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

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

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:.............$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:
[Map showing coverage areas]

PREPRINTED INSERTS ONLY —
Frequency Agreements

<table>
<thead>
<tr>
<th>Rate Level</th>
<th>Number per year</th>
<th>Cost Per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open</td>
<td>1 - 2</td>
<td>$ 46.00</td>
</tr>
<tr>
<td>A</td>
<td>3 - 6</td>
<td>$ 44.00</td>
</tr>
<tr>
<td>B</td>
<td>7 - 14</td>
<td>$ 40.00</td>
</tr>
<tr>
<td>C</td>
<td>15 - 26</td>
<td>$ 35.00</td>
</tr>
<tr>
<td>D</td>
<td>27 - 36</td>
<td>$ 33.00</td>
</tr>
<tr>
<td>E</td>
<td>37 +</td>
<td>$ 31.00</td>
</tr>
</tbody>
</table>

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.

MONADNOCK Ledger-Transcript
2017 Advertising Rate Card
Rates Effective April 1, 2016

2010 New England Newspaper of the Year
Serving the greater Monadnock Region: Antrim • Bennington • Dublin
Francetown • 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, subscribe or purchase a day pass for $1.00

Rev. 08/16

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
Luann Kulbashian, Advertising Sales Rep..... ext. 232
Charles Lyle, Advertising Sales Rep........ ext. 229
Nerissa Osborne, Advertising Sales Rep...... ext. 242
Diane Morris, Advertising Sales Rep....... ext. 243
### Display Advertising Dollar Volume Agreements

<table>
<thead>
<tr>
<th>Rate Level</th>
<th>Net Annual Expenditure</th>
<th>MLT ROP (per col. inch)</th>
<th>Ad Boost</th>
<th>Per Inch Color ($60 minimum)</th>
<th>Full Process Color (max price)</th>
<th>Spot Color (max price)</th>
<th>Preprints (per thousand)</th>
<th>Website Advertising Impressions (rate per 5,000)</th>
<th>(additional 1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$0-999</td>
<td>$10.25</td>
<td>$10.00</td>
<td>$6.50</td>
<td>$215.00</td>
<td>$100.00</td>
<td>$46.00</td>
<td>$60.00</td>
<td>$12.00</td>
</tr>
<tr>
<td>1</td>
<td>$1,000</td>
<td>$9.87</td>
<td>$9.63</td>
<td>$6.26</td>
<td>$206.94</td>
<td>$96.25</td>
<td>$44.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>2</td>
<td>$2,000</td>
<td>$8.90</td>
<td>$8.68</td>
<td>$5.64</td>
<td>$186.62</td>
<td>$86.80</td>
<td>$44.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>3</td>
<td>$4,000</td>
<td>$8.59</td>
<td>$8.38</td>
<td>$5.45</td>
<td>$180.17</td>
<td>$83.80</td>
<td>$40.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>4</td>
<td>$6,000</td>
<td>$8.30</td>
<td>$8.10</td>
<td>$5.27</td>
<td>$174.15</td>
<td>$81.00</td>
<td>$40.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>5</td>
<td>$9,000</td>
<td>$8.01</td>
<td>$7.81</td>
<td>$5.08</td>
<td>$167.92</td>
<td>$78.10</td>
<td>$35.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>6</td>
<td>$12,000</td>
<td>$7.72</td>
<td>$7.53</td>
<td>$4.89</td>
<td>$161.90</td>
<td>$75.30</td>
<td>$35.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>7</td>
<td>$19,000</td>
<td>$7.23</td>
<td>$7.05</td>
<td>$4.58</td>
<td>$151.58</td>
<td>$70.50</td>
<td>$33.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>8</td>
<td>$26,000</td>
<td>$6.74</td>
<td>$6.58</td>
<td>$4.28</td>
<td>$141.47</td>
<td>$65.80</td>
<td>$33.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>9</td>
<td>$38,000</td>
<td>$6.24</td>
<td>$6.09</td>
<td>$3.96</td>
<td>$130.94</td>
<td>$60.90</td>
<td>$32.00</td>
<td>$50.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

### 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 reserves the right to withhold publication of any advertisement that does not conform to its policies, and assumes no responsibility for ads used and unpaid shall become immediately due and payable.
4. Ad 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 accounts are payable on receipt of statement and bills must be paid within 30 days to qualify for discount rates.
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 used and unpaid shall become immediately due and payable.
8. 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.
9. 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 used and unpaid shall become immediately due and payable.
10. Advertisers may use only those abbreviations accepted as common usage by Webster’s Dictionary.

### CLOSING TIMES/DEADLINES

1. Deadline is **Thursday at 5 pm** for Tuesday 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. (22.5") 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** (330 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

---

### Electronic Specifications

<table>
<thead>
<tr>
<th>Width X Height</th>
<th>Quick Estimate Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col.</td>
<td>1.75&quot;</td>
</tr>
<tr>
<td>2 col.</td>
<td>3.65&quot;</td>
</tr>
<tr>
<td>3 col.</td>
<td>5.55&quot;</td>
</tr>
<tr>
<td>4 col.</td>
<td>7.45&quot;</td>
</tr>
<tr>
<td>5 col.</td>
<td>9.35&quot;</td>
</tr>
<tr>
<td>6 col.</td>
<td>11.25&quot;</td>
</tr>
</tbody>
</table>