

CAMBRIDGE DAY

THE WEEK

2026

Media kit and advertising rates

advertising@cambridgeday.com

Your ad supports independent, in-depth local journalism that keeps Cambridge residents **informed, engaged** and **empowered**. And it is your way to **communicate** with the **community**: your next customers and clients.

Cambridge Day is a nonprofit, nonpartisan newsroom dedicated to delivering in-depth, independent journalism that empowers Cambridge residents to make informed decisions and hold local institutions accountable.

Recognizing the critical gap in consistent local reporting, we provide trusted coverage of government, education, housing, and community issues. Led by a community-based board and supported by the Cambridge Community Foundation's Local News Fund, we are committed to building a vibrant, reliable news source that reflects and serves the people of Cambridge.

Website

100,000 visitors per month

1 million visitors in 2024

71 seconds average engagement

70% mobile

Even reach across all ages

Newspaper

5,000 copies distributed throughout Cambridge and Somerville

100 public locations including city halls, libraries, coffee shops and more

500 households get a print copy in their mailbox

Newsletter

8,500 subscribers

48% open rate

Unique readers and email subscribers are as of February 2025; readers and page view date source: Google Analytics

Weekly newspaper

The print edition of Cambridge Day is published Thursdays and named The Week. **5,000 copies** are distributed around **100 locations** across Cambridge and Somerville in city halls, libraries, coffee shops and other public places (and some larger apartment buildings). Around **500 households** get direct mail deliver.

All sizes are estimates and may be adjusted slightly to fit ■ Color: **\$300/week** ■ Flyer inserts: **\$1,500/week**

Ad sizes	Dimensions (W x H inches)	1-3 weeks	4-11 weeks (5% discount)	12 weeks (10% discount)	50 weeks (15% discount)
Full page	10" x 15.6"	\$1,350/week	\$1283/week	\$1215/week	\$1148/week
Half page	Five columns Very wide 10" x 7.8" Four columns Less wide 8" x 9.75"	\$700/week	\$665/week	\$630/week	\$595/week
1/3 page	Five columns Very wide 10" x 5.2" Four columns Wide 8" x 6.5" Three columns Squarish 6" x 8.7"	\$475/week	\$451/week	\$428/week	\$404/week
1/4 page	Five columns Very wide 10" x 3.9" Four columns Wide 8" x 4.9" Three columns Squarish 6" x 6.5" Two columns Narrow 4" x 9.75"	\$375/week	\$356/week	\$338/week	\$319/week
1/8 page	Five columns Very wide 10" x 2" Four columns Wide 8" x 2.44" Three columns Squarish 6" x 3.25" Two columns Narrow 4" x 4.9"	\$225/week	\$214/week	\$203/week	\$191/week
1/16 page	Two columns Wider 4" x 2.5" One columns Narrow 1.9" x 4.9"	\$150/week	\$143/week	\$135/week	\$106/128

Email to discuss specifications and timeline.

■ Custom ad sizes are available – please ask. ■ Ask about our discount for nonprofits.

METRO			
Quarter-page 10" x 3.9"			
Half-page 8" x 9.75"			
Half-page 10" x 7.8"			

METRO			
Third-page 6" x 8.7"			
Third-page 8" x 6.5"			
Third-page 10" x 5.2"			

METRO			
Quarter-page 4" x 9.75"			
Quarter-page 6" x 6.5"			
Quarter-page 8" x 4.9"			

METRO			
16th-page 4" x 2.5"			
Eighth-page 4" x 4.9"			
16th-page 1.9" x 4.9"			
Eighth-page 6" x 3.25"			
Eighth-page 8" x 2.44"			
Eighth-page 10" x 2"			

Submission deadline

At least a week ahead; noon Thursday before the following Thursday publication date.

Submission specifications

Print-ready ads should be 300 dpi, black and white or color in high-resolution PDF; **Web ads** can be 72 dpi

Design services

Advertisers entering contracts get design services for \$40 per hour. We do our best to accommodate ad changes. If you supply your own print-ready ads, you may change your ad design as frequently as you wish as long as it is received in the proper format by the print deadline.

Advertising policy

Cambridge Day reserves the right to refuse any advertisement. Invoices for upcoming ads will be sent on the 15th of the month preceding the ad's run date, with payment due on the first of the month in which the ad is scheduled to run. Cambridge Day does not promise special placement except for reserved back pages. We assume no financial responsibility for typographical errors made by the advertiser. Please see our advertising contract for full terms.

Legal ads / public notices / Life notices / death notices

Cost is based on word count at **\$33.60 per column inch.**

Weekly newsletter

The email newsletter, reaching **8,500-plus** subscribers, is sent Thursday at 12:15 p.m., with a **48%** open rate this year to date. For a one-week ad run:

CAMBRIDGE DAY

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Thursday, June 19, 2025

Features

Neighborhood nicknames gave East Cambridge flavor

By Beth Folsom June 18, 2025



Do you recognize these East Cambridge place names? Did you grow up going to socials at "Hurruguri Hall" or snacking on bologna slices at Benzy's? What other neighborhood nicknames do you recall?

Keep reading...

Newsletter 1
Wide \$250
Square \$350

News

History Cambridge will look for new offices, putting city's second-oldest home up for sale

By Marc Levy June 19, 2025



The History Cambridge organization has been based since 1957 in, appropriately, the second-oldest building in the city: the Hooper-Lee-Nichols House, built around 1685. The future of the organization, though, is elsewhere.

Keep reading...

Attend meetings in Cambridge from June 19-26 about vacant storefronts and leader for schools

By Marc Levy June 19, 2025



Dukakis maintains this week look at the School

Arts + Culture

Doing a candidate vibe check, the vibes are good; Also, Mr. Sloppy Steaks hits a Jungle early show

By Michael Gutierrez June 19, 2025



As voters start sizing up candidates, we'll all have questions. For the sake of this column, it's how their platforms and policies affect local music.

Keep reading...

Newsletter 2
Variable
\$250

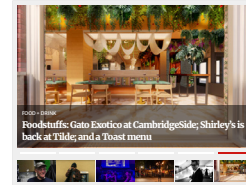
Website

Advertise on [Cambridge Day](#) to engage online readers: **1.1 million** unique visitors and **2.5 million** views over the past 12 months, with **71-second** average engagement time. On mobile, ads are between links to articles and within every article. For a one-week ad run:

Saturday, September 27, 2025

CAMBRIDGE DAY

News Business + Money Arts + Culture Opinion About Events Calendar



Bookstaffs: Gato Esotico at CambridgeSide, Shirley's is back at Fildie; and a Toast menu

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Home side boxes

Desktop + Mobile
240 px square \$250
Ask about rates for deeper sizes

Saturday, September 27, 2025

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Councillors want police body camera footage available within 30 days, but city pushes back

By Sue Bennett Friday, September 19, 2025



Cambridge police resist releasing officers' body-worn camera footage until the court cases are resolved, which can take months or years.

Cambridge city councillors want the city to come up with a policy for releasing footage from police body cameras to the public. The council unanimously approved an order Monday asking the city manager to work with the police and law department to propose a rule and suggested a time limit of 30 days to disclose footage.

Four councillors proposed the measure after they were told at a Sept. 10 meeting of the Public Safety Committee that videos from an 18-hour video

Inside boxes

Want to support local media and highlight your business? Advertise in CAMBRIDGE DAY

Explore the options online. In print and by email. Click here to find our media kit.

A stronger Cambridge Day