Office Hours: 8:00am - 5:00pm, Monday - Friday

Mailing Address
P.O. Box 36, Peterborough, NH 03458

Office Address
20 Grove Street, Peterborough, NH 03458

Contact Us
(603) 924-7172 • (603) 924-3681 Fax
1-800-621-9152 in NH

Display: ads@ledgertranscript.com

Classified: classifieds@ledgertranscript.com

Visit us online: www.ledgertranscript.com

To view the newspaper online, subscribe or purchase a day pass for $1.00

Personnel
Heather McKernan, Publisher ............... ext. 222
Kim Poorte, Circulation Mgr .................... ext. 223
Liane Emond, Sales Support .................... ext. 227
Cindy Schlosser, Inside Sales Rep ............ ext. 221
David Groder, Inside Sales Rep .............. ext. 241
Charles Lyle, Advertising Sales Rep ....... ext. 229
Nerissa Osborne, Advertising Sales Rep ... ext. 242
Diane Morris, Advertising Sales Rep ....... ext. 243
GENERAL RATE POLICY

1. All advertising is payable in advance unless credit is approved.
2. All accounts are payable on receipt of statement and bills must be paid within 30 days to qualify for discount rates.
3. Advertisers should check their ads the first day of publication. The Monadnock Ledger-Transcript is not responsible for typographical errors or omissions. The Ledger-Transcript will publish a correction of that part of an ad where an error appears if it substantially affects the advertiser’s message.
4. Ads canceled after deadline are subject to a $5.00 per column inch fee.
5. The Ledger-Transcript is published Tuesdays and Thursdays, except holidays, when it is published the day before or after the holiday.
6. All advertisements accepted are subject to publisher’s approval. The Ledger-Transcript reserves the right to edit, alter, or omit any advertisement. Special position requests will be honored when possible, but failure to meet these will not constitute cause for adjustment, refund, or return.
7. The Ledger-Transcript reserves the right to withhold publication of any advertisement that does not conform to its policies, and assumes no responsibility for ads accidentally omitted.
8. The Ledger-Transcript also reserves the right to edit and determine the proper classification for all advertisements.
9. Advertisers may use only those abbreviations accepted as common usage by Webster’s Dictionary.
10. Advertiser and/or agency agrees to assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims therefrom made against the publisher.
11. The publisher reserves the right to cancel advertising at any time if the advertiser defaults in the payment of bills. Upon such cancellation all advertising spaces used and unpaid shall become immediately due and payable.
12. Rates are not commissionable.

CLOSING TIMES/DEADLINES

1. Deadline is Thursday at 5 pm for Tuesday edition, Deadline is Monday at 5 pm for Thursday edition.
2. Cancellation deadline is noon as per above.
3. Deadlines for holidays and special sections will be announced.
4. Late Ads: Ads ordered after deadline will be accommodated on a space-available basis. Position requests for late ads will be charged a 25% premium.

ELECTRONIC SPECIFICATIONS

Camera-ready ads may be sent by email to ads@ledgertranscript.com or directly to your advertising representative. All ads coming via email must be in PDF format and include contact information. Please include the name of the ad in the subject line.

SPECIAL SERVICES

1. Tearsheets will be provided when available in numbers determined by need and nature of the business.
2. Graphic design services can be provided for advertisers at no extra charge.
3. Co-operative advertising verification, duplicate invoices or affidavits are handled promptly.
SECOND INSERTION DISCOUNT
A discount of 25% for the second insertion is available providing there are no copy changes and the extra insertion occurs on a consecutive publication day. *discount does not apply to color charges.

SPECIAL CLASSIFICATIONS
Guaranteed Page...............................25% additional
Non-Profit....................................$ 9.74 col. inch
Help Wanted...............................call for package pricing
Political (prepaid, no discounts).......$10.25 col. inch
Confidential advertiser box numbers are available for ..............$10.00 pick up
.......................................................$15.00 mailed

MECHANICAL MEASUREMENTS
Standard broadsheet column sizes, printed area:
1 column ..................................................1.75"
2 columns .............................................3.65"
3 columns .............................................5.55"
4 columns .............................................7.45"
5 columns .............................................9.35"
6 columns ..........................................11.25"
Page size: 11.25" (6 columns) wide x 21" deep.
Total column inches per page: 126"
Double truck: 13 col. (23.25") wide x 21" deep totaling 273"
All broadsheet ads over 19" deep will be billed at full depth (21").

WEBSITE ADVERTISING SIZES
Leaderboard........................................(728 x 90 pixels)
Half Page ...........................................(300 x 600 pixels)
Rectangle ............................................(300 x 250 pixels)
Mobile ...............................................(320 x 50 pixels)

SERVICE DIRECTORY
Minimum 4 week commitment...... $10.25 per col. inch
13 week commitment............... $9.90 per col. inch
26 week commitment............... $9.45 per col. inch
52 week commitment............... $8.75 per col. inch
Contact: classifieds@ledgertranscript.com

Display and Classified Widths
in decimal inches

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Quick Estimate Ad Size
Width X Height

= 10 Column Inches
**CLASSIFIED LINE AD RATES**

Minimum charge of 4 lines. All advertising is payable in advance.

1 day: ................................................. $3.00 per line
+ $5.00 for the Internet

2 days, consecutive: ..................... $2.50 per line, per ad
+ $5.00 for the Internet

3 days consecutive: ...................... $2.50 per line, per ad
+ $10.00 for the Internet

4-7 days, consecutive: ............... $2.25 per line, per ad
+ $10.00 for the Internet

8 days, consecutive: ..................... $2.00 per line, per ad
+ $10.00 for the Internet

**ANNUAL CONTRACT RATES**

Advertiser agrees to run a minimum number of lines during a year. Rates secured by contract.

200-415 lines per year.................... $2.10 per line
+ $5.00 per week for the Internet

416-623 lines per year................... $1.95 per line
+ $5.00 per week for the Internet

624+ lines per year....................... $1.80 per line
+ $5.00 per week for the Internet

**SPECIALS**

Yard Sale Ads: prepaid ...... Tuesday & Thursday for $20.00
4 line minimum, includes Yard Sale Kit plus Internet.
Additional lines: ................ $2.00 per line, per special
Auto Classified Ads: ....... 8 issues in print and online
4 lines of text ....................... $33.33
4 lines of text with photo $45.00
Additional lines: ................ $4.00 per line, per special

**BOX NUMBERS**

Confidential advertiser box numbers are available for $10.00 pick up, $15.00 mailed

**DISTRIBUTION MAP LEGEND:**

- News Coverage Area

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**PREPRINTED INSERTS ONLY — Frequency Agreements**

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<tr>
<th>Rate Level</th>
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<td>C 15 - 26</td>
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<tr>
<td>E 37 +</td>
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**SIZE & WEIGHT:** Preprints 36 - 48 tab pages will be charged an additional $3.00 per thousand. Preprints over 52 tab pages will be charged $4.00 per thousand for each additional four tab pages.

**There is a minimum inserting charge of $200.**

**DELIVERY:** Preprints must be delivered to the Concord Monitor by the Friday prior to publication.

Preprint Delivery Address:
Concord Monitor
One Monitor Drive
Concord, NH 03301
(603) 224-5301 ext. 248

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Rev. 08/16