

EAGLE-TRIBUNE  
PUBLISHING COMPANY

# General Advertising Rates

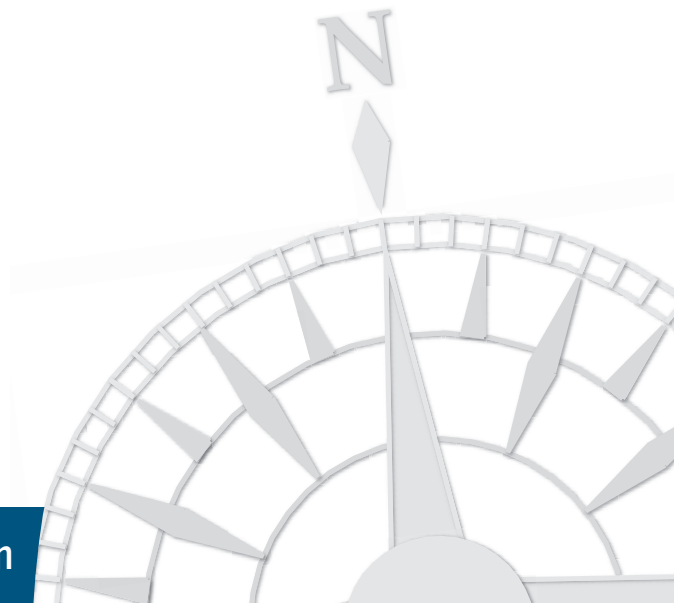
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THE EAGLE-TRIBUNE  
THE SALEM NEWS  
THE DAILY NEWS OF  
NEWBURYPORT  
GLOUCESTER DAILY TIMES  
ANDOVER TOWNSMAN  
TOWN CROSSINGS  
THE HAVERHILL GAZETTE  
DERRY NEWS  
WEEKENDER  
CARRIAGE TOWNE NEWS



Daily, Sunday & Weekly  
Effective January 1, 2007

Your best connection to the marketplace North of Boston



**Eagle-Tribune  
Publishing Company**

**Rates effective  
January 1, 2007**

**Richard M. Franks**  
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*Classified Inside Director*  
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mzappala@eagletribune.com

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

**Commission, Payment and Discounts**

Agency commission to accredited or recognized agencies, 15%. Cash discount, 2% of the net for payment in full if mailed by the 15th of the month following service. Transient customers, regular and approved customers – monthly payments. Political Advertising – bank certified check with order – net. Advertisements 6 inches or larger, published in the Daily or Sunday paper may run an additional day within a calendar week at a 40% discount off open rate. Does not apply to Classified Help Wanted.

**Policy**

30-day notice given of any rate revision. Alcoholic beverage and cigarette advertising accepted. Advertising which simulates editorial content will be labeled "Advertisement." Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are held responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients. In lieu of agency liability, the advertiser assuming responsibility for payment must provide written documentation.

**ROP Advertising Rates**

North of Boston Network	
Daily	\$97.39
Sunday	\$97.21
Sunday Eagle-Tribune	\$52.22
The Eagle-Tribune	\$49.36
Essex County Newspapers	\$62.71
The Salem News	\$51.22
Daily News of Newburyport	\$25.54
Gloucester Daily Times	\$25.54
Andover Townsman	\$26.24
Town Crossings	\$17.91
Haverhill Gazette	\$14.67
Derry News	\$21.47
Weekender	\$21.47
Carriage Towne News	\$22.98

**Revenue Contracts**

\$15,000 – \$29,999	10% discount
\$30,000 – \$69,999	15% discount
\$70,000 – \$139,999	20% discount
\$140,000 – \$229,999	25% discount
\$230,000 – \$469,999	30% discount
\$470,000 +	35% discount

Contact management for group advertising buys and news plan contract rates.

**Application of Contract Rates**

Contract rates apply within contract year. In the absence of a contract all advertising billed at open rate. Space used in Eagle-Tribune TV Update or color comics may be added to ROP used in The Eagle-Tribune Daily or Sunday to earn minimum contract rate. Advertisers signing revenue or frequency contracts billed at applicable contract rate and rebilled at higher rate if contract is not fulfilled or rebated if lower rate is earned.

**Color Rates and Requirements**

Available daily and Sunday. One, two and three colors with black.

	Minimum	
Black plus one color	30"	\$304.50
Black plus two colors	65"	\$498.75
Black plus three colors	65"	\$603.75

**North of Boston Network.** One, two and three colors with black.

	Minimum	
Black plus one color	30"	\$577.50
Black plus two colors	65"	\$970.20
Black plus three colors	65"	\$1,176.00

Agency and cash discounts apply

**Special Classification Rates**

Political advertising is net non commissionable. Use open rate (bank certified check with order)

Amusement page, per inch

Sunday Eagle-Tribune	\$54.44
The Eagle-Tribune	\$51.85
Essex County Newspapers	\$65.78
North of Boston Network	\$99.25

Guaranteed position 25% premium.

**Split Run** – Not available.

**Special Days** – Best food day: Wednesday. Business page daily except Sunday. Stock/Financial pages, Book, Travel, Color Comics and TV Update book: Sunday.

**ROP Depth Requirements**

Minimum size, 1 inch. Additional depth available in quarter-inch increments. Advertisements must be 1" deep for each column crossed: i.e., 2 cols. wide 2 inches deep, 3 cols. wide 3 inches deep, etc. Advertisements ordered for more than 19 inches deep will be charged as full depth: 21.5 inches.

## Contract & Copy Regulations

All copy subject to the approval of the publisher. No personal, matrimonial, clairvoyant or palmistry advertising accepted. Publisher reserves the right to cancel contracts on which space has not been used within 30 days of date of contract. The publisher reserves the right to change rate in contract on thirty-day notice.

## Closing Time - ROP

B/W three working days before publication. Color seven working days before publication. Sunday, 1 p.m. Wednesday. Family Section, 1 p.m. Thursday.

## Mechanical Measurements

	Retail	Classified
	Full page/129" (Six cols x 21.5")	Full page/215" (Ten cols x 21.5")
<b>Cols</b>		
1	1.833"	1.083"
2	3.792"	2.25"
3	5.75"	3.417"
4	7.708"	4.583"
5	9.667"	5.75"
6	11.625"	6.917"
7		8.083"
8		9.25"
9		10.417"
10		11.583"

Additional specifications listed at website eagletribune.com.

**TV Update** – Rates available upon request.

## Inserts

a. Roll fed pre-prints: Hi-Fi inserts not accepted. b. Pre-printed inserts accepted Monday through Sunday. Inserted at our plant.

## National Preprint Rates

Rates per thousand, commissionable at 15% (Full run only)

		8pg	12pg	16pg	20pg& over
<b>Open Rate</b>	Gross	\$40.49	\$45.61	\$50.74	\$55.86
	Net	\$34.42	\$38.77	\$43.13	\$47.48
<b>6x per year*</b>	Gross	\$36.44	\$41.05	\$45.66	\$50.28
	Net	\$30.97	\$34.89	\$38.81	\$42.44
<b>12x per year*</b>	Gross	\$34.42	\$38.78	\$43.13	\$47.49
	Net	\$27.53	\$32.96	\$36.66	\$40.37
<b>24x per year*</b>	Gross	\$32.39	\$36.49	\$40.59	\$44.69
	Net	\$27.53	\$31.02	\$34.50	\$37.99
<b>36x per year*</b>	Gross	\$30.37	\$34.21	\$38.06	\$41.90
	Net	\$25.81	\$29.08	\$32.35	\$35.62
<b>48x per year*</b>	Gross	\$29.67	\$33.42	\$37.18	\$40.90
	Net	\$25.22	\$28.41	\$31.60	\$34.76

## Classified

Classified Recruitment in column line advertising \$6.54 per line, Daily. Set in 5.5 pt. 4 line minimum.

Classified Display – 14 lines per inch - Classified b/w 1, 2, or 3 colors, 7-day option. ROP rates apply. Half page minimum.

North of Boston Network	\$80.54	Andover Townsman	\$17.20
Essex County Newspapers*	\$46.60	Town Crossings	\$11.58
Essex County Newspapers Recruitment*	\$41.20	Haverhill Gazette	\$9.99
Sunday Eagle-Tribune	\$40.42	Derry News	\$13.45
The Eagle-Tribune	\$38.61	Weekender	\$13.45
The Eagle-Tribune Recruitment	\$38.32	Carriage Towne News	\$16.06

\*Includes The Salem News, Gloucester Daily Times, and The Daily News of Newburyport

Box charges \$25 additional charge for box number.

## Circulation Information

Member Audit Bureau of Circulations

### Eagle-Tribune:

Per-copy daily, 50 cents; Sunday, \$2.00; home-delivered per week, \$4.50. Mailed subscriptions: 13 weeks, \$58.50; 26 weeks, \$111.00; 52 weeks, \$210.00.

### Essex County Newspapers:

Per-copy daily, 50 cents; home-delivered per week, \$3.50. Mailed subscriptions: 13 weeks, \$45.50; 26 weeks, \$91.00; 52 weeks, \$173.

### Derry News:

Per-copy twice weekly, 75 cents. Mailed subscriptions: 52 weeks, \$40.

### Andover Townsman:

Per-copy weekly, 75 cents. Mailed subscriptions: 52 weeks, \$40.

### Haverhill Gazette:

Per-copy weekly, 75 cents. Mailed subscriptions: 52 weeks, \$25.

Approximately 85% home delivered.

# 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

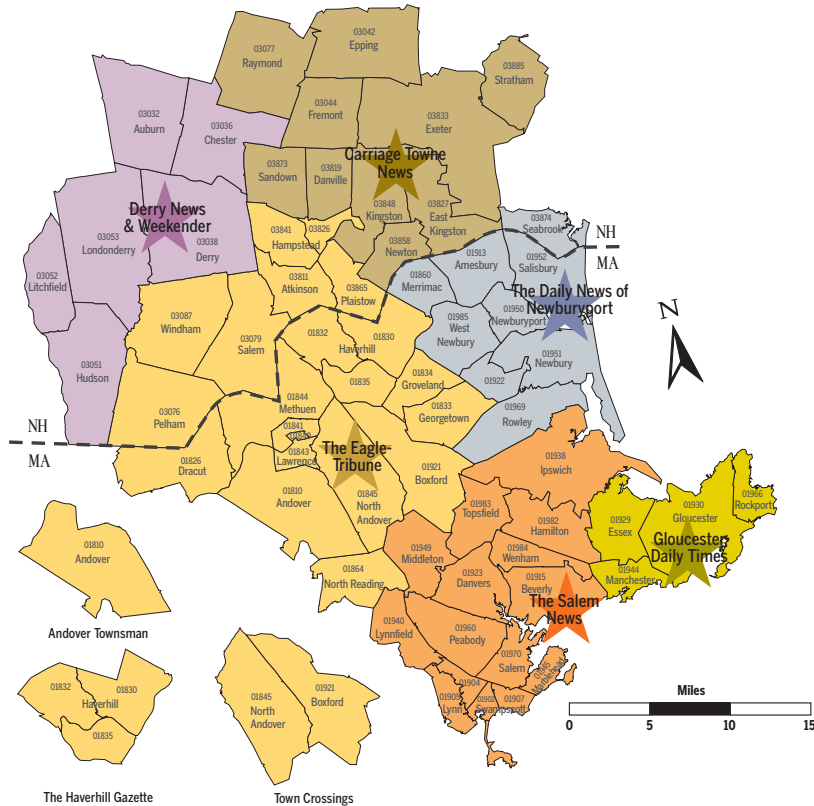
181 Merrimack St.  
Haverhill, MA 01830-6129  
978-374-0321  
Fax: 978-521-6790  
Hgazette.com

### Carriage Towne News

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

# Dominant coverage

of an expanded marketplace



- **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

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

	Circulation	Average Issue Readers
<b>Sunday Circulation</b>		
Sunday Eagle-Tribune	51,267	154,028
<b>Daily Circulation</b>		
The Eagle-Tribune	48,374	142,666
The Salem News	30,672	95,150
The Daily News of Newburyport	13,170	32,517
Gloucester Daily Times	10,377	28,726
<b>Total Daily Circulation</b>	<b>102,593</b>	<b>276,396(net)</b>
<b>Total Daily and Sunday Circulation</b>	<b>105,486</b>	<b>291,891 (net)</b>
<b>Weekly Circulation</b>		
Andover Townsman	6,935	23,124
Town Crossings	14,699	14,688
Haverhill Gazette	6,350	24,250
Derry News	6,538	21,594
Weekender	25,599	11,644
Carriage Towne News	36,784	47,172



100 TURNPIKE STREET  
NORTH ANDOVER, MA 01845  
978-946-2000  
WWW.EAGLETRIBUNE.COM