

## AD DELIVERY

3.5 Floppy  
100-250 MB Zip Disk  
650-750 MB CD-ROM Disk

## AD SEND: APS ADSEND SERVICE

We have had much success with this and highly recommend it. Their digital service allows you to send a PDF file to any newspaper or combination of newspapers for a per ad fee.

To find out more visit <http://www.adsend.com/infopages/public/>.

## E-MAIL:

It is important to recognize that E-MAIL IS NOT A GUARANTEED MEDIUM. When you send your document, it could reach its destination in a matter of seconds or not at all. If you are sending your ad via e-mail attachment, please call us to confirm receipt. Please be sure to identify the advertising representative's name in the subject line of your e-mail, and in the body of the e-mail message please specify the size of the ad, insertion date and any relevant information such as grayscale, spot or process color. You can send your ad as a PDF file e-mail attachment to [ads@cmonitor.com](mailto:ads@cmonitor.com)

NOTE - The *Concord Monitor* e-mail system will reject your e-mail if the attachment you send does NOT end in one of the following: .pdf, .doc, .eps, .gif, .jpg, .jpeg, .ps, .rtf, .tif, .tiff, .txt

**FTP** (File Transfer Protocol) is an electronic and relatively instant process which you can use to deliver all your electronic ad related materials. If you have access to an Internet connection, this may be a wise option for you. The software used to transfer files via FTP is free or with minimal cost, easy to install and easy to use. In some cases, you can even use your Web Browser. We can help you get acquainted with the use of our FTP server, if you are interested. If FTP is your delivery method, your insertion info can be included as part of your layout (outside the ad's border). As always, communicate with your ad rep if there are any questions.

## HAND DELIVERY or MAIL:

Please forward all materials to the attention of your Concord Monitor Advertising Consultant, Concord Monitor, One Monitor Drive, Concord, NH 03302; (603) 224-5301; Fax: (603) 228-8238.

Color mode for images should always be either Grayscale or CMYK not RGB. Exception: When we are building your ad in house and toning your images for you, we suggest supplying them to us as RGB and we will do the conversion for you.

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](http://www.concordmonitor.com)

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.



A member of the AP Adsend Electronic Delivery Network



## SOURCE APPLICATIONS

### NATIVE DOCUMENTS:

In order to deliver your job in native file format, you must adhere to all of the following criteria:

- Ad must be made in "Adobe InDesign", "Quark Xpress" or "PageMaker".
- All graphics, photos and fonts must be included and free from licensing restrictions.
- All files must be burned to a CD and scanned for virus' before delivery.
- A full set of hard copy proofs must accompany your CD.

(Please allow for extra time due to the fact that this is processed through our Commercial Department).

### FONTS

All fonts must be supplied with electronic files, unless you are sending a PDF file. There must be both the printer font and the screen font for each font used in the file. Any fonts not supplied or incorrectly supplied will be substituted. All PDF files should be opened and checked prior to sending your file to the *Concord Monitor*. Please make sure all fonts have embedded correctly when the PDF is created.

No credits or other adjustments will be given for font substitutions.

### FILE FORMATS

We will accept graphic files saved in EPS, JPEG or Tiff formats. Completed ads that do not require changes should be saved and sent as PDF's.

### LINE ART

Line art should be scanned in at a resolution of between 600 to 800 ppi.

### HALFTONES/LINE SCREENS

All halftones should be scanned in at 150 to 200 dpi for both color and black and white photos. Any hard copy of ads should have a line screen of 85 lpi.



# CONCORD MONITOR

## RETAIL ADVERTISING RATE CARD

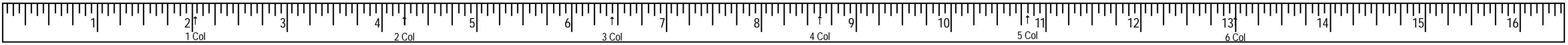
Effective September 1, 2005



The *Concord Monitor* is published in the growing capital city of Concord, New Hampshire and serves the Central New Hampshire region as the dominant morning newspaper. Mean income in the market is \$51,200, with a mean age of 45 years. Sixty two percent have attended college. As the state capital and county seat for Merrimack County, Concord is the headquarters to numerous state, county, local and federal agencies as well as home to a number of major law firms and professional organizations that work with government. All eyes are on Concord, and the city's newspaper, when it becomes the hub of national politics as the New Hampshire Presidential Primary launches the presidential election season.

As the leading source of advertising information for the Central New Hampshire market, the *Monitor* includes a large automotive section and has established itself as the main source of Classified employment advertising in our region. The Saturday and Sunday *Monitors* average more than 20 inserts from area retailers, including national product coupon booklets.

The *Concord Monitor* has earned its place as the newspaper of Central New Hampshire by striving after our motto and goal of "building a better newspaper right before your eyes." This campaign began in the early 1990s with the construction of a new, state-of-the-art newspaper facility which has, at its core, a high-speed flexographic press that offers brilliant, crisp reproduction of color while being environmentally friendly with water based ink that does not rub off on clothes and fingers. This process has won us numerous awards for photography and reproduction. The *Sunday Monitor* has been named "New England Newspaper of the Year" six times in 10 years while the daily *Monitor* has won this award 14 times in the contests 22 year history. The ultimate in praise came from a special poll of editors around the country conducted by the Columbia Journalism Review...the *Concord Monitor* appeared 24th on a list that began with the *New York Times*, and included *USA Today*, the *Washington Post* and the *Wall Street Journal*. We hope you enjoy the quality our readers and advertisers have come to expect from us.



# Concord Monitor Retail 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 therefrom 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. ADVERTISING RATES

Daily open rate ..... \$14.99 col. inch  
 Sunday Monitor open rate ..... \$16.40 col. inch

RETAIL RATES ARE NOT COMMISSIONABLE

### MONTHLY EARNED RATES

A discount will be noted on advertiser's monthly statement if one of the volume levels is attained during the calendar month. This is a volume AND prompt payment discount that will only be applied if payment is received by the 20th day of the month.

### MONTHLY EARNED RATES (cont.)

#### 45-99 inches per month

If volume is 45 to 99 inches per month, AND payment is received by the 20th, the net rate will be **\$13.49 daily or \$14.76 Sunday.**

#### 100-207 inches per month

If volume is 100 to 207 inches per month, AND payment is received by the 20th, the net rate will be **\$13.12 daily or \$14.35 Sunday.**

#### 208-333 inches per month

If volume is 208 to 333 inches per month, AND payment is received by the 20th, the net rate will be **\$12.74 daily or \$13.94 Sunday.**

#### 334-500 inches per month

If volume is 334 to 500 inches per month, AND payment is received by the 20th, the net rate will be **\$12.37 daily or \$13.53 Sunday.**

#### over 500 inches per month

If volume is over 500 inches per month, AND payment is received by the 20th, the net rate will be **\$11.99 daily or \$13.12 Sunday.**

**If volume level is achieved but payment is received past our deadline to be considered prompt, open rates apply. NOTE: If account is not current, discount will not be displayed and is not available.**

### ANNUAL BULK SPACE CONTRACT

Inches Per Year	Per Inch
1,200-2,499	\$13.29
2,500-3,999	\$12.91
4,000-5,999	\$12.54
6,000-9,999	\$12.15
10,000-17,499	\$11.64
17,500-24,999	\$11.15
25,000 & over	\$10.64

### PREPRINTS/INSERTS

Preprinted sections may be inserted into the *Monitor* at the following flat rates per thousand. Frequency rates are secured by contract for a twelve month period. Rates are non-commissionable.

Number per year	Cost per thousand
Open Rate	\$52.00
6 to 12	\$48.00
13 to 23	\$43.00
24 to 40	\$39.00
41 to 49	\$35.00
50 & over	\$30.50

Preprints 36-48 tab pages will be charged an additional \$3 per thousand. Preprints over 52 tab pages will be charged \$4 per thousand for each additional four tab pages.

There is a minimum of a \$300.00 charge for any insert.

Zones may be broken by zip code for an additional charge of \$3 per thousand.

## 4. TOTAL MARKET COVERAGE

*Monitor AdvAntage* is a TMC broadsheet publication delivered weekly to non-subscribing households. ROP rate is \$5.00 per column inch.

Call for TMC preprint/insert rates.

## 5. COLOR

One color, plus b/w rate	\$220.00
Two color, plus b/w rate	\$330.00
Process color, plus b/w rate	\$550.00

- No minimum size for color
- Color deadlines are three working days before publication. Special materials and ink specifications required seven days before publication. Additional cost for separation charges for full color pieces.

## 6. SPECIAL SERVICES

- Tearsheets will be provided when available in numbers determined by the need and nature of the business.
- Clip art services and illustrations can be provided for *Monitor* advertisers at no extra charge.
- Co-operative advertising verification, duplicate invoices or affidavits are handled promptly.
- The *Concord Monitor* will build and e-mail your ad to other publications after the ad runs in the *Monitor*. Please provide the publication's e-mail address & contact information.
- Discounted pick-up rates available for multiple insertions of same ad.

## 7. SPECIAL DAYS & FEATURES

48 Hours — Friday  
 Arts & Entertainment Section — Thursday  
 Auctions — Thursday & Sunday  
 Auto Section — Sunday  
 Business Section — Sunday & Tuesday  
 Food Pages — Wednesday  
 Home & Family Section — Sunday  
 Monitor AdvAntage — Saturday  
 Real Estate — Thursday, Saturday & Sunday  
 Real Estate Monitor — Biweekly Fridays, Tabloid Format  
 Religion Section — Saturday  
 Society/Wedding page — Sunday  
 TV Magazine — Sunday, Tabloid Format  
 Viewpoints/Travel Section — Sunday  
 Weather Page — Everyday

## 8. MONITOR ONLINE

Send your classified or ROP banner advertisement to the world via *Monitor* Online. Call 603-224-5301 ext. 345 for information. Please visit [www.concordmonitor.com](http://www.concordmonitor.com).

## 9. ROP DEPTH REQUIREMENTS

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

## 10. CONTRACT REGULATIONS

Contracts for preprint schedules and display ads will be rebilled at appropriate rate if terms are not met.

## 11. MECHANICAL MEASUREMENTS

Standard column sizes, printed area:

1 column	2 1/16"
2 columns	4 1/4"
3 columns	6 7/16"
4 columns	8 5/8"
5 columns	10 13/16"
6 columns	13"

Page size: 13" (6 Col.) wide X 21" deep.

Total column inches per page: 126"

Columns per page: 6. (Each column is 2 1/16" wide)

Double truck: 13 columns (26 3/4") wide X 21" deep totaling 273".

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

Tabloid column sizes, five column format:

1 column	1 15/16"
2 columns	4"
3 columns	6 1/16"
4 columns	8 1/8"
5 columns	10 3/16"

## 12. SPECIAL CLASSIFICATIONS

- Guaranteed Page .....25% Additional
- Guaranteed Back Page .....50% Additional
- Political Advertisements: ROP rates apply (cash with order)
- PressTimers: Back page of first section. Subject to available space. Maximum depth 5", minimum depth 1". \$35.00 col. inch
- Legal advertising (no discounts) ..... \$15.63 col. inch (Legal and recruitment ads run in the classified pages nine column format.)
- Church announcements ..... \$5.00 col. inch
- Double truck center fold is billed at full column, 21 col. inches.
- Non-Profit Organizations receive 10% off advertising rates.

## 13. DISPLAY AD DEADLINES

Publishes	Deadline for space reservations
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

\* Please turn in all artwork by 5:00 pm on space reservation day.