



Classified Display Ad Rates

Open Rates

Daily Papers

The Eagle-Tribune, Sunday	\$46.00 PCI
The Eagle-Tribune	\$44.00 PCI
The Eagle-Tribune Recruitment (any day)*	\$50.40 PCI
The Salem News	\$41.00 PCI
The Salem News Recruitment*	\$43.25 PCI
The Daily News of Newburyport	\$25.00 PCI
The Daily News of Newburyport Recruitment*	\$28.25 PCI
Gloucester Daily Times	\$24.25 PCI
Gloucester Daily Times Recruitment*	\$26.65 PCI
Essex County Newspapers	\$51.00 PCI
Essex County Newspapers Recruitment*	\$62.95 PCI

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

Weekly Papers

Andover Townsman	\$23.85 PCI
Haverhill Gazette	\$14.10 PCI
Derry News	\$22.30 PCI
Carriage Towne News	\$23.50 PCI

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

	Discount on open rate
All Dailies Combination	25%
ET or ECN plus one Weekly	15%
ET or ECN plus two Weeklies	20%
ET or ECN plus three Weeklies	25%
ET or ECN plus four Weeklies	30%
All newspapers	35%
Two weeklies	15%
Three weeklies	20%
Four weeklies	25%

*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.

Special Classifications

Legal Notices

Sunday Eagle-Tribune	\$52.75 PCI	Andover Townsman	\$25.25 PCI
The Eagle-Tribune	\$50.50 PCI	The Haverhill Gazette	\$22.00 PCI
Essex County Newspapers	\$99.60 PCI	Derry News	\$11.15 PCI
The Salem News	\$66.70 PCI	Carriage Towne News	\$24.90 PCI
The Daily News of Newburyport	\$48.25 PCI		
Gloucester Daily Times	\$46.15 PCI		

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 \$54.00 PCI including color, with modular rates available upon request.

Contract Rates

Revenue Contracts

	Discount on open display rate
\$5,000-\$14,999	5%
\$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.

Frequency Contracts

Daily/Weekly

Consecutive Weeks	Discount on open display rate
6 weeks	5%
13 weeks	10%
26 weeks*	15%
39 weeks	20%
52 weeks	30%

Nonconsecutive Weeks

13 ads	5%
26 ads	10%
52 ads	20%
78 ads	25%

Frequency contracts are specific to individual papers. 2" minimum required with frequency contracts. Frequency rates require signed contract and payment by the 25th of the month following service. *Available every other week.