MGL Chapter 55, Section 7

Loan Limits

Notwithstanding the provisions of any law to the contrary, a candidate shall not loan, per election, more than the following amounts to his candidate's committee:	
Governor, lieutenant governor	\$200,000
Secretary of state, treasurer, auditor, attorney general	\$150,000
State senator	\$50,000
State representative	\$30,000

The "per election" language in the text above means the primary election and general election. For example, a Senate candidate could loan himself or herself \$50,000 for the primary, and up to the same amount again for the general.