



The Greylock Guardian

2025 Media Kit

a publication of Puddingstone Media, LLC



About the Greylock Guardian

The Greylock Guardian is a print-first community newspaper serving the Berkshires Region with reporting that's independent, intelligent, and fiercely local.

It is the next step in a decade-long evolution that began with The Greylock Glass, one of the region's first all-digital news and culture platforms. Since 2015, the Glass has been a trusted voice in alternative media — producing podcasts, interviews, arts coverage, and original journalism at a time when traditional outlets were shrinking or disappearing.

Now, in 2025, The Guardian carries that mission back to the printed page.

Born from a desire to create something lasting, tangible, and immune to the whims of the algorithm, The Greylock Guardian is a labor of local love — part newspaper, part field guide, part public square. It publishes thoughtfully, not constantly. It reaches readers where they live — not just on screens, but in cafes, farm stands, libraries, and kitchen tables.

The Guardian exists to hold space for truth, offer sanctuary for critical thought, and stand guard over the values that connect our communities.



Why Advertise in a Community Newspaper?

Community newspapers continue to be one of the most trusted and influential sources of local information, especially in rural and underserved markets. Here's why your business should consider advertising in The Greylock Guardian:

Advertising Effectiveness

- 65% of adults say newspaper ads influence their purchasing decisions.
- 81% of readers engage with classified ads.
- 75% regularly read public notice advertising.

Reader Behavior

- Average time spent with each edition: 39 minutes.
- 73% of readers read all or most of the paper.
- 51.8% rely on community newspapers as their primary source for local news — nearly 4x the next nearest medium.

Trust and Engagement

- 71% believe their community newspaper's accuracy is good to excellent.
- 75% believe local news coverage is good to excellent.

Digital Gaps in the Market

- 45% of adults rarely or never rely on the Internet for purchasing decisions.
- 80% have never visited a local government website — they depend on print for critical info.

Source: National Newspaper Association readership survey

BeSeen@greylockguardian.com (413) 441-5394



The Greylock Guardian — 2025 Advertising Rate Sheet

The Greylock Guardian is your source for independent journalism in the Berkshires Region. Our print advertising rates are crafted to provide local businesses with affordable, high-impact exposure.

Standard Display Ad Sizes & Rates

Ad Size	Dimensions (approx.)	Price per Issue
Full Page	10.125" x 11"	\$400
1/2 Page	10.125" x 5.5" or 5" x 11"	\$225
1/4 Page	5" x 5.5"	\$125
1/8 Page	5" x 2.75"	\$70
1/16 Page	2.5" x 2.75"	\$40

Add-Ons & Discounts

- Add a QR code to your print ad: +\$10
- Reserve a spot on the inside front or back cover: +\$50 (back cover is reserved for 1/2 or full-page ads only)
- Bundle with online and newsletter advertising and save up to 40% on your digital placements
- Volume discounts: 10% off for 2 issues, 15% for 3 issues, 20% for 4+ issues
- Submit a press-ready ad and receive a 10% Ready-to-Print discount

Ad Design Services

We offer in-house design services to help your ad look its best.

- Minor resizing: Free (1 round)
- Basic design (text, logo, QR code): \$25 flat fee
- Complex layouts with multiple sections or custom graphics: \$50/hour
- Rush turnaround (less than 48 hours): +\$25

To book your ad or ask about custom packages, contact:

BeSeen@greylockguardian.com
(413) 441-5394



Greylock Guardian Print Ad Specifications

Live Area: 10.125" wide × 11" tall

All essential design elements (text, logos) must stay within this area to avoid margins and cropping.

Ad Size	Dimensions (W × H)	Notes
Full Page	10.125" × 11"	Maximum printable area
Half Page (H)	10.125" × 5.5"	Horizontal half-page ad
Half Page (V)	5.0625" × 11"	Vertical half-page ad
Quarter Page	5.0625" × 5.5"	Clean quarter block
Eighth Page (H)	5.0625" × 2.75"	Horizontal strip ad
Eighth Page (V)	2.53125" × 5.5"	Vertical column ad
Business Card	3.5" × 2"	Sponsor shout-out or supporter wall

Submission Notes

- Submit camera-ready ads as PDFs
- Recommended resolution: 300+ dpi
- Color format: CMYK or grayscale

BeSeen@greylockguardian.com
(413) 441-5394



Web Advertising Rates — The Greylock Guardian (2025)

GreylockGuardian.com gives advertisers ongoing visibility beyond the printed page. With focused regional readership and evergreen content, a web ad keeps your business top-of-mind for locals seeking news, culture, and community stories. Placements run for 30 days unless otherwise arranged.

Web Ad Placement Options

- Homepage Banner — \$150/month
Full-width banner placement on the homepage for maximum visibility.
- Sidebar Ad — \$100/month
Standard 300x250 ad placed on all article pages site-wide.
- Inline Article Ad — \$75/month
Placed within selected articles or at the post footer (600x100 or similar).

To reserve your web ad placement or discuss custom durations and campaigns, contact:

BeSeen@greylockguardian.com
(413) 441-5394



Newsletter Advertising Rates — The Greylock Guardian (2025)

The Greylock Guardian's email newsletter reaches a growing list of engaged readers in the Berkshires Region. With an average open rate of 30%, newsletter ads provide direct access to an active, community-focused audience. Digital-only placements are a great option for value-conscious advertisers or as overflow when print space fills up.

Ad Placement Options

- **Featured Ad — \$50 per send**
Appears at the top of the email with your image, a brief message, and a link.
- **Inline Blurb — \$30 per send**
Appears mid-email as a short, text-only promotional message with a link.
- **Footer Block — \$20 per send**
Your logo and link appear in the footer of the newsletter.

To reserve your newsletter ad placement or ask about availability, contact:

BeSeen@greylockguardian.com
(413) 441-5394



Advertising Bundles — The Greylock Guardian (2025)

Our advertising bundles offer deep discounts to businesses that commit to reaching our audience more frequently or across multiple channels. Whether you're focused on brand recognition or seasonal campaigns, we have a package that fits your goals and your budget.

Print Frequency Bundles

These bundles are perfect for building lasting impressions in the Berkshires Region. Ad size must remain consistent across issues.

- Local Voice — 2 issues: 10% off
- Community Contact — 3 issues: 15% off
- Anchor Sponsor — 4+ issues: 20% off (ad sizes may vary by issue)

Cross-Platform Bundles

Extend your print campaign into digital and newsletter formats for multi-channel visibility.

- Crossroads — Print + Web Ad: 20% off digital placement
- Market Pulse — Print + Newsletter Ad: 30% off digital placement
- Full Spectrum — Print + Web + Newsletter: 40% off digital placement

To reserve your ad bundle or ask about custom packages, contact:

BeSeen@greylockguardian.com
(413) 441-5394