

CONCORD MONITOR

CLASSIFIED ADVERTISING RATE CARD

Effective September 1, 2005

1. PERSONNEL

**Concord Monitor
Newspapers of New England**
Geordie Wilson, Publisher
Chuck Vincent, General Manager
Ann-Marie Forrester, Retail Adv. Director
Deborah Sanborn, Classified/National Adv. Director

2. GENERAL RATE POLICY

- The *Concord Monitor* is not responsible for typographical errors or omissions. The *Monitor* will publish a correction of that part of an ad where error appears, if it substantially affects the advertiser's message.
- Ads cancelled after deadline are subject to a \$5.00 per column inch fee.
- The *Monitor* is published daily, except Christmas Day.
- All advertisements accepted are subject to publisher's approval. The *Monitor* 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.
- Advertisers should check their ads the first day of publication. The *Concord Monitor* will not be liable for typographical errors except for a portion of the cost of the ad for the first day of publication.
- The *Concord Monitor* reserves the right to withhold publication of any advertisement that does not conform to its policies, and assumes no responsibility for ads accidentally omitted.
- The *Concord Monitor* also reserves the right to edit and determine the proper classification for all advertisements.
- Use only those abbreviations accepted as in common usage by Webster's Dictionary.
- Advertiser and/or agency agrees to assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims there from made against the Publisher.
- The Publisher reserves the right to cancel advertising at any time if the advertiser defaults in the payment of bills. Upon such cancellation all advertising spaces used and unpaid shall become immediately due and payable.

3. CLASSIFIED LINE AD DEADLINES

Publishes	Deadline
Monday	5 pm Friday
Tuesday	2 pm Monday
Wednesday	2 pm Tuesday
Thursday	2 pm Wednesday
Friday	2 pm Thursday
Saturday	2 pm Friday
Sunday	4 pm Friday

4. MECHANICAL MEASUREMENTS

Classified pages are in a nine column format:

1 column	1 3/8 inches
2 columns	2 13/16 inches
3 columns	4 5/16 inches
4 columns	5 3/4 inches
5 columns	7 3/16 inches
6 columns	8 5/8 inches
7 columns	10 1/8 inches
8 columns	11 9/16 inches
9 columns	13 inches

5. CLASSIFIED LINE AD RATES

Note: Minimum of 3 lines, there is a minimum fee for a 1 day ad.

- 1-3 Days: \$1.76 per line daily + \$1.00 per day for the internet
- 4-6 days: \$1.51 per line daily + \$1.00 per day for the internet
- 7-13 days: \$1.22 per line daily + .85¢ per day for the internet
- 14-29 days: \$1.06 per line daily + .70¢ per day for the internet
- 30 days: 92¢ per line daily + .60¢ per day for the internet

$Days\ run \times lines \times rate\ per\ line + Internet\ (per\ day) = final\ price$



6. DAILY RATE - ANNUAL CONTRACT

Advertiser agrees to run a minimum of 3 lines every day for one year. One change per week. Rate secured by contract.

.80¢ per line, per day.

.65¢ per day for Internet

Monthly statement billing.

$\text{Days run} \times \text{lines} \times \text{rate per line} + \text{Internet (per day)}$
= final price

7. ANNUAL CONTRACT RATES

Advertiser agrees to run a minimum number of lines during the course of a one year contract. Rates secured by contract.

2,500 lines per year\$1.05 per line

5,000 lines per year\$1.03 per line

10,000 lines per year\$.96 per line

15,000 lines per year\$.90 per line

20,000 lines and more per year\$.87 per line

.80¢ per day for internet.

Monthly statement billing.

$\text{Days run} \times \text{lines} \times \text{rate per line} + \text{Internet (per day)}$
= final price

8. CLASSIFIED DISPLAY RATES

Daily Monitor\$14.79 per col. inch

Daily & Internet\$16.38 per col. inch

Sunday Monitor\$15.88 per col. inch

Sunday & Internet\$17.74 per col. inch

No discounts apply.

All rates are non-commissionable.

*Most classified ads and all recruitment display ads are included on the Internet unless otherwise requested.

Advertising Department
(603) 224-5301

Direct Classified Line
(603) 224-7777

N.H. Toll Free
(800) 464-3415

(FAX)
(603) 228-8238

Located at
One Monitor Drive
Mailing Address
P.O. Box 1177
Concord, N.H. 03302-1177
www.concordmonitor.com



A member of the AP Adsend
Electronic Delivery Network

9. CLASSIFIED DISPLAY AD DEADLINES

Publishes	Deadline
Monday	3:30 pm Thursday
Tuesday	12 noon Friday
Wednesday	3:30 pm Monday
Thursday	3:30 pm Tuesday
Friday	3:30 pm Wednesday
Saturday	3:30 pm Thursday
Sunday	3:30 pm Wednesday

10. ROP DEPTH REQUIREMENTS

All broadsheet ads over 19" deep will be billed at full depth (21").

11. SPECIAL CLASSIFICATIONS

Legal Advertising (no discounts).....	\$15.63 per col. inch
Church Announcements.....	\$5.00 per col. inch
Blind Box	pick up \$14.25
.....	mailed \$17.25
Presstimer.....	\$35.00 per col. inch
Auctions.....	\$14.99 per col. inch
.....	Sunday \$16.40 per col. inch

The Concord Monitor serves central New Hampshire and the Lakes Region. Concord is the capital city for one of the fastest growing states in New England.

