician or Pediatrician • Dentist or Dental Office • Chiropractor
- Daycare/Preschool • Dry Cleaner/Tailor • Auto Service/Repair • Community Bank • Insurance Agency
- Dance/Gymnastics School • Retirement Living Residence • Pet Services

REGIONAL FAVORITES

- Hospital • Limo/Car Service • Hotel/Motel/Inn/B&B • Beach • Golf Course • Museum • Place To See Theatre
- Place For Family Entertainment • Summer Camp • Mall • Department Store • Discount Store • Supermarket
- Car Dealership • Computer or Electronics Store

WICKED
LOCAL Media
Solutions



Metro Region

(781) 433-8200 • Fax (781) 433-8201
254 Second Avenue, Needham, MA 02494

North Region

(978) 739-1320 • Fax (978) 739-1391
75 Sylvan Street, C-105, Danvers, MA 01923

Northwest Region

(978) 371-5720 • Fax (978) 371-5712
150 Baker Ave Ext., Suite 1, Concord, MA 01742

South Region

(781) 837-4521 • Fax (781) 837-4541
165 Enterprise Drive, Marshfield, MA 02050

(617) 786-7180 • Fax (617) 786-7198
15 Pacella Park Drive, Randolph, MA 02368

MetroWest Region

(508) 626-3835 • Fax (508) 626-3900
33 New York Avenue, Framingham, MA 01701

Cape Region

(508) 375-4939 • Fax (508) 375-4901
319 Main Street, Hyannis, MA 02601

(508) 247-3219 • Fax (508) 247-3201
5 Namskaket Road, Orleans, MA 02653

Route 495 Region

(508) 634-7536 • Fax (508) 634-7515
197 Main Street, Milford, MA 01757