

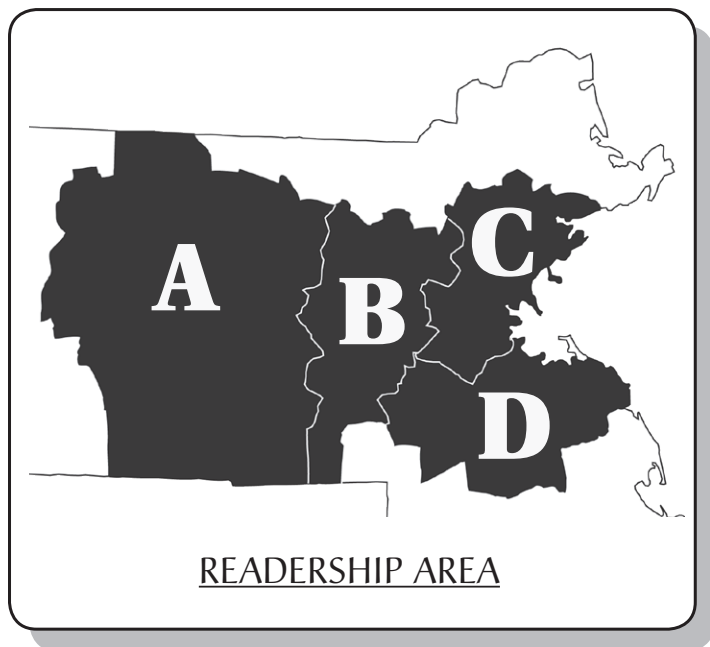
# Reach 180,000 readers in the mature market in Eastern and Central Massachusetts

Published monthly. Serving Massachusetts since 1975.

## BLACK AND WHITE ADVERTISING RATES

*These rates are per ad insertion.*

Ad Size	1-Time	6-Times	12-Times	15-Times
Full page	\$4,200	\$4,000	\$3,800	\$3,000
Half page	\$2,200	\$2,100	\$2,000	\$1,700
Quarter page	\$1,200	\$1,150	\$1,100	\$900
Eighth page	\$650	\$625	\$600	\$500



### RESERVATION DEADLINE:

10 days prior to publication date.

### ADVERTISING SIZES

Size:	Width:	Height:
Full page	10"	12 3/4"
1/2 page (horizontal)	10"	6 1/4"
1/2 page (vertical)	4 3/4"	12 3/4"
1/4 page (horizontal)	10"	3 1/16"
1/4 page (vertical)	4 3/4"	6 1/4"
1/8 page	4 3/4"	3 1/16"

Image area size = full page

### MAR-LEN PUBLICATIONS

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