






Twin-State Valley Media Network

Retail Advertising Rates & Information

Personnel

Publisher..... Harvey Hill
 General Manager..... Mark Walker
 Major Accounts Manager..... Melissa Billings
 National Advertising Manager..... Mary Lizotte
 Classified Dept. Supervisor.....Bonnie Bachand
 Circulation Director.....Randy Yanick
 Chief Financial Manager..... Traci Billesimo

 EAGLE TIMES	ET	 SPECTATOR <small>CONNECTICUT VALLEY FOCUSED ON LOCAL NEWS</small>	CVS
 ARGUS-CHAMPION	A/C	 Weekly Flea <small>THE</small>	WF
 THE MESSAGE <small>FOR THE WEEK</small>		MESS	

Terms of Payment

- Pre-payment required for advertisers without established credit
- For advertisers with established credit – net 20 days
- Overdue accounts subject to 1 1/2% service charge.
- Accounts requiring collection will be assessed additional collection fees.
- Local advertising rates are non-commissionable.

General Policy

- Publisher (Newspaper) reserves the right to refuse to publish any advertisement. All ads presented to a representative of the Publisher are accepted conditionally, pending final approval of the Publisher.
- Publisher reserves the right to adjust contract advertising rates with thirty days written notice.
- Advertising agreements will cover only advertising for the named business and must be signed by management of that business.
- Advertising orders containing sequential liability clauses will not be accepted or honored.
- The Publisher is not bound by any instructions, conditions or terms, written or verbal that conflict with the newspaper's standard policies, terms, or conditions.
- While the Publisher is prudent in preventing errors, it is the responsibility of the advertiser to check their ads and to report any errors immediately. The newspaper has no liability or financial responsibility for errors, omissions in, or failure to publish any advertisement beyond the original cost of the space occupied in the ad by the item involved and only for the cost of the first insertion. Claims must be made within one business day of the ad's publication.
- The advertiser assumes sole responsibility for ad content and indemnifies the Publisher, its officers, agents, contractors and employees against any and all liability. This includes any part of ad content; loss or expense arising from claims for libel, unfair trade practice, unfair competition, infringements of trademarks or copyrights, name or patents propriety rights and all violations of the right of privacy resulting from the ad.
- The Publisher will not be liable for failure to print, publish or circulate all or any part of an issue in which advertising accepted by the Publisher is contained, if the failure is due to an Act of God, government, terrorism, strikes, accidents, lack of newsprint or other circumstances beyond the control of the Publisher.
- Assignment for value received: The advertiser assigns to the Publisher all rights, title and interest to all advertising designs, layouts or their work which represents the creative efforts of the Publisher and/or utilization of its own illustrations, labor, typesetting, composition or materials. The advertiser agrees that they cannot authorize photographic or other reproduction of any advertisement for other publications or for other purposes without Publisher's written consent.
- Brokered Advertising will not be accepted for publications.

	ET	CVS	A/C	MESS	WF
LOCAL OPEN RATE	13.50	11.00	9.50	15.00	9.50
w/ Contract 100"	12.50	10.50	8.50	13.50	8.50
250"	12.00	10.00	7.50	12.50	7.50
500"	10.50	9.50	7.00	11.00	7.00
1000"	9.50	9.00	6.50	10.50	6.50
1500"	9.00	8.50	6.00	10.00	6.00
3000"	8.50	8.00	5.00	9.50	5.00
5000"	8.00	7.50	4.50	8.50	4.50
7500"	7.50	7.00	4.50	8.00	4.50
Transaction Ads	20.00	20.00	20.00		
Non-Profit	9.00	8.50	6.00	8.50	6.50

COMBO RATES: (Applies to All Papers)

1 Additional Paper.....	20% Discount
2,3.....	25% Discount
4,5	30% Discount

EAGLE TIMES PICKUP (within 6 days) RATES:

1 Time	25% Discount
2, 3, 4 Times.....	35% Discount
5 Times.....	50% Discount
Sunday Ads picked up on Mon or Tues	50% Discount
1st Time Ad Run/Full Price	
Additional ads (with no copy changes)/discounts apply	

COLOR RATES (additional)

Black & One Color	\$65	Black & Two Colors..	\$115
Full Process Color (CMYK Color)	\$180		

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FREQUENCY RATES

	ET	CVS	A/C	MESS	WF
1T x 52 weeks	9.50	9.00	6.50	10.50	6.50
2T x 52 weeks	8.00	7.50	4.50	8.50	4.50
1T x 26 weeks	10.50	9.50	7.00	11.00	7.00
2T x 26 weeks	9.00	8.50	6.00	10.00	6.00
1T x 13 weeks	12.00	10.00	7.50	12.50	7.50
2T x 13 weeks	9.50	9.00	6.50	10.50	6.50
National Rate	15.85	13.00	11.50	17.50	10.50
Legal Rate	12.00	10.00	7.50	12.50	7.50

Preprint Distribution

Preprinted inserts will be distributed on either a full-run or zoned basis, by the Publisher on behalf of an advertiser, based on the size of the preprinted piece, the number of pages, and the weight of the stock used. The following rates pertain to preprints of not more than 48 tabloid pages, printed on newsprint. A surcharge may be imposed on larger or heavier preprinted pieces or on irregularly shaped that require a higher postal rate or excessive manual handling. Final destination on pricing can only be made when a sample of the preprinted piece is reviewed by the Publisher. The preprint cannot exceed 11" in depth or 12" in width. Inserts exceeding these measurements must be quarter-folded.

	Open Rate	2-12T	13-25T	26-39T	40T+
Single Sheet	\$50/m	\$45/m	\$40/m	\$35/m	\$30/m
Up to 16 Tab pgs	\$65/m	\$60/m	\$45/m	\$40/m	\$35/m
Up to 32 Tab pgs	\$70/m	\$65/m	\$55/m	\$45/m	\$40/m
Up to 48 Tab pgs	\$75/m	\$70/m	\$60/m	\$50/m	\$45/m

Over 48 tab pages please contact the newspaper for pricing.

Zoned Distribution: Add \$10.00/m to any of the above rates. Minimum 2,500 pieces. (Lessor quantities by special prior arrangement.)

Reservations and Cancellations must be made at least 8 days prior to the scheduled date. Preprinted inserts must be delivered 5 days prior to scheduled insertion, freight-prepaid, on skids, between 8am and 4pm Monday through Friday to:

Circulation Mailroom
Eagle Times
401 River Road
Claremont, NH 03743

Additional/ Special Rates

- **Commissions** – All local advertising is non-commissionable. National Advertising rates are commissionable to recognized agencies.
- **Political Advertising** – Regular advertising rates apply and payment must be made at the time of order placement. Political ads must meet all State and Federal reporting requirements and bear a fiscal agent signature.
- **Double Trucks** – An extra column's space will be charged for the gutter that lies between the pages.
- **Going Out of Business Ads** – Prepayment with cash, credit card or certified funds required.
- **Guaranteed Positioning** – The Publisher makes every effort to display each ad as advantageously as possible. Guaranteed positioning is available on a first-ordered basis at a 25% placement premium.
- **Link to our online websites** to attract more customers and attention to your business. A separate online rate card is available.
- **Banner Ads, "Island" Positions** are occasionally available on specified pages. These ads are billed at 150% of the Standard rate.

Special Classification Rates

Co-op Advertising - Local retail rates will apply for any local advertiser utilizing Co-op funds. Eagle Publications will provide Co-op advertisers with tearsheets attached to an itemized Co-op invoice. This is for the sole purpose of enabling the advertiser to collect the Co-op funds due to them from the manufacturer. The advertiser is responsible for the payment of the total amount of advertisement published, shown on the regular monthly billing statement.

Custom Design Inserts

We will create, print and distribute your single or multiple page flyer for you. See your advertising representative for pricing.

Special Services

- **Copy and Design** – Layout and design services are provided by the Publisher as a free service for ads presented for publication.
- **Campaign Development** – Our professional staff is available to work with you to prepare and implement a complete multi-media plan for your business.
- **Co-op Advertising** – We maintain a database of manufacturers who offer co-op advertising funds, as their products. While payment of co-op ads is your sole responsibility, we will provide co-op data, tearsheets, and duplicate billing to help you maximize your ad investment.
- **Ad Proofs** – We will provide a single proof of your ad to check for accuracy only, upon request. Ads requiring proofs must be submitted 24 hours prior to final deadline.
- **Tearsheets** – A limited number of tearsheets will be provided for each ad, upon request.
- **Affidavits of Publication** – Provided at no charge.

Circulation

Established in 1834, now 172 years old, the Eagle Times — distributed daily Sunday through Friday — is a morning paper. The Argus-Champion, distributed on Wednesdays, and the Connecticut Valley Spectator, distributed on Thursdays, are paid weeklies. The Total Market Coverage Weekly Flea is also distributed on Thursdays. The Message is saturation mailed for Wednesday delivery. Contact your sales representative for a complete distribution breakdown.

Classified Advertising

Each publication features a complete classified advertising section. See a separate rate card for details.