

# The News & Values Around the Neighborhood

**2024**  
Media Kit &  
Advertising Rates



Above, Dorchester's Angie McGrath takes a breather at School Hockey Night last Thursday. Angie and her sis played important minutes in the win over Stoughton. Fontbonne coach K... with her team after the period.

**In Print and  
Online at  
dotnews.com**

## Dorchester Reporter

150 Mt. Vernon Street, Suite 560, Dorchester, MA 02125

617-436-1222 Fax: 617-825-5516

AdDesk@dotnews.com

www.dotnews.com

Rates Effective January 1, 2024

# 2024

## Advertising Rates

# Dorchester Reporter

### *The News & Values Around the Neighborhood*

Please note that the pricing below is for Display Ads only and is based upon the amount of column inches an ad takes up. Help Wanted advertisements are priced differently. The length can be adjusted for budget purposes; however the width must conform to one of our column widths.

### Political Advertising

All political advertising is non-discounted. All ads must be prepaid before publication.

### Legal Advertising

\$35 per column inch

### Display Advertising

\$13.75 per column inch

### Help Wanted

\$16.20 per column inch

### Preprinted Inserts

\$450 Flat Rate (1-4 pages)  
Additional \$75 for next 4 pages

Pre print Rates are Net,  
No Agency discount.

Full Page .....	10"w x 16"h .....	\$1320
Half Page.....	10"w x 8"h .....	\$660
Quarter Page .....	5"w x 8"h .....	\$330
Eighth Page .....	5"w x 4"h .....	\$165
Business Card .....	3.25"w x 2"h .....	\$55
Process or Spot Color - Additional		\$250 per ad

### Base Discount packages

6 insertions .....	10% off each
12 insertions .....	15% off each
24 insertions .....	20% off each

Above mentioned Packages can include, on a case by case basis, the following added value:

Additional sponsorship and/or support discounting

Web Medallion (300x125) for length of contract

Weekly copies of publication delivered to business for length of contract

The Dorchester Reporter is a 16" tabloid, 10" wide x 16" high over 6 columns. One full page contains 96 column inches. We are **not** SAU. If ads contain screens, please use 85 line screens.

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**2024**  
Ad Sizing

# **Dorchester Reporter**

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## **Standard Ad Sizes**

**1/4 Page**

**5" x 8"**  
(3 col. x 8")

**Full Page**

**10" x 16"**  
(6 col. x 16")

**Half Page**

**10" x 8"**  
(6 col. x 8")

## **Deadlines**

Space closes on Monday at 4 p.m. Material deadline is Tuesday at noon.

**The Dorchester Reporter  
is published every Thursday**

Please inquire about our money saving contract rates.

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## Production Information

### Mechanical Specifications

6 columns to a page:

1 column .....	1.5"
2 columns .....	3.25"
3 columns .....	5"
4 columns .....	6.75"
5 columns .....	8.5"
6 columns .....	10"

### Minimum Ad Size

1 column x 2"

### Full Page Image Area

10" horizontal by 16" vertical

### Line Screen

Printed by web offset with an 85-line screen

### Digital Files

Digital files should be emailed to: AdDesk@dotnews.com

Files can also be submitted on CDs or DVDs

### PLEASE NOTE:

Materials submitted that do not conform to specifications may not be reproduced with quality results.

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## Electronic Files

The preferred format is Adobe Acrobat PDF (created with default PRESS settings)

### ALL FONTS AND IMAGES NEED TO BE EMBEDDED IN THE FILE.

When creating your advertisement, please keep in mind:

- Please allow for a 20-30% dot gain on press.
- All images should have a resolution of at least 200 dpi and be saved as TIFFs or EPS files. Do NOT compress images in Photoshop.
- If possible, convert all type to outlines before creating PDF.
- EMBED all fonts and subset embedded fonts below 100%.
- For **BLACK AND WHITE ADS**: set images to grayscale and use BLACK ink ONLY - NO. 2-, 3- or 4-color blacks.
- For **COLOR ADS**: All colors (both in the images and the ad) should be set to CMYK if using PMS colors, please convert from SPOT to PROCESS color before creating PDF. Total ink density should not be more than 260. Avoid using more than 2 colors in small or serif type styles.
- Files should be sent at final production size.

If **ANY** of the above terms are unfamiliar, please allow US to create the ad for you (at no extra charge) or to convert your design to PDF format. We can accept files created in MOST applications including InDesign, Illustrator and Photoshop, and Word.

- When submitting images for us to use in creating your ad, please supply in tiff or jpeg formats.

For best reproduction, submit photos as **LARGE** as possible - we can **REDUCE** your photo to fit the size of the ad, but we cannot **ENLARGE** it without creating distortions.

Also keep in mind that images created for optimal WEB viewing reproduce VERY POORLY in print.

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## Advertising Policies

1. All advertising is subject to the publishers approval. Advertising rates are not guaranteed by contract, only percentage discount from open rate is guaranteed.
2. Terms: Cash with copy until credit is established with our credit department. A service charge of 1.5% per month (18% per annum) will be charged on unpaid balances over 30 days. A \$25 charge for return of bounced check.
3. Advertising will not be accepted if contingent upon position, unless preferred position charges are paid.
4. All advertising and editorial material in whole or in part designed and/or composed by the Dorchester Reporter is copyrighted and may not be reproduced without the express written permission of the Dorchester Reporter.
5. Minimum size ad is one column by two inches.
6. The publisher is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions on publisher's rate card or policy statement.
7. The Dorchester Reporter shall not be liable for errors and omissions in, or failure to insert, any advertisement for which it may be responsible beyond the cost of actual space occupied by the item in which error or omission or failure to insert occurred. Advertisers will be entitled to refund of advertisement price or insertion in next issue at advertiser's option. No adjustments for poor reproduction when the advertiser supplies improper printing materials.
8. Advertisers and advertising agencies will indemnify and hold harmless the Dorchester Reporter, its officers, agents, directors, employees and contractors for all contents supplied to the publisher, including text, representations and illustrations of advertisements printed and for any claims arising from contents including, but not limited to defamation, libel, invasion of privacy, copyright infringement and plagiarism.
9. The Dorchester Reporter shall not be liable for failure to print, publish or circulate all or any part of an issue in which advertisement accepted by the publisher is contained. If failure is due to act of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of the Dorchester Reporter.
10. New advertising and copy changes on proofs will not be accepted after deadline.
11. All political advertising shall be prepaid and shall be labeled as such.
12. All legal advertising shall be prepaid.
13. Publisher reserves the right to increase the rates stipulated in this rate card any time within thirty (30) days notice in writing. Advertiser is accorded the right to cancel his contract without penalty upon written notice to the publisher within 60 days of the rate increase.
14. Attacks on, or criticism of individuals, organizations, firms or products are not permitted in adver-

**Banner Advertising is available on our website.**  
**Contact [AdDesk@dotnews.com](mailto:AdDesk@dotnews.com) for more information, or call.**

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