Eagle-Tribune
Publishing Company

ESP

Eagle Select Print

2 0 0 7

Single Sheet Print & Deliver Advertising

Effective January 1, 2007

The Eagle-Tribune

The Salem News

The Daily News of Newburyport

Gloucester Daily Times

Andover Townsman

Town Crossings

The Haverhill Gazette

Derry News

Weekender

Carriage Towne News

Eagle-Tribune Publishing Company

Your **best connection** to the marketplace **North of Boston**

Eagle-Tribune
Publishing Company

Rates effective
January 1, 2007

Richard M. Franks
President and Publisher

Dennis C. Wade
Vice President/Advertising
978-946-2154
dwade@eagletribune.com

Ellen Zappala
Vice President/Weekly Division
978-374-0321
ezappala@eagletribune.com

Mark J. Miller
Advertising Director/Weeklies
603-437-7000 x8220
mmiller@derrynews.com

Eddie R. Najeeullah
Classified Outside Director
978-946-2410
enajeeullah@eagletribune.com

Mark J. Zappala
Classified Inside Director
978-946-2174
mzappala@eagletribune.com

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

Print and deliver your message to **targeted households** for as little as **6 cents each!**

Target and reach your market with ESP inserts.They're an unbeatable value — just a fraction of the cost of postage alone! **Custom select your market and reach 100% of your audience** through a combination of Eagle-Tribune Publishing Company's daily/weekly newspaper circulation and weekly mailings to nonsubscribers.

With Eagle Select Print (ESP) inserts — 8½" x 11" one- or two-sided single sheets* — savvy advertisers **reach new and existing customers with a product that's easy to save and use again and again.**

From restaurant or take-out menus and coupons to Grand Opening announcements and even political flyers, **ESPs combine value, highly targeted distribution, and total market coverage —** all in a variety of attractive and affordable formats.

Choose basic black-and-white — or enhance your message by selecting colored stock or even full-color printing.

- **Combos available with ROP**

**For information about other formats available, ask your Advertising Sales Representative.*

Total Market Coverage
It's easy as 1-2-3.

Eagle Select Print: It's easy. It's efficient. And it's incredibly affordable! Just one call to your advertising representative gets you started.

1. Choose your market.

It can be any combination of towns in our circulation area.

2. Select your ESP.

See rates for color or black and white.

3. Approve your proof.

After you approve of our design for your ESP, we'll print and deliver it to your chosen market.

ESP Advertising Rates
Full color

Add the power of full color with these bright, sophisticated ESPs. Color ESPs are printed on 60# glossy stock.

Deadline is 12 business days prior to Monday of week of insertion.*

Single Sheet/2-Sided (Bleed or Non-Bleed) – ESPC

Quantity Per Week*	1-5x	6-12x	13x+
10,000	$130M	$123M	$120M
15,000-25,000	$110M	$105M	$102M
30,000-55,000	$85M	$80M	$78M
60,000-100,000	$76M	$73M	$70M
105,000-245,000	$72M	$68M	$67M

Printing quantities must be ordered in increments of 5,000 pieces (after the minimum purchase of 10,000 pieces). Additional quantities are available and will be quoted separately. A $25.00 handling fee will be charged to all orders. One 4 color separation included in basic charge. Additional separations at $50.00 each.

Overruns available at a 30% discount rate. Certain requirements apply.

*Minimum 10,000 pieces per insertion. For less than 10,000 pieces per Daily, add $5.00 per thousand.

**Week of insertion runs Monday-Sunday.

ESP Advertising Rates
Black & White

Black and white ESPs are printed on a variety of colored 60# offset stock. Four color inks are available: black, blue, red, and green. **Deadline is 11 business days prior to publication.**

1 color ink/1 side – ESP0

Quantity Per Week*	Open Rate	6x-12x	13x-25x	26x+
10,000-14,999	$67M	$64M	$63M	$61M
15,000-19,999	$63M	$61M	$59M	$57M
20,000-39,999	$59M	$57M	$56M	$53M
40,000-59,999	$56M	$53M	$52M	$50M
60,000-89,999	$52M	$50M	$47M	$46M
90,000-119,999	$48M	$46M	$45M	$44M
120,000+	$46M	$44M	$43M	$41M

1 color ink/2 sides or 2 color inks/1 side – ESP1

Quantity Per Week*	Open Rate	6x-12x	13x-25x	26x+
10,000-14,999	$80M	$75M	$74M	$72M
15,000-19,999	$73M	$69M	$68M	$65M
20,000-39,999	$67M	$63M	$62M	$59M
40,000-59,999	$61M	$57M	$56M	$55M
60,000-89,999	$56M	$52M	$51M	$50M
90,000-119,999	$52M	$50M	$48M	$46M
120,000+	$50M	$47M	$46M	$44M

2 color inks/2 sides – ESP2

Quantity Per Week*	Open Rate	6x-12x	13x-25x	26x+
10,000-14,999	$97M	$92M	$89M	$87M
15,000-19,999	$87M	$83M	$80M	$77M
20,000-39,999	$75M	$73M	$69M	$67M
40,000-59,999	$72M	$68M	$65M	$64M
60,000-89,999	$64M	$61M	$59M	$57M
90,000-119,999	$59M	$57M	$55M	$53M
120,000+	$58M	$55M	$53M	$52M

Print and deliver rates, as with the single sheets rates, will apply to in-paper and shared TMC distribution.

Above prices quoted on 81/2 x 11 60# Offset stock. Minimum 10,000 pieces per insertion. Sample/stock colors only. Special paper orders require additional time and cost. FREE OVERRUNS for in-store use – 200 (10M), 300 (20M), 400 (30M), 500 (40M+) ADD-ON PRICING: Special Colored Paper: $7.00/thousand

* Minimum 10,000 pieces per insertion. For less than 10,000 pieces per Daily, add $5.00 per thousand.

Overruns available at a 30% discount rate. Certain requirements apply.

Standard Paper Colors

- Pink
- Canary
- Salmon
- Orchid
- Green
- Peach
- Ivory
- Goldenrod
- Blue

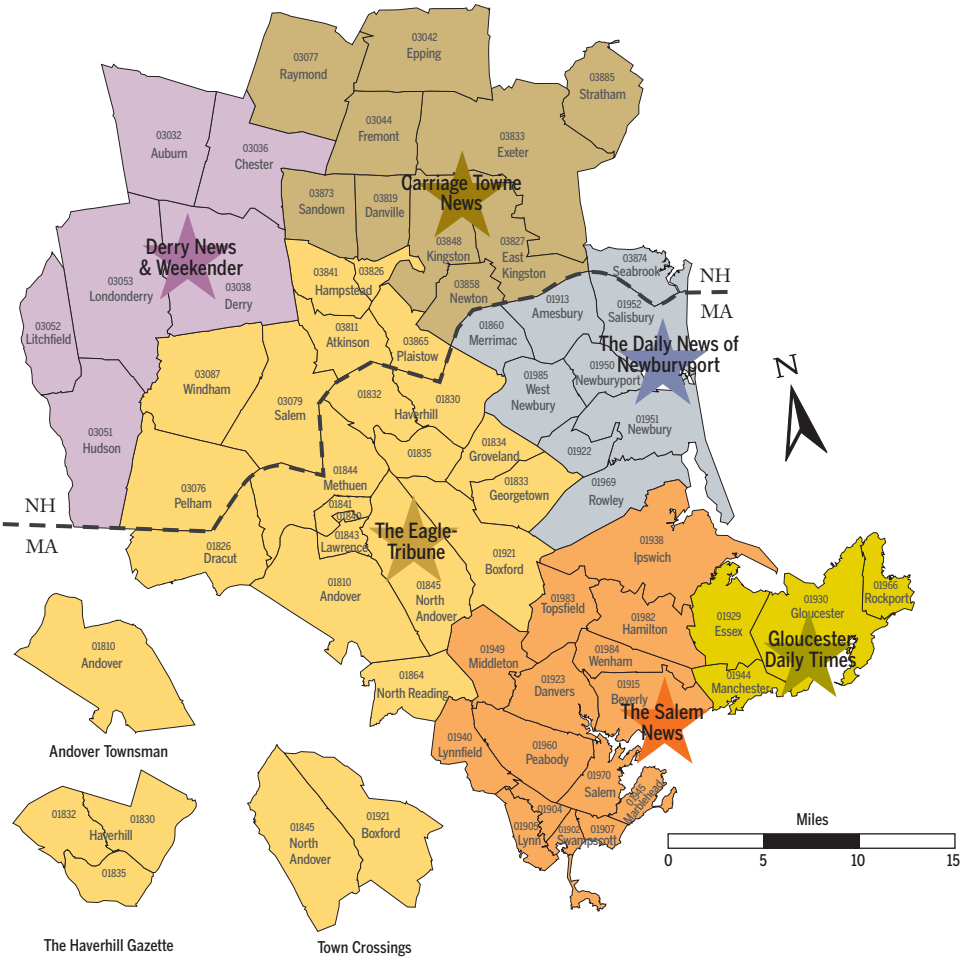
Premium Paper Colors
(additional cost)

- Violet
- Lava
- Lime
- Bright Yellow
- Orange
- Bright Blue
- Bright Green
- Red

- **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
- **348,883** households
- **921,430** people
- **$10.4 billion** in household consumer expenditures

Dominant coverage

of an expanded marketplace



Eagle-Tribune Publishing Company's stable of **community-focused daily and weekly newspapers** are consumers' overwhelming choice for local news and advertising North of Boston. With Eagle Select Print, **combine the power and reach of ETPC's daily and weekly paid circulation with the integrity of its total-market-coverage offerings** to reach every household — and **target distribution only to communities you choose.**

SOURCE: 2004 Gallup Poll of Media Usage & Consumer Behavior — Boston Market. ABC 2005 Audit Statements and Internal Circulation Reports, May 2006. Map Info Corp., 2006

Contact Us

The Eagle-Tribune
100 Turnpike St.
North Andover, MA 01845-5096
978-946-2000
Fax: 978-685-1588
Eagletribune.com

Essex County Newspapers

The Salem News
32 Dunham Road
Beverly, MA 01915-1895
978-922-1234
Fax: 978-922-4330
Northshoreonline.com

Gloucester Daily Times
36 Whittemore St.
Gloucester, MA 01930-2553
978-283-7000
Fax: 978-282-4397
Northshoreonline.com

The Daily News of Newburyport
23 Liberty St.
Newburyport, MA 01950-2750
978-462-6666
Fax: 978-463-9612
Northshoreonline.com

Weeklies

Derry News & Weekender
46 West Broadway
P.O. Box 307
Derry, NH 03038-0307
603-437-7000
Fax: 603-432-4510
Derrynews.com

Andover Townsman & Town Crossings
33 Chestnut St.
P.O. Box 1986
Andover, MA 01810-1986
978-475-7000
Fax: 978-475-5731
Andovertownsman.com

The Haverhill Gazette
181 Merrimack St.
Haverhill, MA 01830-6129
978-374-0321
Fax: 978-521-6790
Hgazette.com

Carriage Towne News
14 Church St.
P.O. Box 100
Kingston, NH 03848-0100
603-642-4499
Fax: 603-642-7750
Carriagetownenews.com

Eagle-Tribune Publishing Company

100 Turnpike Street
North Andover, MA 01845
978-946-2000
www.eagletribune.com