

Nearly 400,000 votes were cast in 2017!

The Best in Town | The Best Around

The Readers Choice Awards are back!



In January 2018, our readers will vote for their "#1 Choice" in more than 80 categories including shopping, services, restaurants, arts & entertainment and places to go. Ballots will run beginning the week of **January 15th through the week of February 5th**. All ballots are sent directly to an independent consultant for tabulation. Results will be published in a special supplement during the week of June 25, 2018.

Here's your chance to get in front of our readers as the votes are cast.

With our **Ballot Board Packages**, your print ad will be placed adjacent to the ballots for the 4-week voting campaign and you will also reach your online audience with a medium rectangle on one of our Wicked Local sites. Don't miss the chance to stand up and be counted.

South Zone

- The Patriot Ledger
Readership: 83,906
- The Enterprise
Readership: 58,050
- The Herald News & Smart Shopper
HN Readership: 43,308
SS Households: 55,000
- The Taunton Gazette, Bridgewater Independent, Raynham Call & Yellow Jacket
Readership: 33,113
YJ Households: 23,500
- Easton Journal, Mansfield News
Readership: 13,655
- Canton Journal, Holbrook Sun, Randolph Herald, Stoughton Journal
Readership: 18,908
- Cohasset Mariner, Scituate Mariner
Readership: 13,921
- Rockland Mariner, Abington Mariner
Readership: 3,297
- Kingston Reporter, Carver Reporter, Old Colony Memorial (Wed)
Readership: 25,235
- Marshfield Mariner, Pembroke Mariner & Express
Readership: 14,370
- The Sentinel, Wareham Courier
Readership: 6,171
- The Hingham Journal
Readership: 13,938
- Hanover Mariner, Norwell Mariner
Readership: 7,809
- Braintree Forum, Weymouth News
Readership: 14,476

Advertising Information

Rates per zone for the 4-week campaign

- Patriot Ledger & Enterprise: \$840
- The Patriot Ledger: \$545
- The Enterprise \$500
- The Herald News & Smart Shopper: \$495
- The Taunton Gazette, Bridgewater Independent, Raynham Call, & Yellow Jacket: \$350

Zones	Weekly	Ledger +Weekly	Enterprise +Weekly
1 zone	\$200	\$580	\$530
2 zones	\$255	\$630	\$585
3 zones	\$310	\$690	\$640
4 zones	\$365	\$740	\$695
5 zones	\$415	\$795	\$745

AD SIZE: 2 col x 2" (3.55" x 2")

DEADLINES: Regular retail deadlines apply

DISCOUNTS: Double block - 10%

FREQUENCY: Dailies will run 3 times per week for 4 weeks.

Reach Your Audience Online

To ensure each business reaches their audience online we will also include an online component built into each Ballot Board package.

Daily: Receive up to 10,000 medium rectangle impressions for one week (week of January 15th) on the purchased regional site of your choice.

Weekly: Receive up to 10,000 medium rectangle impressions for one month on any one site in purchased zone/zones.

Daily & Weekly: Choice of one of the above options.

A link to wickedlocalfavorites.com can be live in your ad!

Purchase a Ballot Board Multi Media campaign and receive 10% off your online ballot ad!
See reverse for online details.

Note: Readers Choice is a reader preference poll and advertising promotion. This promotional program is not intended to be, nor is it represented as, statistically valid.

Please call your local advertising representative for more details:

South Region
165 Enterprise Drive
Marshfield, MA 02050
781-837-4521

The Patriot Ledger/ The Enterprise
15 Pacella Park Drive,
Randolph, MA 02368-1755
617-786-7124

The Herald News
207 Pocasset Street,
Fall River, MA 02722
508-676-2554

The Taunton Gazette
5 Cohannet Street
P.O. Box 111, Taunton, MA 02780
508-967-3110

Source: AAM Audit Reports 2015, 2016; CAC Audits 2015; PressRuns



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