

# 2012

RETAIL | CLASSIFIED | PREPRINT | ONLINE

# ADVERTISING RATES

EFFECTIVE JANUARY 1, 2012



THE EAGLE-TRIBUNE | THE SALEM NEWS | THE DAILY NEWS OF NEWBURYPORT | GLOUCESTER DAILY TIMES  
ANDOVER TOWNSMAN | THE HAVERHILL GAZETTE | DERRY NEWS  
NH LET'S GO | CARRIAGE TOWNE NEWS



## North of Boston Media Group

Rates effective  
January 1, 2012

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Agency Representatives  
U.S.S.P.I.  
S.P.I.N.

## Billing

### 1. Advertising Agency Commissions

Local retail and classified rates are not commissionable to agencies.

### 2. Cash Discount

No cash discounts are available.

### 3. Accounts Without Credit

A credit application must be approved before credit is extended. All advertising is prepaid with copy until credit is established. Your sales consultant will provide you with a credit application. We accept all major credit cards.

### 4. Terms For Accounts With Credit

Finance charges are computed on a periodic rate of 1.5% per month, which is an annual percentage rate of 18% on any balance not paid within 30 days. Minimum charge \$5.00.

### 5. Contracts

Contracts are nontransferable; only advertising relating to the regular business of the contracted advertiser may be purchased under the advertiser's contract and none of the privileges of the contract may be assigned to another advertiser or business.

## Policies

### 1. Content/Copy

Forwarding of an order is considered an acceptance of all rates and conditions in effect at the time the advertising is offered. All orders, artwork and copy are subject to publisher approval.

### 2. Premium Positioning

While North of Boston Media Group makes every effort to provide desired placement, it makes no guarantees. The North of Boston Media Group will reserve ad placement in particular positions within the paper for a premium price in the dailies and weeklies, subject to availability. For pricing details, see the Special classifications section of the rate card.

### 3. Liability for Error

The North of Boston Media Group (the company) is not liable for failure to print, publish or distribute all or any portion of an issue in which advertising is scheduled to appear if such failure is caused by circumstances beyond its control. The company is not liable by any reason of error, for which it may be responsible, beyond actual space occupied by the item in which the error occurred. In the case of typographical error, the company is not responsible beyond first insertion. The North of Boston Media Group is not liable for omissions or failure to insert an advertisement. Advertisements submitted after deadline for proof service are submitted at advertiser's risk; the company is not liable for errors or omissions. Claims for such liability must be submitted to the newspaper within 30 days after publication and will not be honored if copy or corrections were submitted after the publishing deadline. No adjustment of any kind will be made for errors that do not affect the value of the advertisement.

### 4. Limitation of Liability

The advertiser and advertising agency must agree to indemnify and hold harmless the North of Boston Media Group for any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities resulting from an advertisement (including illustrations, text, layout, positioning, etc.) published at the advertiser's request.

### 5. Advertisement/News Format

Advertising that might be mistaken by a reader as news or features must be clearly marked as "paid advertisement."

### 6. Omissions or Failure to Insert

Our liability for omitting an advertisement from any edition in which it was scheduled or ordered for publication is limited to publishing the advertisement in another mutually agreeable edition at applicable rates.

### 7. Cancellation Requirements

Cancellations, changes or insertion dates and/or corrections must conform to published deadlines. Cancellation of "until further notice" order must be confirmed in writing.

### 8. Incorrect Quotes and Insertion Orders

Incorrect rates or conditions on quotes or insertion orders that do not correspond to this rate card will be regarded as clerical errors, and the advertisement will be published and charged at the applicable rates and conditions at the time of publication.

### 9. Political

All political advertising must be prepaid by cash, credit card or certified check with order, and must be designated as "paid political advertising," stating the name of the person authorizing its publication and candidate(s) on whose behalf it is published. See Political Advertising rate card for further details.

### 10. Contracts

Contracts are not valid until signed by the Advertising Manager.

### 11. Short Rates

Charges to advertising contract-holders who do not comply with terms will be recalculated to discount actually earned. Balance due and payable on the 25th of the following month.

### 12. Brokered Space

Brokered space is not accepted.

### 13. Rate Revisions

North of Boston Media Group reserves the right to revise rates giving 30 days written notice. Such rate increases are applicable to advertising rates published in this rate card.

### 14. ROP Depth Requirements

Broadsheet advertisements measuring more than 19 inches will be charged at the full 21 1/2-inch depth. Tabloid advertisements measuring more than 10 inches will be charged at the full 10 1/4-inch depth.

## Retail Advertising

Open Rates - Dailies		Open Rates - Weeklies	
Sunday Eagle-Tribune	\$43.00	Andover Townsman	\$22.45
The Eagle-Tribune	\$40.65	Haverhill Gazette	\$12.75
Essex County Newspapers*	\$49.95	Derry News	\$17.25
The Salem News	\$40.95	Let's Go	\$14.00
The Daily News of Newburyport	\$23.40	Carriage Towne News	\$20.25
Gloucester Daily Times	\$21.95	Derry News/Let's Go Combo	\$22.00

\*The Salem News, The Daily News of Newburyport and Gloucester Daily Times.

### Multiple-day combination

Ads 6 column inches or larger published in one daily or Sunday paper may run up to an additional six times in the same paper within the next six days with no copy changes at a 45% discount on open rate.

Non-contract advertisers receive a 40% discount.

### The Eagle-Tribune Zones\*

Zone advertising available in Wednesday and Sunday editions only. Minimum 6 column inches.

### Zone rates

Zone	Open Rate	Zone	Open Rate
Central	\$26.25	North/East	\$25.25
East	\$17.45	North/Central	\$31.75
North	\$15.50	East/Central	\$33.45

\*See page 8 for The Eagle-Tribune Zone circulation coverage.

### Multiple-Day Zone Combinations

**Zone/Zone.** Ads published on one zone day may repeat on the next zone day at a 40% discount net from the applicable zone rate, but must appear in the same zone or zones with no copy change.

**Zone/ROP.** Ads published in one zone edition may run up to an additional six times within 6 days of zoned ad with no copy change in any daily edition full run at a 45% discount on open rate.

Non-contract advertisers receive a 40% discount.

### Color Rates/minimum ad sizes

	Retail	Classified	ET, SN, ECN	GT,NT, Weeklies
Black plus one color	15"	Quarter page	\$360	\$335
Black plus two colors	15"	Quarter page	\$435	\$410
Black plus three colors	15"	Quarter page	\$535	\$510

Contract and combination discounts apply to color rate.

### Special classifications

	Front Page	Premium Position Rates	Legal Notices
Sunday Eagle-Tribune	\$57.50	\$56.00	\$46.00
The Eagle-Tribune	\$54.50	\$52.85	\$44.00
Essex County Newspapers	n/a	\$66.00	\$63.50
The Salem News	\$54.50	\$54.50	\$63.50
The Daily News of Newburyport	\$31.00	\$31.00	\$45.00
Gloucester Daily Times	\$29.65	\$29.65	\$42.50
Andover Townsman	\$44.90	\$29.25	\$23.85
The Haverhill Gazette	\$25.50	\$16.60	\$21.15
Derry News	\$34.50	\$22.45	\$18.50
Let's Go	\$28.00	\$18.25	\$12.95
Carriage Towne News	\$33.15	\$27.00	\$23.50

## Engaged Readership



## Dominant Coverage



In our market area we have twice the circulation of the Boston dailies COMBINED.

## More market penetration



In 32 communities we offer household coverage of 50% or more.

## Concentrated coverage



97% of circulation falls within North of Boston Media Group's core market area.

## TV Update Advertising

Published in all 4 daily publications. See separate rate sheet.

## Sunday Comics

Published in Sunday Eagle-Tribune only. Spadea (two-page comic wrap), \$4,325 and gatefold, \$2,395 available. Production costs might apply. Consult your advertising sales consultant. All reservations and copy due Monday, five weeks prior to publication.

## Market Power Plus Combinations

### Retail Rates

Open	Discount on open rate	Discount on open rate
<b>Daily/Daily Combination</b>	<b>10%</b>	
<b>Daily/Weekly Combinations*</b>		<b>Weekly/Weekly Combinations</b>
Daily plus one Weekly	15%	Two Weeklies
Daily plus two Weeklies	20%	Three Weeklies
Daily plus three Weeklies	25%	Four Weeklies
Daily plus four or more Weeklies	30%	Five Weeklies

\*Discounts apply to weekly rate only.

Additional discounts available for repeat dates, zones or contract commitment. 6" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations.

## Classified Display Advertising

Open Rate - Dailies		Open Rate - Weeklies	
The Eagle-Tribune, Sunday	\$46.00	Andover Townsman	\$23.85
The Eagle-Tribune	\$44.00	Haverhill Gazette	\$14.10
The Eagle-Tribune Recruitment (any day)*	\$50.40	Derry News	\$18.50
The Salem News	\$41.00	Let's Go	\$12.95
The Salem News Recruitment*	\$43.25	Carriage Towne News	\$23.50
The Daily News of Newburyport	\$25.00		
The Daily News of Newburyport Recruitment*	\$28.25		
Gloucester Daily Times	\$24.25		
Gloucester Daily Times Recruitment*	\$26.65		
Essex County Newspapers	\$51.00		
Essex County Newspapers Recruitment*	\$62.95		

\*Additional reach through Monster.com; \$90.00 for 7 days, \$150.00 for 30 days.

**Multiple-day combination.** Ads 4 column inches or larger published in one daily or Sunday may run up to six additional times within six days, with no copy changes, at a 45% discount from classified display open rates. Non-contract advertisers receive a 40% discount.

## Market Power Plus Combinations

### Classified Rates

Open	Earned Discount Rate	Earned Discount Rate
<b>Daily/Daily Combination</b>		<b>Weekly/Weekly Combinations</b>
All dailies	25%	Two weeklies
<b>Daily/Weekly Combinations*</b>		Three weeklies
ET or ECN plus one weekly	15%	Four weeklies
ET or ECN plus two weeklies	20%	Five weeklies
ET or ECN plus three weeklies	25%	
ET or ECN plus four or more weeklies	30%	
All newspapers	35%	

\*Discounts apply to weekly rate only.

Additional discounts available for repeat dates or contract commitment. 4" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations.

**77%**

of readers took some action as a result of advertising seen in a newspaper.

**52%**

of readers bought something advertised.

**59%**

of readers clipped a coupon.

**35%**

of readers picked up shopping ideas, leading 17 percent to try a product for the first time.

**44%**

of newspaper readers went online to get more information about the advertised product.

**21%**

of newspaper ad readers bought online as a result of the newspaper ad.

**Real Estate Marketplace:** The North Shore's Real Estate Marketplace runs in Friday's Essex County Newspapers (The Salem News, The Daily News of Newburyport and Gloucester Daily Times). Open rate is \$30.55 with modular rates available upon request.

**Classified Connection.** For line advertising rates and placement call 800-927-9200.

## Contract Rates

### Revenue contracts (Classified Display and Retail)

Open	Discount on open display rate
\$15,000-\$29,999	10%
\$30,000-\$69,999	15%
\$70,000-\$139,999	20%
\$140,000-\$229,999	25%
\$230,000-\$469,999	30%
\$470,000+	35%

All revenue invested in any products will count toward revenue contract fulfillment. One revenue contract will be valid for all products. Contract rates require signed contract, and payment must be made by the 25th of the month following service. Contract advertisers who do not comply with terms will be charged retroactively to rate actually earned.

### Daily/Weekly Frequency Contracts

	Discount on open rate		Discount on open rate
<b>Consecutive Weeks</b>		<b>Nonconsecutive Weeks</b>	
6 weeks	5%	13 ads	5%
13 weeks	10%	26 ads	10%
26 weeks*	15%	52 ads	20%
39 weeks	20%	78 ads	25%
52 weeks	30%		

Frequency contracts are specific to individual papers. 3" minimum required with frequency contracts. Frequency rates require signed contract and payment by the 25th of the month following service.

\*Available every other week.

## Preprints

### In-paper open rates (net)

Single sheet (non-folded max 12.5" x 11.25")	\$50.00 per thousand*
4 to 12 tab pages	\$60.00 per thousand
14 to 30 tab pages	\$70.00 per thousand

Add \$2.00/M to preprints 32 pages and over. Flexi books charged as tab pages.

\*See Preprint Policies #4 on page 6.

### Frequency contracts (net)

Rates per thousand

	6x	12x	24x	48x	60x
Full	\$47.00	\$44.50	\$42.00	\$34.50	\$31.50
Zone	\$49.50	\$47.00	\$44.50	\$37.00	\$34.00
Single sheet (non-folded max 11"x 11.25")	\$45.00	\$44.00	\$42.00	\$34.50	\$31.50
<b>Carriage Towne News*</b>					
Full	\$50.00	\$47.50	\$44.50	\$42.00	
Zoned	\$52.50	\$50.00	\$47.00	\$44.50	

Add \$3.50/M per 1/10th of an ounce over 1.3 ounces. Carriage Towne News non-contract rate is \$55/M (full run), \$57.50 (zoned).

Carriage Towne News minimum quantity of inserts is 5,000.

**Print and Deliver Program Available.** (Black & white or color) See separate rate card.

### Total Market Coverage (TMC)

Rates per thousand

	Open	6x	12x	24x	36x
Shared Mail	\$81.00	\$75.00	\$73.00	\$63.00	\$57.00
Solo Mail	\$155.00				

SOURCE: NAA Advertising Planning Guide, 2011. How America shops and spends, 2009.

## Preprint Policies

### 1. Contract Rates

Require signed contract and payment by the 25<sup>th</sup> of the month following service.

### 2. Frequency Contracts

Specific to individual papers. No cross-product contract fulfillment.

### 3. Availability

For The Eagle-Tribune, full run Tuesday through Sunday and zoned distribution Tuesday through Saturday. For The Salem News, The Daily News of Newburyport and Gloucester Daily Times, full run and zoned distribution Tuesday through Saturday. For weeklies, full run distribution on days of publication. All holidays full run.

### 4. Quantity

Standard daily preprint rates apply to all preprints running a minimum of 10,000 pieces. There is a \$5 per thousand additional fee if running between 7,500 and 10,000. There is a \$10 per thousand additional fee between 5,000 and 7,499. Full run only in weekly newspapers, standard rates with no additional fees.

### 5. Size

Minimum, 5.5" x 6.5". Maximum, 11" x 11.25". Anything larger must be quarter-folded; four-page newsprint tabloids must be quarter-folded. Smaller sizes and product samples require advance samples and prior approval.

### 6. Packaging

Inserts for different publications and TMC products must be properly separated. Please do not combine inserts for different publications on the same skid. Inserts should be delivered on skids, bound securely in neatly turned stacks. Turns should be at least 4 inches tall. The skid tags must contain the following: advertiser's name, publication date, a single publication name, quantity of pieces on the skid, total quantity of the shipment, and the printer's contact information. Bill of lading must accompany shipments.

### 7. Deadlines

Reservation at least 10 days prior for insertion. Delivery at least three days prior for weekdays. For the Sunday Eagle-Tribune and all TMC products, inserts are needed by Friday at 5:00 p.m. (9 days prior). For The Salem News, Gloucester Daily Times, and The Daily News of Newburyport Saturday publications inserts are needed by Friday at 5:00 p.m. (8 days prior). Add one day for holiday weeks.

### 8. Delivery

No partial deliveries will be accepted without prior approval. Deliveries accepted 8 a.m. to 5 p.m., Monday through Friday at Receiving Door 6, The Eagle-Tribune, 100 Turnpike St. (Rte. 114), North Andover, MA 01845. Complete preprint delivery specifications available upon request.

Total North of Boston  
Media Group  
Daily, Weekly and  
Sunday circulation

153,094

## Online Advertising

	EagleTribune.com	SalemNews.com	GloucesterTimes.com	Weeklies*
<b>Leaderboard (728 x 90)</b>				
Home Page	\$350	\$350	\$350	
Other Targeted Positions	\$250	\$250	\$250	
Salem News Lifestyle Exclusive		\$200		
Salem News Opinion Exclusive		\$200		
Run of Site				\$125**
Carriage Towne News				\$125
<b>Medium Rectangle (300 x 250)</b>				
Home Page	\$250	\$250	\$250	
Other Targeted Postions	\$200	\$200	\$200	
Salem News Lifestyle Exclusive		\$200		
Salem News Opinion Exclusive		\$200		
Run of Site				\$125**
Carriage Towne News				\$100
<b>Skyscraper (160 x 600)</b>	\$150	\$150	\$150	\$100
Salem News Lifestyle Exclusive		\$100		
Salem News Opinion Exclusive		\$100		
Run of Site (all weeklies)				\$100
<b>Taste of the Trib</b>				
Leaderboard Home Page (300 x 50)	\$150			
Sponsor - Landing Page (1,000 x 115)	\$175			

For Newburyport online rates, please contact your sales consultant.

Rates are per slot per month with 12-month contract commitment.

\*AndoverTownsmen.com, HaverhillGazette.com, DerryNews.com, CarriageTowneNews.com

\*\*\$100 with contract

## Deadlines and Mechanical Requirements

	Publication	Space & Copy	Proof Deadlines
<b>Dailies</b>	Monday	Thur/5 p.m.	Wed/5 p.m.
	Tuesday	Fri/5 p.m.	Thur/5 p.m.
	Wednesday	Mon/5 p.m.	Fri/5 p.m.
	Thursday	Tue/5 p.m.	Mon/5 p.m.
	Friday	Wed/5 p.m.	Tue/5 p.m.
	Saturday	Thur/12 p.m.	Wed/12 p.m.
	Sunday		
	Retail	Wed/5 p.m.	Tue/5 p.m.
	Amusement/Cinema/Travel	Tue/5 p.m.	Mon/5 p.m.
	Classified Auto	Thur/5 p.m.	Wed/5 p.m.
Classified Real Estate	Thur/11 a.m.	Wed/11 a.m.	
Classified Help Wanted	Fri/12 p.m.	Thur/12 p.m.	
<b>Weeklies</b>	Thursday		
	Andover Townsman	Mon/12 p.m.	Fri/12 p.m.
	Haverhill Gazette	Mon/12 p.m.	Fri/12 p.m.
	Carriage Towne News	Thur/1 p.m.	Wed/1 p.m.
	Derry News	Mon/12 p.m.	Fri/12 p.m.
	Friday		
Let's Go	Mon/12 p.m.	Fri/12 p.m.	
<b>Online Advertising</b>	Blinc Directories	5 business days from go live	
	Biz Finder Directories	5 business days from go live	
	Web Ads	5 business days from go live	
	Mobile Ads	5 business days from go live	



### Creative Services

Our advertising consultants are trained to help with ad design, layout, copy, logo design and placement. In fact, the North of Boston Media Group has a Creative Services department that will design your ad at no additional charge. Your Advertising Consultant can also help develop an advertising budget that's appropriate for your type of business.

To submit an electronic ad, go to <http://addesk.eagletribune.com>. Deadlines are subject to change.

### Mechanical requirements

	Retail	Classified	Tab
	Full page/129" (6 cols x 21.5')	Full page/129" (6 cols x 21.5')	Full page/61.5" (6 cols x 10.25')
<b>Cols</b>			
1	1.625"	1.625"	1.625"
2	3.3333"	3.3333"	3.3333"
3	5.0417"	5.0417"	5.0417"
4	6.75"	6.75"	6.75"
5	8.4583"	8.4583"	8.4583"
6	10.167"	10.167"	10.167"

# Contact Us

## Dailies

**The Eagle-Tribune**  
 100 Turnpike St.  
 North Andover, MA 01845-5096  
 978-946-2000  
 Fax: 978-685-1588  
[www.eagletribune.com](http://www.eagletribune.com)

**The Salem News**  
 32 Dunham Road  
 Beverly, MA 01915-1895  
 978-922-1234  
 Fax: 978-927-1020  
[www.salemnews.com](http://www.salemnews.com)

**The Daily News of Newburyport**  
 23 Liberty St.  
 Newburyport, MA 01950-2750  
 978-462-6666  
 Fax: 978-463-9612  
[www.newburyportnews.com](http://www.newburyportnews.com)

**Gloucester Daily Times**  
 36 Whittemore St.  
 Gloucester, MA 01930-2553  
 978-283-7000  
 Fax: 978-282-4397  
[www.gloucestertimes.com](http://www.gloucestertimes.com)

## Weeklies

**Derry News & Let's Go**  
 46 West Broadway  
 P.O. Box 307  
 Derry, NH 03038-0307  
 603-437-7000  
 Fax: 603-432-4510  
[www.derrynews.com](http://www.derrynews.com)

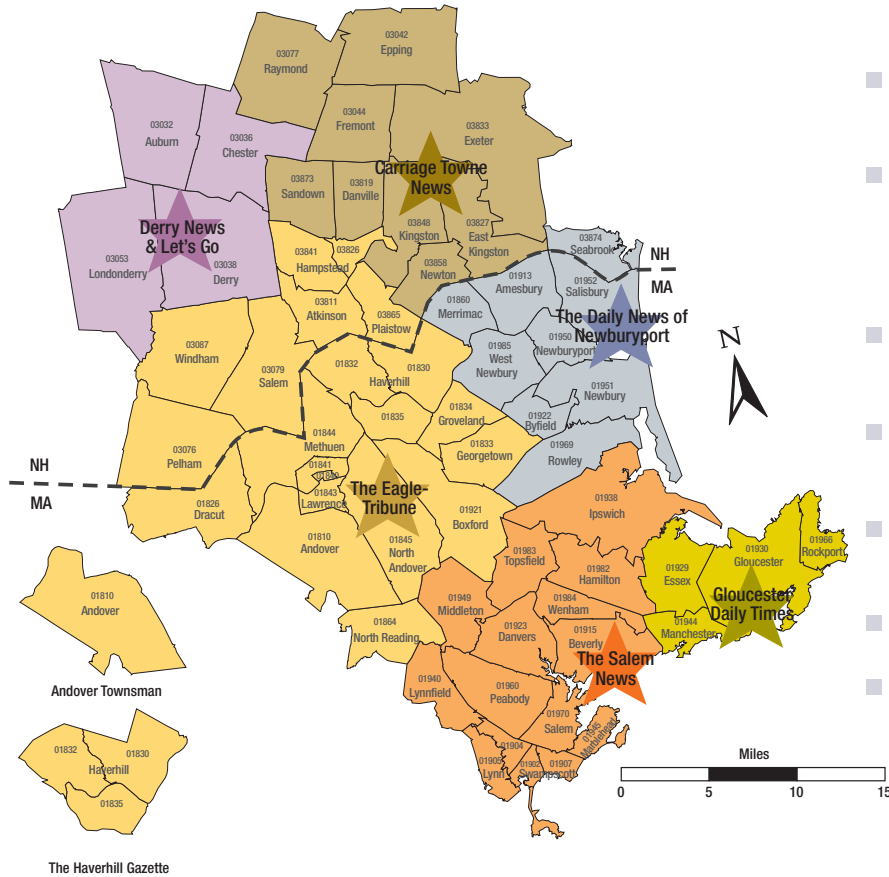
**Andover Townsman**  
 33 Chestnut St.  
 P.O. Box 1986  
 Andover, MA 01810-1986  
 978-475-7000  
 Fax: 978-470-2819  
[www.andovertownsman.com](http://www.andovertownsman.com)

**The Haverhill Gazette**  
 100 Turnpike St.  
 North Andover, MA 01845-5096  
 978-946-2000  
 Fax: 978-685-1588  
[www.hgazette.com](http://www.hgazette.com)

**Carriage Towne News**  
 14 Church St.  
 P.O. Box 100  
 Kingston, NH 03848-0100  
 603-642-4499  
 Fax: 603-642-7750  
[www.carriagetownenews.com](http://www.carriagetownenews.com)

# Dominant coverage

## North of Boston



- 58 core communities in two states
- Suburban and commuting markets North of Boston and Southern New Hampshire
- Household growth 38% faster than states' average
- 12 communities of more than 25,000 residents
- Compact market area: 35 miles from end to end
- 388,674 households
- 1,037,557 people

### \*The Eagle-Tribune Zones

**Central** serves the Massachusetts communities of Andover, Boxford, Dracut, Lawrence, Methuen, Middleton, North Andover, North Reading and Topsfield.

**East** serves the Massachusetts communities of Amesbury, Georgetown, Groveland, Haverhill and Merrimac, and the New Hampshire communities of Atkinson, Hampstead, East Hampstead, Kingston, Newton, Plaistow and Sandown.

**North** serves the New Hampshire communities of Chester, Derry, Londonderry, Pelham, Salem and Windham.

	Circulation
<b>Sunday Circulation</b>	
Sunday Eagle-Tribune	40,976
<b>Daily Circulation</b>	
The Eagle-Tribune	39,737
The Salem News	23,609
The Daily News of Newburyport	10,579
Gloucester Daily Times	8,632
Total Daily Circulation	82,557
Total Daily and Sunday Circulation	83,796
<b>Weekly Circulation</b>	
Andover Townsman	6,237
Haverhill Gazette	4,793
Derry News	4,590
Let's Go	21,659
Carriage Towne News	25,402
Total Weekly Circulation	62,681
Grand Totals	146,477

SOURCE: ABC Audit Report Dec. 2010.  
 Internal Circulation reports, 2011.  
 Claritas 2009.