

2019-2020 ADVERTISING RATES

Advertisement Position	Single Ad	2x/Year (5% discount)	3x/Year (10% discount)	4x/Year (15% discount)
Inside Front Cover	\$950	\$903	\$855	\$808
Premium Spread (Inside front cover and page 1)	\$1,650	\$1,568	\$1,485	\$1,403
2-Page Spread Run of Book	\$1,350	\$1,283	\$1,215	\$1,148
Opposite Letter from the Editor	\$925	\$879	\$833	\$786
Opposite Table of Contents	\$925	\$879	\$833	\$786
Opposite List of Shops & Restaurants	\$800	\$760	\$720	\$680
Opposite Final Map	\$800	\$760	\$720	\$680
Inside Back Cover	\$925	\$879	\$833	\$786
Outside Back Cover	\$1,100	\$1,045	\$990	\$935
Full Page Run of Book	\$750	\$713	\$675	\$638
Half Page Run of Book	\$500	\$475	\$450	\$425
Quarter Page Run of Book	\$300	\$285	\$270	\$255
1/8 Page Run of Book	\$250	\$238	\$225	\$213
Coupon Listing	\$250	\$238	\$225	\$213
Business Highlighted on Town Map (for non-advertisers)	\$200	\$190	\$180	\$170

★ ALL ADVERTISERS NOW RECEIVE A FREE HIGHLIGHT ON THE TOWN MAP! ★

*Non-profit organizations receive a 10% discount off the single advertisement rate.
Advertorial services available at an additional \$150 per page (2 pg maximum)

SPECIFICATIONS

TRIM SIZE	8.5" x 11"
AD SIZES	
2 page spread	15" x 10"
Full page	7.5" x 10"
Full page with bleed	8.75" x 11.25"
1/2 page horizontal	7.5" x 4.875"
1/2 page horizontal with bleed	8.75" x 5.5"
1/4 page	3.625" x 4.875"
1/8 page	3.625" x 1.675"

AD PLACEMENT CLOSING DATES

ISSUE	INSERTION ORDERS DUE	AD MATERIALS DUE	PUBLICATION DATE
Fall 2019	Jul. 22, 2019	Aug. 1, 2019	Sept. 5, 2019
Winter 2019	Oct. 21, 2019	Nov. 1, 2019	Dec. 5, 2019
Spring 2020	Jan. 21, 2020	Feb. 28, 2020	Mar. 5, 2020



For more information, or to advertise, contact Jennifer Schünemann
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2019-2020 RATE CARD

Discover CONCORD

... and discover new customers for your business.

Discover Concord is the first, and only, magazine devoted to the **1 Million+ visitors** from around the world who come to Concord each year.

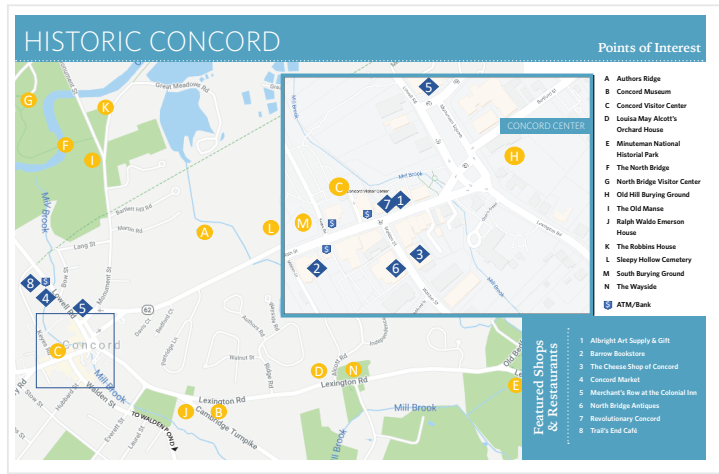
Make sure you are a part of their trip of a lifetime by being front and center in their planning, during their visit, and in sharing their experience with friends and family - through the robust print and online connection our publication offers.

The vibrant neighborhoods of **Concord, Thoreau Depot/Concord Crossing, and West Concord Cultural District** offer visitors and residents alike unique experiences in connecting with our nation's history, reveling in the beauty of our national parks and preservation lands, engaging with a creative arts community, savoring a sophisticated restaurant scene, and perusing through a charming array of boutiques and shops.

With vivid photography, insightful writing, and information from a variety of local experts, *Discover Concord* has quickly become the area's go-to guide.

Make sure that your business is seen by our readers.





PRINT RUN: 10,000

PROJECTED READERSHIP: 30,000+

DISTRIBUTION: *Discover Concord* is distributed at more than thirty high-visibility locations in and around town, including all area hotels, the Concord Museum, and the Visitor's Centers at The North Bridge and Minute Man National Historical Parks.

FREQUENCY: Quarterly

MEDIA: Print and online at www.discoverconcordma.com. Public relations and social media campaigns to expand reach.



Each quarterly issue of *Discover Concord* follows the seasons and will present the best that our town has to offer, including:

- **Editor's Pick**
Top events and activities each quarter
- **A walking map**
Concord, Thoreau Depot/Concord Crossing, and West Concord Cultural Center; featuring key tourist sites and must-visit businesses and restaurants
- **Original articles**
Showcasing our nation's history and literary tradition
- **Special features**
Highlighting the beauty of our parks, trails, and nature preserves
- **Close-up interviews**
Learn about the people of today's Concord
- **Local insight**
The arts and culture scene, plus family-friendly activities
- **Food and Fun**
Restaurant information and entertainment updates



FEATURED ADVERTISING OPPORTUNITIES:

- Premium positions
- Inside front cover
 - Premium spread inside front cover and page 1 (sold through Fall of 2020)
 - Opposite Letter from the Editor
 - Opposite Table of Contents
 - Inside back cover
 - Outside back cover

Highlight your business on the walking map

Include a coupon to drive traffic to your business

Sponsor an advertorial - an article written specifically about your shop, restaurant, or business

Grab attention with a belly-band or tip-in a card promoting your business

Purchase reprints of articles from *Discover Concord* - we can even direct mail them for you!

Advertise online at www.discoverconcordma.com

ADVERTISING PREPARATION SERVICES: Our talented designers are available to create the perfect advertisement for your business

