

# Fenway Facts and Figures

(for the East Fens, the West Fens, Audubon Circle, Kenmore Square, and the Longwood Medical and Academic Area)

## The Fenway in brief:

- > Population: 33,796
- > Housing units: 12,836
- > Land area: 1.24 square miles

Source: Boston Redevelopment Authority, 2010 Census of Population and Housing

## 'The Fenway News' in brief:

- > Circulation: 5,000
- > Distributed free via businesses and schools
- > Boston's only not-for-profit community newspaper
- > Published in the Fenway since 1974

**THE Fenway News**

**THE Fenway News**

# Ad Ratesheet



Serving the Fenway, Audubon Circle, Kenmore Square, Longwood Area, Mission Hill, Prudential, and Upper Back Bay since 1974

POST OFFICE BOX 230277 • ASTOR STATION • BOSTON, MA 02123-0307  
617-266-8790 • ADS@FENWAYNEWS.ORG • WWW.FENWAYNEWS.ORG

# Advertising Rates

Distributed in the East Fens, the West Fens, Kenmore Square, Mission Hill, Longwood Area, and Upper Back Bay.

|                 | 1x      | 3x      | 6x      | 12x   |
|-----------------|---------|---------|---------|-------|
| FULL PAGE       | \$750   | \$710   | \$675   | \$630 |
| 1/2 PAGE        | \$440   | \$415   | \$390   | \$335 |
| 1/4 PAGE        | \$260   | \$250   | \$235   | \$215 |
| 1/8 PAGE        | \$135   | \$130   | \$122   | \$110 |
| 6 COLUMN INCHES | \$110   | \$104   | \$ 99   | \$ 90 |
| 5 COLUMN INCHES | \$ 92   | \$ 87   | \$ 83   | \$ 75 |
| 4 COLUMN INCHES | \$ 74   | \$ 70   | \$ 66   | \$ 59 |
| 3 COLUMN INCHES | \$ 55   | \$ 52   | \$ 49   | \$ 45 |
| 2 COLUMN INCHES | \$ 37   | \$ 35   | \$ 33   | \$ 31 |
| 1 COLUMN INCHES | \$18.50 | \$17.50 | \$16.50 | \$ 15 |

“The Fenway News” accepts advertisements in several electronic formats: TIF, JPG, EPS, PDF. Should your ad require conversion into one of these formats, we reserve the right to add a surcharge of up to \$25. We will notify you in advance should this be necessary.

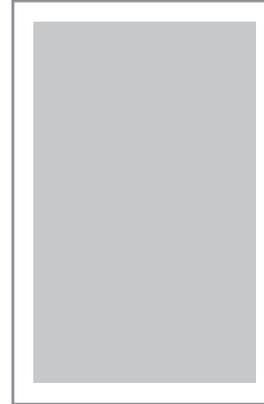
## Deadlines and delivery

E-mail electronic files to [ads@fenwaynews.org](mailto:ads@fenwaynews.org). The advertising deadline is typically the second-to-last Friday of the month. Call or e-mail [ads@fenwaynews.org](mailto:ads@fenwaynews.org) to confirm a particular issue’s deadline.

## We can design your ad to increase its impact.

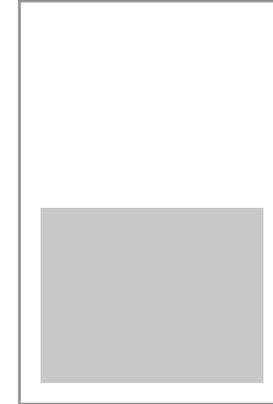
Professional design assistance begins at \$50 for a simple design. This is a one-time charge, and we’re happy to provide an estimate for more complex assignments.

# Display Ad Layouts



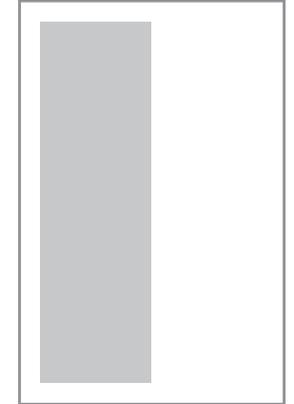
## FULL PAGE

62½ column inches  
9¾" wide *by* 15¼" high



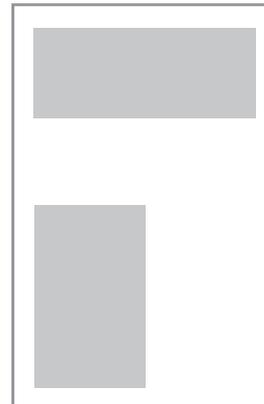
## HALF PAGE HORIZONTAL

31 column inches:  
9¾" wide *by* 7½" high



## HALF PAGE VERTICAL

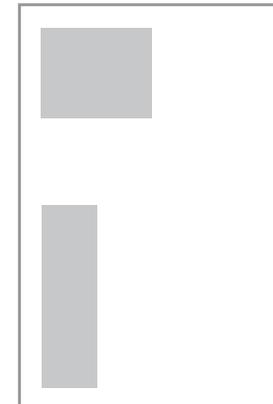
31 column inches:  
4¾" wide *by* 15¼" high



## QUARTER PAGE

15½ column inches:

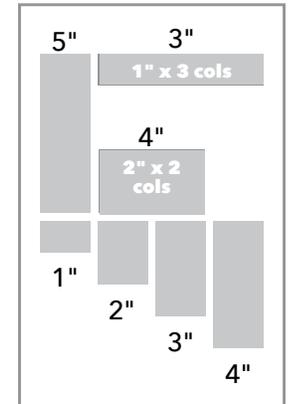
- HORIZONTAL  
9¾" wide *by*  
3¾" high
- VERTICAL  
4¾" wide *by* 7½" high



## EIGHTH PAGE

7½ column inches:

- HORIZONTAL  
4¾" wide *by* 3½" high
- VERTICAL  
2¼" wide *by* 7½" high



## SMALLER SIZES

2¼" wide *by* any height. Other combinations are possible. Multiply number of columns by height, as shown in the examples above.