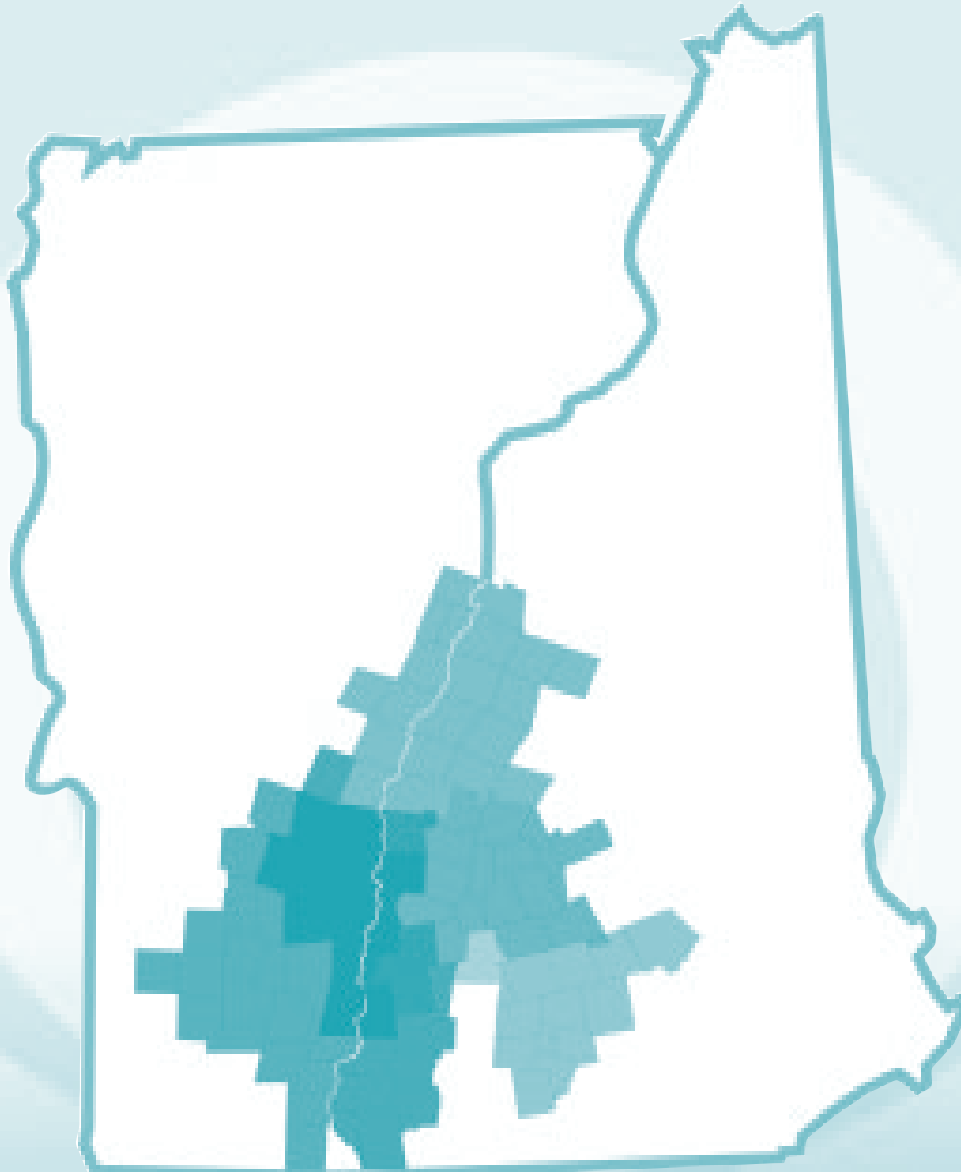


Twin-State Valley Media Network

Classified Advertising Rates & Information



The **MESSAGE**
FOR THE WEEK
www.messagefortheweek.com

EAGLE  **TIMES**
www.eagletimes.com

CONNECTICUT VALLEY
SPECTATOR
www.cvspectator.com

ARGUS-CHAMPION 
www.arguschampion.com

THE
Weekly Flea
www.weeklyflea.com

 **Villager**
www.cvvillager.com

Effective April 10, 2006

Personnel

Publisher..... Timothy J. Donnelly
 National Advertising Manager Mary Lizotte
 Classified Dept. SupervisorBonnie Bachand
 Chief Financial Mgr.. Traci Billesimo
 Circulation Director.....Randy Yanick

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 publication.

Classified Line Advertising Non-contract rates

EAGLE TIMES, SPECTATOR, ARGUS

Ads run in all three publications, based on insertions ordered in Eagle Times.

Private Party Line Ad Rate:

Apply to ads of a non-business nature placed by individuals, or items over \$1,000

Commercial Line Ad Rate:

Apply to Business Services, Real Estate, Employment, all businesses.

Private Party Line Ad Rates	Rate \$ Per line	Cost \$ (4 line min)
1 Time	2.50	10.00
5x	1.15	23.00
10x	.70	28.00
15x	.52	31.20
TFN	.50	48.00

Commercial Line Ad Rates	Rate \$ Per line	Cost \$ (4 line min)
1 Time	3.00	12.00
5x	1.30	26.00
10x	1.00	40.00
15x	.88	52.80
TFN	.80	76.80

Confidential Box numbers: Pick up at office: \$10.00/Mailed \$20.00

Transaction Ads: \$20/per column inch

Eagle Times / Argus-Champion / CV Spectator

MESSAGE		
	Rate \$ Per line	Cost \$ (4 line min)
1 Time	2.00	8.00
2x	1.50	12.00
3x	1.25	15.00
4x	1.00	16.00

VILLAGER		
	Private Party items up to \$1000 (one item max.)	Commercial (4 line min.) \$ per line
1 Time	6.00ea.	2.50/li
2x	4.50ea.	1.75/li
3x	4.00ea.	1.50/li
4x	3.00ea.	1.25/li

WEEKLY FLEA			
Private Party Rates:			
Limit one item per ad, unlimited lines, must include price.			
Items Under \$100: Up to 4 weeks FREE			
Commercial Ads & Items over \$1000: 4 line minimum			
	Items for Sale, Under \$1000	Commercial & Items over \$1000	
1 Time	6.00ea.	2.50/li	10.00min
2x	4.50ea.	1.75/li	14.00min
3x	4.00ea.	1.50/li	18.00min
4x	3.00ea.	1.25/li	20.00min

Classified Display Ad Non-contract rates

EAGLE TIMES	ET	THE Weekly Flea	WF
ARGUS-CHAMPION	A/C	THE MESSAGE FOR THE WEEK	MESS
CONNECTICUT VALLEY SPECTATOR	CVS	Villager	VILL

EAGLE TIMES, SPECTATOR, ARGUS

Ads run in all three publications, based on insertions ordered in Eagle Times.

National Combo Rate:

(Commissionable to recognized agencies):\$21.25 pci

Local Combo Rate: 1 Time\$18.00 pci

2x\$14.00 pci

3x\$12.50 pci

4x/5x\$11.25 pci

6x\$10.00 pci

Individual Paper Classified Display Rates:

Local	ET	CVS	A/C	VILL	MESS	WF
1 Time	13.50pci	10.50pci	8.50pci	9.75pci	15.00pci	10.00pci
2x	11.00pci	8.50pci	7.00pci	7.50pci	12.50pci	8.50pci
3x	10.25pci	6.75pci	6.50pci	6.00pci	11.00pci	7.50pci
4x	9.50pci	6.00pci	6.00pci	5.00pci	10.00pci	6.00pci
5x	9.50pci	6.00pci	6.00pci	5.00pci	10.00pci	6.00pci
6x	8.50pci	5.50pci	5.50pci	5.00pci	9.00pci	5.00pci

National Rates:

12.50pci 10.50pci 9.50pci 9.75pci 17.75pci 11.75pci

Legal 12.00pci 10.00pci 7.50pci 7.50pci 12.50cpi 7.50pci

Ads Picked-up from Sunday Eagle Times receive a 50% discount on Monday or Tuesday

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 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.

Classified Line & Display Ad Contract Rates

Classified Line ads Contract Rates

COMMERCIAL CONTRACTS: Eagle Times, Spectator, Argus-Champion: Based on running a minimum of 4 lines daily for a minimum of 13 weeks: \$.65/line/day.

Weekly Flea, Message, and Villager: Based on running a minimum of 4 lines weekly for a minimum of 13 weeks: \$.65/line/week. Contract advertisers may purchase classified display ads at special contract rates.

Classified Display Contract Rates

	ET	CVS	A/C	VILL	MESS	WF
w/ Contract						
100"	12.50	10.50	8.50	8.50	13.50	8.50
250"	12.00	10.00	7.50	7.50	12.50	7.50
500"	10.50	9.50	7.00	7.00	11.00	7.00
1000"	9.50	9.00	6.50	6.50	10.50	6.50
1500"	9.00	8.50	6.00	6.00	10.00	6.00
3000"	8.50	8.00	5.00	5.00	9.50	5.00
5000"	8.00	7.50	4.50	4.50	8.50	4.50
7500"	7.50	7.00	4.50	4.50	8.00	4.50

Color Rates (additional)

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

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 of 10 col. inches or larger, 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, Eagle Times is a morning paper. Monday through Friday and Sunday. The Argus-Champion, and Connecticut Valley Spectator are paid weeklies. The Total Market Coverage Weekly Flea is printed on premium paper and distributed on Thursdays. The Villager is delivered, mailed every Thursday. The Message is saturation mailed for Wednesday delivery. Contact your sales representative for a complete distribution breakdown.

