



Established 1932

755 Mount Auburn Street • Watertown, MA 02472

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

ADVERTISING RATES

Approximate circulation: 2,000

Deadline: Mondays at noon

Insertion Rates

Quarter page: (5 x 7.5") \$150

Quarter page color: (5 x 7.5") \$170

Half page b&w: (7.5 x 10"), (10 x 7.5")
\$280

Half page color: (7.5 x 10"), (10 x 7.5")
\$350

Full page color: (15 x 10") \$725

Full page b&w: (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

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.