

ADVERTISING RATES, NON-CONTRACT

(effective November 2011)

<u>Monthly Inches:</u>	<u>% Discount</u>	<u>\$ NET per Col. Inch*</u>
8.0" to 15.0" per month	6%	\$15.24
16.0" to 25.0" per month	13%	\$14.03
26.0" to 47.0" per month	20%	\$13.49
48.0" to 69.0" per month	23%	\$12.79
70.0" to 95.0" per month	27%	\$11.92
96.0" to 111.0" per month	32%	\$11.04
112.0" + per month	37%	\$10.68

OPEN RATE (R.O.P.):
\$17.52 per inch.

PAGE ONE ADVERTISING:
\$80.00 per column inch, NET

NATIONAL LINE RATE:
\$1.15 per line

COMMUNITY CONCERN GROUPS:
\$11.00 per column inch, NET

DEMAND POSITION:
For a specified page and/or position, there will be a 20% charge.

PERSONAL CLASSIFIED ADS:
\$11.75 for first 15 words, 25¢ each additional word, 2 weeks.

BUSINESS CLASSIFIED ADS:
\$11.75 for first 25 words, 25¢ each additional word.

CANCELLATIONS:
Cancelled advertisements will be charged 20% of the regular earned rates (because of scheduled space). A 2% discount is earned for payment on or before the 10th of each month following billing, provided that all previous balances have been paid in full. **NOT ALLOWED ON COMMISSIONED ADVERTISING!**

IMPORTANT:
All billing will be computed on open rate. Volume discount for space used will be shown to arrive at net cost. See above paragraph for 10 day cash discount.

EDITORIAL COPY:
All editorial copy must be in our office no later than 5 pm, Thursday preceding publication date. Editorial columns are open for news items that affect advertisers' business, but no products or services will be advertised in articles.

TYPOGRAPHICAL ERRORS:
We assume no financial responsibilities for typographical errors in ads, but will reprint that part of an ad in which the error occurs.

CO-OPERATIVE ADVERTISING:
Advertising having more than one name in the signature is considered co-operative advertising and is charged at the open rate.

TWO BUSINESSES — ONE OWNER:
One owner of two different kinds of businesses shall be charged for each individual business at separate rates.

COMMISSIONS:
15% Commission on open rate only.

ADVERTISING COPY DEADLINE:
Friday at 3 pm preceding publication date.

COLOR ADVERTISING:
\$190 per color, \$95 per advertiser if shared. Color cost is subject to change without notice, per printer's cost. Process color is \$355.

MECHANICAL REQUIREMENTS:
7-column page at 1.38" per column, 15.75" page depth. Photo offset printing. No extra charge for artwork, photo reproduction, layout, or copywriting.

Col.	Width (in.)	Col.	Width (in.)
1.....	1.38"	5.....	7.30"
2.....	2.86"	6.....	8.78"
3.....	4.34"	7.....	10.25"
4.....	5.82"	14 (double truck)	21.50"

OVERDUE ACCOUNTS:
All accounts overdue 60 days from date of invoice will be subject to a finance charge of 2% per month, which is an annual percentage rate of 24%. Past 60 days overdue will be billed at the open rate.

* **THE VOLUME DISCOUNT RATE** is held in force by a minimum of 8" per month.

Publisher reserves the right to reject or cancel any advertisement at any time.

Member Of The Free Community Papers Of New England, The Independent Free Papers Of America, And The Association of Free Community Papers.



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