

Display and Classified Advertising Rate Card
Effective January 1, 2012

MONADNOCK

Ledger-Transcript

2010 New England Newspaper of the Year

Serving the greater Monadnock Region: Antrim • Bennington • Dublin
Francestown • Greenfield • Greenville • Hancock • Jaffrey • Lyndeborough
Mason • New Ipswich • Peterborough • Rindge • Sharon • Temple • Wilton

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, click on the
E-edition logo on our website for a free demo.*

Personnel

Heather McKernan, Publisherext. 222
Peter Hoekstra, Advertising Sales Mgr.ext. 242
Kim Galbraith, Production Coordinator.....ext. 240
Linda Abram, Advertising Sales Rep.ext. 237
Jamie Boeshore, Advertising Sales & Support ext. 230
Judy Tomlinson, Advertising Sales Rep.ext. 229
Derek Brand, Advertising Sales Rep.....ext. 230
Cindy Cadot, Classified Sales Rep.ext. 221
Mandy Sliver, Circulation Mgr.ext. 227
Emily Manns, Circulationext. 223

Display Advertising Dollar Volume Agreements

Rate Level	Net Annual Expenditure	MLT ROP per col. inch	Per Inch Color (\$60 minimum)	Full Process Color (max price)	Spot Color (max price)	Preprints per thousand	Website Advertising - (per thousand)		Modular Tabs			
							Large Ad	Small Ad	Full pg	1/2 pg	1/4 pg	1/8 pg
OPEN	\$ 0-999	\$ 10.25	\$ 6.50	\$ 215.00	\$ 100.00	\$ 46.00	\$ 12.00	\$ 6.00	\$ 850.00	\$ 500.00	\$ 300.00	\$ 190.00
1	\$ 1,000	\$ 9.87	\$ 6.26	\$ 206.94	\$ 96.25	\$ 44.00	\$ 10.00	\$ 5.00	\$ 818.13	\$ 481.25	\$ 288.75	\$ 182.88
2	\$ 2,000	\$ 8.90	\$ 5.64	\$ 186.62	\$ 86.80	\$ 44.00	\$ 10.00	\$ 5.00	\$ 737.80	\$ 434.00	\$ 260.40	\$ 164.92
3	\$ 4,000	\$ 8.59	\$ 5.45	\$ 180.17	\$ 83.80	\$ 40.00	\$ 10.00	\$ 5.00	\$ 712.30	\$ 419.00	\$ 251.40	\$ 159.22
4	\$ 6,000	\$ 8.30	\$ 5.27	\$ 174.15	\$ 81.00	\$ 40.00	\$ 10.00	\$ 5.00	\$ 688.50	\$ 405.00	\$ 243.00	\$ 153.90
5	\$ 9,000	\$ 8.01	\$ 5.08	\$ 167.92	\$ 78.10	\$ 35.00	\$ 10.00	\$ 5.00	\$ 663.85	\$ 390.50	\$ 234.30	\$ 148.39
6	\$ 12,000	\$ 7.72	\$ 4.89	\$ 161.90	\$ 75.30	\$ 35.00	\$ 8.00	\$ 4.00	\$ 640.05	\$ 376.50	\$ 225.90	\$ 143.07
7	\$ 19,000	\$ 7.23	\$ 4.58	\$ 151.58	\$ 70.50	\$ 33.00	\$ 8.00	\$ 4.00	\$ 599.25	\$ 352.50	\$ 211.50	\$ 133.95
8	\$ 26,000	\$ 6.74	\$ 4.28	\$ 141.47	\$ 65.80	\$ 33.00	\$ 8.00	\$ 4.00	\$ 559.30	\$ 329.00	\$ 197.40	\$ 125.02
9	\$ 38,000	\$ 6.24	\$ 3.96	\$ 130.94	\$ 60.90	\$ 32.00	\$ 8.00	\$ 4.00	\$ 517.65	\$ 304.50	\$ 182.70	\$ 115.71

GENERAL RATE POLICY

- All advertising is payable in advance unless credit is approved.
- All accounts are payable on receipt of statement and bills must be paid within 30 days to qualify for discount rates.
- 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.
- Ads canceled after deadline are subject to a \$5.00 per column inch fee.
- The Ledger-Transcript is published Tuesdays and Thursdays, except holidays, when it is published the day before or after the holiday.
- 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.
- 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.
- The Ledger-Transcript also reserves the right to edit and determine the proper classification for all advertisements.
- Advertisers may use only those abbreviations accepted as common usage by Webster's Dictionary.
- 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.
- 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

- Deadline is **Thursday at 5 pm** for Tuesday edition, Deadline is **Monday at 5 pm** for Thursday edition.
- Cancellation deadline is noon as per above.
- Deadlines for holidays and special sections will be announced.

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.
For electronic delivery specifications, please refer to our website www.ledgertranscript.com, go to the Advertising link and select "production specs," or call **924-7172**.

SPECIAL SERVICES

- Tearsheets will be provided when available in numbers determined by need and nature of the business.
- Graphic design services can be provided for advertisers at no extra charge.
- 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.

SPECIAL CLASSIFICATIONS

Guaranteed Page 25% additional
Non-Profit \$ 9.74 col. inch
Help Wanted (no discounts) \$10.25 col. inch
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

Tile (small) (125 x 125 pixels)
Half Banner (large) (468 x 60 pixels)
Leaderboard (large) (728 x 90 pixels)
Skyscraper (large) (120 x 600 pixels)
Rectangle (large) (336 x 280 pixels)

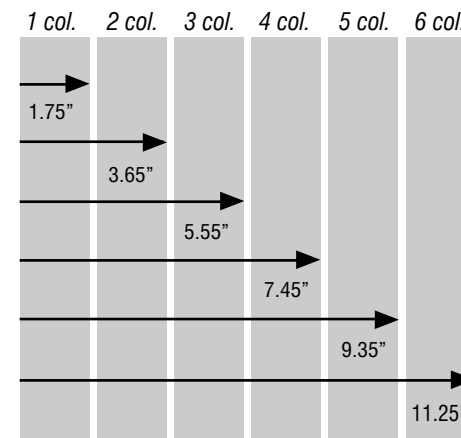
SERVICE DIRECTORY

Minimum 4 week commitment \$10.25 per col. inch
13 week contract \$9.90 per col. inch
26 week contract \$9.45 per col. inch
52 week contract \$8.75 per col. inch

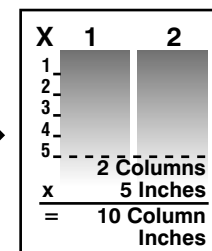
Contact: classifieds@ledgertranscript.com

Display and Classified Widths

in decimal inches



Quick Estimate Ad Size
Width X Height



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

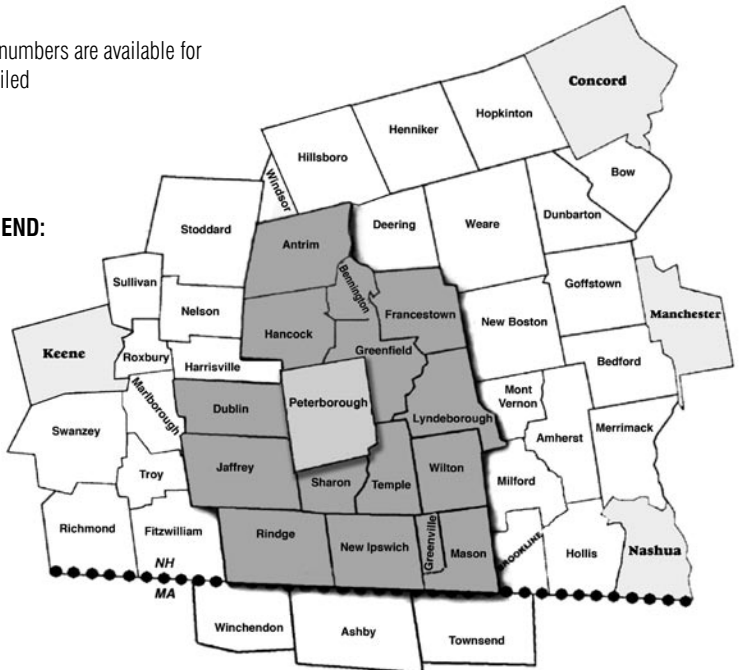
Yard Sale Ads: prepaid Tuesday & Thursday for \$20.00
 4 line minimum, includes Yard Sale Kit plus Internet.
 Additional lines:.....\$2.00 per line, per special

BOX NUMBERS

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

DISTRIBUTION MAP LEGEND:

 News Coverage Area



PREPRINTED INSERTS ONLY — Frequency Agreements

Rate Level	Number per year	Cost Per Thousand
Open	1 - 2	\$ 46.00
A	3 - 6	\$ 44.00
B	7 - 14	\$ 40.00
C	15 - 26	\$ 35.00
D	27 - 36	\$ 33.00
E	37 +	\$ 31.00

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