

# CONCORD MONITOR

(603) 224-5301 • (800) 464-3415 (NH only)

## RETAIL & CLASSIFIED ADVERTISING RATE CARD

Effective September 1, 2006

### 1. RETAIL AD RATES

Daily open rate ..... \$15.50 col. inch

Sunday open rate.....\$16.99 col. inch

Retail rates are non-commissionable.

### ANNUAL BULK SPACE CONTRACT

Inches Per Year .....Per Inch

1,200.....\$13.80

1,800.....\$13.49

2,700.....\$13.18

4,000.....\$12.87

6,000.....\$12.56

8,000.....\$12.40

11,000.....\$12.01

14,000.....\$11.78

18,000.....\$11.47

22,000.....\$11.16

25,000.....\$10.85

### 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.

### OTHER PROGRAMS

Contact the Advertising Department to obtain more information on Earned Rate Discounts, Frequency, Real Estate Monitor and other special rates and programs.

### 2. TOTAL MARKET COVERAGE

*Monitor AdVantage* is a TMC broadsheet publication delivered weekly to non-subscribing households.

ROP rate.....\$5.25 per column inch.

TMC preprint/insert rate. \$52.00/thousand

### 3. COLOR

One color, plus b/w rate .....\$220.00

Two color, plus b/w rate .....\$330.00

Process color, plus b/w rate...\$10 per inch

(\$100 min. charge/\$550 max. charge)

a. No minimum size for color.

b. 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.

### 4. CLASSIFIED LINE AD RATES

Note: Minimum of three lines, minimum fee for a one day ad.

1-3 Days:.....\$1.81 per line daily  
+ \$1.03 per day for the internet

4-6 days:.....\$1.56 per line daily  
+ \$1.03 per day for the internet

7-13 days:.....\$1.26 per line daily  
+ .88¢ per day for the internet

14-29 days:.....\$1.09 per line daily  
+ .72¢ per day for the internet

30 days:......95¢ per line daily  
+ .62¢ per day for the internet

*Days run x lines x rate per line + Internet (per day) = final price*

### 5. 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.

.82¢ per line, per day.

.67¢ per day for Internet

*Monthly statement billing.*

*Days run x lines x rate per line + Internet (per day) = final price*

### 6. 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 .....\$1.08 per line

5,000 lines per year .....\$1.06 per line

10,000 lines per year .....\$.99 per line

15,000 lines per year .....\$.93 per line

20,000+ lines per year .....\$.90 per line

.82¢ per day for internet.

*Monthly statement billing.*

*Days run x lines x rate per line + Internet (per day) = final price*

### 7. CLASSIFIED DISPLAY RATES

Daily Monitor .....\$15.25 per col. inch

Daily & Internet .....\$16.75 per col. inch

Sunday Monitor .....\$16.49 per col. inch

Sunday & Internet .....\$17.99 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.*

### 8. MONITOR ONLINE

**Cost per thousand impressions**

Banners.....\$6.00

Tiles.....\$4.50

Home Page Tile.....\$7.00

Skyscrapers.....\$8.50

Home page Skyscraper.....\$12.00

### 9. SPECIAL CLASSIFICATIONS

a. Guaranteed Page .....25% Additional

b. Guaranteed Back Page .50% Additional

c. Political Ads: ROP rates apply, prepaid.

d. PressTimers: Back page of A section. Subject to availability. (Max. depth 5", min. depth 1").....\$36.00 col. inch

e. Legal Advertising (no discounts)

.....\$16.10 col. inch

f. Church Announcements

.....\$5.25 col. inch

g. Blind Box .....pick up \$14.75

.....mailed \$17.75

h. Auctions.....\$15.50 col. inch

.....Sunday \$16.99 col. inch

i. Obituaries.....\$12.75 per col. inch

j. Double truck.....13 col. x 21" = 273"

k. Non-Profit Organizations receive 10% discount off advertising rates.

