

ELECTRONIC SUBMISSION

- Digital ad materials: Can be sent either by uploading to the web at www.neni-news.com or on CD. The Advocate is part of New England Newspapers Inc.
- PDF is the preferred ad submission format. Other formats accepted: EPS, JPEG, TIFF.
- Embed all fonts and graphics

MECHANICAL REQUIREMENTS

- The Advocate is printed using the offset process. 85 or 100-line screen camera-ready or electronic materials are requested.
- A full page for local retail advertising measures 48.75 column-inches
- Gutter width for double trucks; 3/4", charged as one column.
- Ads are available in vertical increments of 1/4".
- The printed area of a full page measures 9 3/4 inches wide and 10 1/4" inches deep, or five columns wide.
- Any ad measuring 8+" will be billed at a depth of 9 3/4"

INSERT REQUIREMENTS

- Minimum size accepted: 5"x7". Maximum size 10"x8 1/2".
- 60 lb. minimum weight index stock required for single sheet inserts. 4 page tabloid inserts must be on a minimum of 50 lb. stock (or can be 1/4 folded).
- Inserts shipped via motor freight must be prepaid.
- Inserts must be delivered on non-returnable skids, banded both ways. Maximum deck size 40"x48", maximum height 5'.
- If these requirements are not met, a handling charge will be added. An additional charge also will be applied in the event of breakage or special situations necessitating special handling.
- The Advocate assumes no liability for preprints that have been damaged in transit. Any skids that are not in receivable condition, or are short in number, will be the liability of the customer, shipper or printer.
- An additional 2% spoilage allowance is requested on preprinted insert shipments

DELIVERY ADDRESS

The Advocate
75 South Church Street
Pittsfield, MA 01201

Receiving Hours:

Monday - Friday, 7am - 3pm
Directions: (413) 496-6470
Loading dock manager cellphone (413) 464-5042

GENERAL RATE POLICY

- Publisher reserves the right to revise rates, discounts and other provisions of this rate card at any time.
- All ads and copy subject to Publisher's approval. The publisher reserves the right to edit, reject, or cancel any advertisement at any time. Only publication of an advertisement shall constitute final acceptance of an advertiser's order.
- All rates are net. Advertising agency commission shall be the responsibility of each agency.
- Advertising charges are paid in advance of publication until the advertiser has established credit and has opened an account with New England Newspapers, Inc.
- Charges to an account are due and payable on the 30th of the month. After 30 days, a service charge of 1 1/2% per month is added to the balance due.
- The advertiser and its agency assume liability jointly and separately for the payment of all advertising published by New England Newspapers, Inc. and for all content (including text representation an illustrations) of advertisements published and also assume responsibility for any claims arising therefrom made against New England Newspapers, Inc. including costs associated with defending against such a claim. Payment by advertiser to agency shall not constitute payment to New England Newspapers, Inc.
- Agreements for advertising may be negotiated in accordance with the terms of this rate schedule.
- All contracts are for use by contract holder only.
- The Advocate does not accept brokered advertising.
- Advertising contracts may not be assigned or transferred by the advertiser.

COPY REGULATIONS

- We shall be under no liability for failure, for any reason, to insert an advertisement.
- We will not be responsible for advertising material left with New England Newspapers, Inc. after 30 days.
- News style ads must be marked "Advertisement," and two-point border is required around entire ad.
- Proofs can be supplied at the request of the advertiser. Proofs are submitted for typographical corrections only and are not subject to author's change of copy, layout or items unless advertiser is willing to assume extra composition charges.
- Liability for errors shall not exceed the cost of the space occupied by the error. Advertiser shall notify the newspaper of such errors within 24 hours or prior to the second insertion. New England Newspapers, Inc. will only be liable for the first ad, not repeats.

DEADLINES

FRIDAY BY 4 PM PRIOR TO THURSDAY PUBLICATION

- When holidays intervene, deadlines are subject to change.
- Double trucks and process color ads: Deadline is one working day earlier.

NEWS • ARTS • EVENTS

THE Advocate

New England Newspapers, Inc.

www.advocateweekly.com

A MediaNews Group NEWSPAPER

Thursday, March 8, 2012 **FREE!**

Back in time

Williamstown Historical Museum plans silent auction and cabaret fundraiser

By STEPHEN DRAVIS

The Williamstown Historical Museum is in the business of preserving local artifacts for all to see. At its annual fundraiser this weekend, it will offer one lucky attendee the chance to take a piece of history home.

"The Old Mill," an oil painting by noted photographer and artist Peter F. Trabold, will be the main attraction in a large silent auction to benefit the museum on Sunday, March 11, from 5 to 8 p.m. at the 96 House Pub on Cold Spring Road.

Trabold's depiction of a quintessential New England winter scene is not part of the museum's collection. It is being donated to aid the institution by Trabold's grandson, Michael Miller.

"I donated this one because it had appeared in a couple of local exhibits, including the Lawrence Art Museum at Williams in the 1990s," Miller wrote in an e-mail discussing "The Old Mill." "It would be nice to have his work appreciated by others, likely someone local that may have known the Trabold family."

Trabold was best known locally as the "Dean of New England photographers" and ran a successful studio in North Adams on River Street for more than 50 years. His son, "Randy" Trabold, was a photographer for the North Adams Transcript for nearly a half century.

But Peter also was a prolific painter later in life.

"My grandfather ... lost his

Continued on page 3

INSIDE: **IN BERKSHIRES**
trauma

In Berkshires
Blood Sky promises to open BACK PAGE AND FUP OVER

SPRING AHEAD!
PREPARE, SAVING TIME, BEAT THE RUSH

DON'T FORGET TO SET YOUR CLOCKS AHEAD ON MARCH 11!

More:
New store in Pittsfield offers a taste of Africa
MONEY MATTERS: PAGES 7-10
Classifieds PAGES 14-16
Calendar PAGES 18-19
Crossword PAGE 18

on the web:
advocateweekly.com

PHOTOS BY STEPHEN DRAVIS

The Old Mill, top, an oil painting by noted photographer and artist Peter F. Trabold, will be auctioned in a fundraiser for the Williamstown Historical Museum, which boasts collections including artifacts like this spinning wheel and quilt, set, and an area for children to play dress-up in costumes from the 1800s and early 1900s; above: The auction will be held from 5 to 8 p.m. Sunday, March 11, at the 96 House Pub in Williamstown.

ADVERTISING INVESTMENT GUIDE 2012

The Advocate is published every Thursday in print reaching readers at hundreds of high traffic distribution points in The Berkshires of Massachusetts and The Shires of Vermont.

In addition, www.advocateweekly.com is available all the time reaching over 13,000 unique users each month with an extended presentation of timely content.

The Advocate offers unparalleled community news and arts and entertainment coverage as well as the most comprehensive calendar of events that include something for everyone.

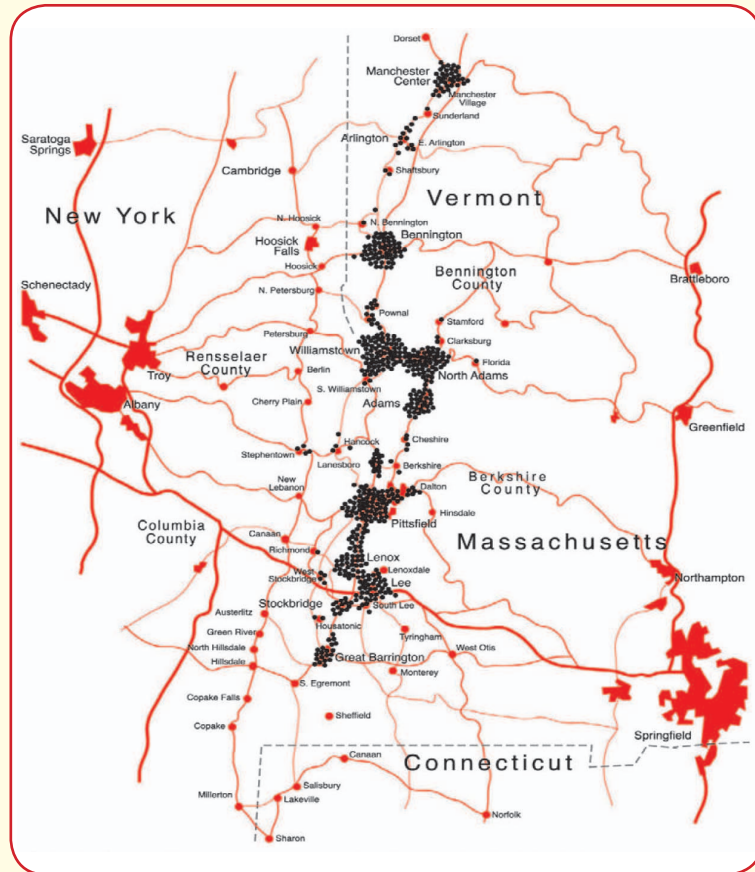
Advertisers reach a vital, educated and culturally diverse reader that look forward to each week's fresh news content. The Advocate offers colorful and timely supplements, inserts and special sections that reach targeted audiences and markets.

CONTACT INFORMATION

85 Main Street, Suite 2, North Adams, MA 01247
 Phone: 413-664-6900 • 24-Hour Fax: 413-664-7900 • www.advocateweekly.com

Display advertising x273 or sales@advocateweekly.com
 Classified in-column (413)663-9456
 Letter or news submissions news@advocateweekly.com

Public notice advertising	(413)496-6260	publicnotice@advocateweekly.com
Peter Lynch, Publisher	(413)663-3741x270	plynch@thetranscript.com
Rebecca Dravis, Editor	(413)663-3741x271	rdravis@advocateweekly.com
Mary Rochelo, Sales Manager	(413)663-3741x262	mrochelo@thetranscript.com
Emerald Lapier, Marketing Coordinator	(413)664-6900x273	elapier@thetranscript.com
Lesley D'Angelo, Account Executive	(413)496-6148	ldangelo@advocateweekly.com
Deborah Harvey, Account Executive	(413)663-3741x238	dharvey@advocateweekly.com
Russ Stanger, Production Manager	(413)496-6315	rstanger@berkshireeagle.com



DISPLAY ADVERTISING RATES

OPEN RATE	\$11.85	\$8.40
FREQUENCY Consecutive weeks; 1" minimum per week		
	Retail	Classified
13 weeks	\$8.40	\$6.20
26 weeks	\$7.85	\$5.60
52 weeks	\$7.30	\$5.35
VOLUME		
Open	\$11.85	\$8.40
50"/year	\$10.70	\$7.60
100"/year	\$10.10	\$7.30
250"/year	\$9.55	\$7.05
500"/year	\$9.05	\$6.45
1000"/year	\$8.40	\$6.20
2000"/year	\$7.85	\$5.60
4000"/year	\$7.30	\$5.35

Above rates are per column inch

FRONT PAGE PREMIUMS: Process color included

	Strip Ad (5x2)	Ear Ad (1x2)
Open	\$183.50/wk	\$105.00/wk
13 weeks	\$157.50/wk	\$99.80/wk
26 weeks	\$130.00/wk	\$95.00/wk
52 weeks	\$105.00/wk	\$90.00/wk

CUISINE DIRECTORY - For only \$17.90 per week. Up to 40 words.

AT YOUR SERVICE DIRECTORIES

- 10 week commitment, one ad, no copy changes.
- Single Unit - \$17.90 per week.
- Double Unit - \$32.60 per week.

COLOR RATES

	Retail	Classified
Process	\$5.00/col. inch	\$3.00/col. inch
Spot	\$3.00/col. inch	\$2.00/col. inch

POSITION

Guaranteed placement of an ad on a given page occurs only with payment of a 25% premium on the cost of the ad placed. Positioning of the ad on that page, however, cannot be guaranteed.

CLASSIFIED IN-COLUMN RATES

Call the Classified Connection (413)663-9456
 First 20 words..... \$18.75
 Each additional word 25¢
 All classified in-column ads will be posted online on
www.advocateweekly.com, www.thetranscript.com, www.berkshireeagle.com

PREPRINT INSERTS ADVERTISING RATES

Insert rates are based on a per thousand quantity. Minimum charge \$250.

Print & Insert Single Sheet Program.

Includes layout, design, printing, and inserting in The Advocate. Rates are based on 8.5" x11" white offset paper, add \$14/thousand for lite pastel paper colors or \$26/thousand for neon paper colors. Copy must be received 10 business days prior to insert date.

one color/one side.....	\$75.00
one color/two sides.....	\$90.00
two color/one side.....	\$90.00
two color/two sides.....	\$106.00

Preprint Inserting

The Advocate has the ability to offer advertisers full run or zoned run options. All prices are net with no further discounts. Reservations must be made by the Friday prior to publication date.

Full Run	Open	13 weeks	26 weeks	52 weeks
Single Sheet	\$47.00	46.00	45.00	43.00
4 Tab Pages	\$50.00	49.00	47.00	45.00
8 Tab Pages	\$55.00	54.00	53.00	51.00
12 Tab Pages	\$64.00	63.00	61.00	57.00
16 Tab Pages	\$72.00	71.00	68.00	65.00
20 Tab Pages	\$79.00	78.00	76.00	73.00
24 Tab Pages	\$87.00	85.00	82.00	79.00
28 Tab Pages	\$90.00	88.00	86.00	83.00
32 Tab Pages	\$94.00	92.00	89.00	86.00

Zoned Run..... add \$5.25/thousand to above rates

- Minimum charge \$250



www.advocateweekly.com

Reaching over **13,000 unique users each month** advocateweekly.com can offer guaranteed ad views with a variety of ad types. Also, because of our relationship with Yahoo! and the other New England Newspapers' web sites we can help you with online ad campaigns that can be broad reaching or specifically targeted.