

ADVERTISING RATES

AGAWAM REMINDER | CHICOPEE-HOLYOKE HERALD
EAST LONGMEADOW REMINDER | HAMPSHIRE COUNTY REMINDER
THE “ORIGINAL” PENNYSAVER | SPRINGFIELD REMINDER



EFFECTIVE 7/1/2026		1 ZONE				2 ZONES				3 ZONES				4 ZONES				5 OR MORE ZONES			
COLUMNS X INCHES	COL. IN. RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE	1X RATE	8X RATE	26X RATE	48X RATE
DISCOUNT		15%	30%	45%		15%	25%	35%	50%	25%	35%	45%	60%	35%	45%	55%	70%	45%	55%	65%	80%
1x2	\$28.00	\$56.00	\$47.60	\$39.20	\$30.80	\$47.60	\$42.00	\$36.40	\$28.00	\$42.00	\$36.40	\$30.80	\$22.40	\$36.40	\$30.80	\$25.20	\$16.80	\$30.80	\$25.20	\$19.60	\$11.20
1x3		\$84.00	\$71.40	\$58.80	\$46.20	\$71.40	\$63.00	\$54.60	\$42.00	\$63.00	\$54.60	\$46.20	\$33.60	\$54.60	\$46.20	\$37.80	\$25.20	\$46.20	\$37.80	\$29.40	\$16.80
2x2 or 1x4		\$112.00	\$95.20	\$78.40	\$61.60	\$95.20	\$84.00	\$72.80	\$56.00	\$84.00	\$72.80	\$61.60	\$44.80	\$72.80	\$61.60	\$50.40	\$33.60	\$61.60	\$50.40	\$39.20	\$22.40
2x3		\$168.00	\$142.80	\$117.60	\$92.40	\$142.80	\$126.00	\$109.20	\$84.00	\$126.00	\$109.20	\$92.40	\$67.20	\$109.20	\$92.40	\$75.60	\$50.40	\$92.40	\$75.60	\$58.80	\$33.60
2x4		\$224.00	\$190.40	\$156.80	\$123.20	\$190.40	\$168.00	\$145.60	\$112.00	\$168.00	\$145.60	\$123.20	\$89.60	\$145.60	\$123.20	\$100.80	\$67.20	\$123.20	\$100.80	\$78.40	\$44.80
2x5 or 1x10		\$280.00	\$238.00	\$196.00	\$154.00	\$238.00	\$210.00	\$182.00	\$140.00	\$210.00	\$182.00	\$154.00	\$112.00	\$182.00	\$154.00	\$126.00	\$84.00	\$154.00	\$126.00	\$98.00	\$56.00
2x6 or 3x4		\$336.00	\$285.60	\$235.20	\$184.80	\$285.60	\$252.00	\$218.40	\$168.00	\$252.00	\$218.40	\$184.80	\$134.40	\$218.40	\$184.80	\$151.20	\$100.80	\$184.80	\$151.20	\$117.60	\$67.20
2x7		\$392.00	\$333.20	\$274.40	\$215.60	\$333.20	\$294.00	\$254.80	\$196.00	\$294.00	\$254.80	\$215.60	\$156.80	\$254.80	\$215.60	\$176.40	\$117.60	\$215.60	\$176.40	\$137.20	\$78.40
3x5		\$420.00	\$357.00	\$294.00	\$231.00	\$357.00	\$315.00	\$273.00	\$210.00	\$315.00	\$273.00	\$231.00	\$168.00	\$273.00	\$231.00	\$189.00	\$126.00	\$231.00	\$189.00	\$147.00	\$84.00
2x8, 1x16, 4x4		\$448.00	\$380.80	\$313.60	\$246.40	\$380.80	\$336.00	\$291.20	\$224.00	\$336.00	\$291.20	\$246.40	\$179.20	\$291.20	\$246.40	\$201.60	\$134.40	\$246.40	\$201.60	\$156.80	\$89.60
2x9 or 3x6		\$504.00	\$428.40	\$352.80	\$277.20	\$428.40	\$378.00	\$327.60	\$252.00	\$378.00	\$327.60	\$277.20	\$201.60	\$327.60	\$277.20	\$226.80	\$151.20	\$277.20	\$226.80	\$176.40	\$100.80
2x10 or 4x5		\$560.00	\$476.00	\$392.00	\$308.00	\$476.00	\$420.00	\$364.00	\$280.00	\$420.00	\$364.00	\$308.00	\$224.00	\$364.00	\$308.00	\$252.00	\$168.00	\$308.00	\$252.00	\$196.00	\$112.00
3x7		\$588.00	\$499.80	\$411.60	\$323.40	\$499.80	\$441.00	\$382.20	\$294.00	\$441.00	\$382.20	\$323.40	\$235.20	\$382.20	\$323.40	\$264.60	\$176.40	\$323.40	\$264.60	\$205.80	\$117.60
3x8 or 4x6		\$672.00	\$571.20	\$470.40	\$369.60	\$571.20	\$504.00	\$436.80	\$336.00	\$504.00	\$436.80	\$369.60	\$268.80	\$436.80	\$369.60	\$302.40	\$201.60	\$369.60	\$302.40	\$235.20	\$134.40
3x9		\$756.00	\$642.60	\$529.20	\$415.80	\$642.60	\$567.00	\$491.40	\$378.00	\$567.00	\$491.40	\$415.80	\$302.40	\$491.40	\$415.80	\$340.20	\$226.80	\$415.80	\$340.20	\$264.60	\$151.20
4x7		\$784.00	\$666.40	\$548.80	\$431.20	\$666.40	\$588.00	\$509.60	\$392.00	\$588.00	\$509.60	\$431.20	\$313.60	\$509.60	\$431.20	\$352.80	\$235.20	\$431.20	\$352.80	\$274.40	\$156.80
3x10 or 5x6		\$840.00	\$714.00	\$588.00	\$462.00	\$714.00	\$630.00	\$546.00	\$420.00	\$630.00	\$546.00	\$462.00	\$336.00	\$546.00	\$462.00	\$378.00	\$252.00	\$462.00	\$378.00	\$294.00	\$168.00
2x16 or 4x8		\$896.00	\$761.60	\$627.20	\$492.80	\$761.60	\$672.00	\$582.40	\$448.00	\$672.00	\$582.40	\$492.80	\$358.40	\$582.40	\$492.80	\$403.20	\$268.80	\$492.80	\$403.20	\$313.60	\$179.20
3x11		\$924.00	\$785.40	\$646.80	\$508.20	\$785.40	\$693.00	\$600.60	\$462.00	\$693.00	\$600.60	\$508.20	\$369.60	\$600.60	\$508.20	\$415.80	\$277.20	\$508.20	\$415.80	\$323.40	\$184.80
5x7		\$980.00	\$833.00	\$686.00	\$539.00	\$833.00	\$735.00	\$637.00	\$490.00	\$735.00	\$637.00	\$539.00	\$392.00	\$637.00	\$539.00	\$441.00	\$294.00	\$539.00	\$441.00	\$343.00	\$196.00
3x13		\$1,092.00	\$928.20	\$764.40	\$600.60	\$928.20	\$819.00	\$709.80	\$546.00	\$819.00	\$709.80	\$600.60	\$436.80	\$709.80	\$600.60	\$491.40	\$327.60	\$600.60	\$491.40	\$382.20	\$218.40
5x8	\$26.50	\$1,060.00	\$901.00	\$742.00	\$583.00	\$901.00	\$795.00	\$689.00	\$530.00	\$795.00	\$689.00	\$583.00	\$424.00	\$689.00	\$583.00	\$477.00	\$318.00	\$583.00	\$477.00	\$371.00	\$212.00
4x11		\$1,166.00	\$991.10	\$816.20	\$641.30	\$991.10	\$874.50	\$757.90	\$583.00	\$874.50	\$757.90	\$641.30	\$466.40	\$757.90	\$641.30	\$524.70	\$349.80	\$641.30	\$524.70	\$408.10	\$233.20
3x16		\$1,272.00	\$1,081.20	\$890.40	\$699.60	\$1,081.20	\$954.00	\$826.80	\$636.00	\$954.00	\$826.80	\$699.60	\$508.80	\$826.80	\$699.60	\$572.40	\$381.60	\$699.60	\$572.40	\$445.20	\$254.40
Half Page 5x10		\$1,325.00	\$1,126.25	\$927.50	\$728.75	\$1,126.25	\$993.75	\$861.25	\$662.50	\$993.75	\$861.25	\$728.75	\$530.00	\$861.25	\$728.75	\$596.25	\$397.50	\$728.75	\$596.25	\$463.75	\$265.00
4x13		\$1,378.00	\$1,171.30	\$964.60	\$757.90	\$1,171.30	\$1,033.50	\$895.70	\$689.00	\$1,033.50	\$895.70	\$757.90	\$551.20	\$895.70	\$757.90	\$620.10	\$413.40	\$757.90	\$620.10	\$482.30	\$275.60
4x16		\$1,696.00	\$1,441.60	\$1,187.20	\$932.80	\$1,441.60	\$1,272.00	\$1,102.40	\$848.00	\$1,272.00	\$1,102.40	\$932.80	\$678.40	\$1,102.40	\$932.80	\$763.20	\$508.80	\$932.80	\$763.20	\$593.60	\$339.20
5x13		\$1,722.50	\$1,464.13	\$1,205.75	\$947.38	\$1,464.13	\$1,291.88	\$1,119.63	\$861.25	\$1,291.88	\$1,119.63	\$947.38	\$689.00	\$1,119.63	\$947.38	\$775.13	\$516.75	\$947.38	\$775.13	\$602.88	\$344.50
Full Page		\$2,650.00	\$2,252.50	\$1,855.00	\$1,457.50	\$2,252.50	\$1,987.50	\$1,722.50	\$1,325.00	\$1,987.50	\$1,722.50	\$1,457.50	\$1,060.00	\$1,722.50	\$1,457.50	\$1,192.50	\$795.00	\$1,457.50	\$1,192.50	\$927.50	\$530.00