



Established 1932

755 Mount Auburn Street • Watertown, MA 02472

Phone (617) 924-4420 • Fax: (617) 924-2887 • E-mail: [mirrorads@aol.com](mailto:mirrorads@aol.com)

## ADVERTISING RATES

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Approximate print circulation: 2,000.  
Internet traffic: over 25,000 visitors  
monthly

**Deadline: Mondays at noon**

### Insertion Rates

Quarter page: (5 x 7.5")	\$130
Half page b&w: (5 x 15"), (15 x 5")	\$240
Half page color: (5 x 15"), (15 x 5")	\$310
Full page b&w: (15 x 10")	\$600
Full page color: (15 x 10")	\$650

### Popular sizes:

2" x 5" \$30 (business card size)
3" x 5" \$40
4" x 5" \$60
5" x 5" \$70
6" x 5" \$85

Please note: ads need to be within  
Multiples of 2.5 inches.

### Calendar of Events

Free of charge

### Discounts

3 insertions	5% off
4 insertions	10% off
5 insertions	20% off
7-9 insertions	30% off
10 + insertions	40% off

**Website:** see separate advertising list

**Note:** Discount rates apply toward  
repeated insertions without any changes in  
size.

### Electronic Files

Photos and graphic files can be  
e-mailed in JPG, TIFF and PDF formats.

### Off-Size Copy

Copy that does not fit the space  
ordered will be enlarged or reduced  
photographically.

### Errors

The Armenian-Mirror Spectator's  
liability will not exceed the cost of  
the advertisement. In no case will  
Armenian-Mirror Spectator be liable  
for consequential damages of any  
advertising error, or for losses resulting  
from goods sold at a price published in  
error.