

EAGLE-TRIBUNE  
PUBLISHING COMPANY

# Marketplace Connection

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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

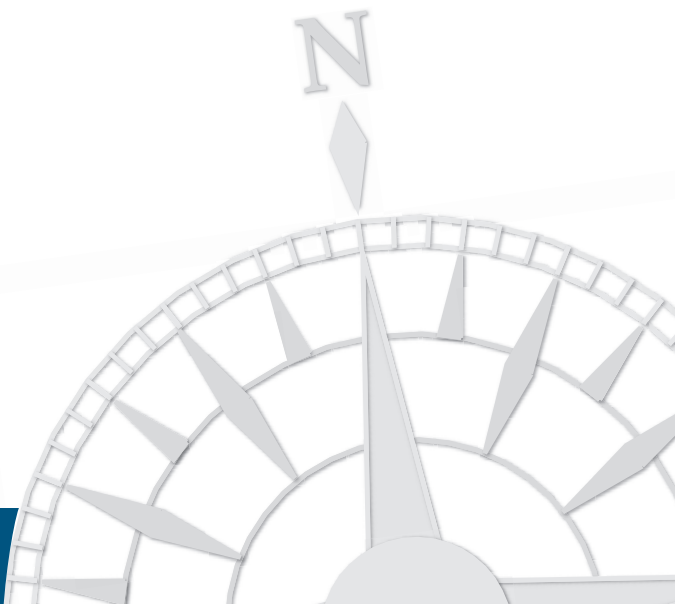
WEEKENDER

CARRIAGE TOWNE NEWS



## Marketpower Plus & Community Plus

Combination Advertising Programs



Your best connection to the marketplace North of Boston

# Marketplace Connection

## MarketpowerPlus and CommunityPlus

combination advertising plans give you the power and flexibility to reach **more than 202,000 households** North of Boston — or to target your message in geographic areas that best suit your needs.

This is an unbeatable opportunity. Every day, **The Eagle-Tribune, The Salem News, Gloucester Daily Times** and **The Daily News of Newburyport** reach **103,000 households** North of Boston — far more than any other daily or Sunday paper. Every week, Eagle-Tribune Publishing Company newspapers are **the area's top choices for community news and advertising**. And, **the more you extend your reach** through **Marketpower Plus** or **Community Plus** advertising plans, **the more you save**. Earn **higher discounts** by extending your reach to all papers.

If you're already earning discounts by advertising in daily or weekly newspapers, **Marketpower Plus** and **Community Plus** plans offer you the chance to save even more.

**Simple. Flexible. Powerful.** Save with **Marketpower Plus** and **Community Plus** advertising plans.

## The Eagle-Tribune

- **Readership:** 142,666 Daily and 154,028 Sunday readers
- **Published:** Daily and Sunday
- **Circulation:** 48,374 Daily and 51,267 Sunday households
- Largest daily and Sunday circulation newspaper in Massachusetts' Merrimack Valley
- Top daily and Sunday newspaper in Rockingham County, New Hampshire's 2nd-largest county.

## The Salem News

- **Readership:** 95,150 readers
- **Published:** Daily
- **Circulation:** 30,672 households
- Delivers coverage of the retail and automotive hub north of Boston
- Connected communities through easy access to Routes 1, 95, 114 and 128

## Gloucester Daily Times

- **Readership:** 28,726 readers
- **Published:** Daily
- **Circulation:** 10,377 households
- Newspaper-of-record for one of America's most recognized Atlantic coastal communities
- Paid circulation exceeding 51% in four communities comprising Cape Ann

## Daily News of Newburyport

- **Readership:** 32,517 readers
- **Published:** Daily
- **Circulation:** 13,170 households
- Paid circulation exceeding 44% in northeastern Massachusetts' fastest growing suburban markets
- Delivers advertising value through an upscale and growing readership base

## Andover Townsman

- **Readership:** 23,124 readers
- **Published:** Thursday
- **Circulation:** 6,935 households
- Covers 84% of Andover households when used in combination with The Eagle-Tribune.
- Andover residents far exceed consumer-spending averages in every major category
- Townsman readers have easy access to Boston and Route 128 as well as tax-free southern New Hampshire

## Town Crossings

- **Readership:** 14,688 readers
- **Published:** Thursday
- **Circulation:** 14,699 households
- Covers 100% of the market
- Targets the rapidly growing high demographic communities of North Andover and Boxford

## The Haverhill Gazette

- **Readership:** 24,250 readers
- **Published:** Thursday
- **Circulation:** 6,350 households
- Covers 60% of the Haverhill market when combined with The Eagle-Tribune
- In-depth, award-winning coverage of Haverhill news and events
- Reaches a rapidly growing Haverhill community with a strong consumer connection to the southern New Hampshire retail market

## Derry News & Weekender

- **Derry News Readership:** 21,594 readers
- **Weekender Readership:** 11,644 readers
- **Derry News Published:** Wednesday and Friday
- **Weekender Published:** Fridays
- **Derry News Circulation:** 6,538 households
- **Weekender Circulation:** 25,599 households  
Combined total of 32,137
- Covers 90% of the market
- Strong readership of young families with school-age children
- In the center of the “golden triangle,” with New Hampshire’s highest growth rate

## Carriage Towne News

- **Readership:** 47,172 readers
- **Published:** Tuesday
- **Circulation:** 36,784 households
- Mailed to 100% of the residential addresses in 18 of southern New Hampshire’s fastest growing communities
- Largest weekly circulation in southern New Hampshire
- Readers’ overwhelming choice for community news

Your best connection to the marketplace North of Boston.

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



# Retail Rates

	Earned Discount Rate	The Eagle-Tribune	Sunday Eagle-Tribune	Essex County Newspapers	Salem News	Gloucester Daily Times	Daily News of Newburyport	Derry News or Weekender**	Andover Townsman	Town Crossings	Haverhill Gazette	Carriage Towne News
<b>Open Rate</b>		\$39.83	\$42.18	\$48.05	\$40.97	\$21.28	\$21.28	\$18.28	\$22.44	\$15.28	\$12.47	\$20.01
<b>Daily/Daily Combination</b>												
All dailies	10%	\$35.85	\$37.96	\$43.25								
ET plus Salem	10%	\$35.85	\$37.96		\$36.87							
Any two Dailies	10%	\$35.85	\$37.96		\$36.87	\$19.15	\$19.15					
<b>All Newspapers</b>												
Eagle-Tribune plus ECN	10%	\$35.85	\$37.96	\$43.25								
plus all Weeklies	30%							\$12.80	\$15.71	\$10.70	\$8.73	\$14.01
<b>Daily/Weekly Combinations</b>												
Daily plus one Weekly	15%	\$39.83*	\$42.18*	\$48.05*	\$40.97*	\$21.28*	\$21.28*	\$15.54	\$19.07	\$12.99	\$10.60	\$17.01
Daily plus two Weeklies	20%	\$39.83*	\$42.18*	\$48.05*	\$40.97*	\$21.28*	\$21.28*	\$14.62	\$17.95	\$12.22	\$9.98	\$16.01
Daily plus three Weeklies	25%	\$39.83*	\$42.18*	\$48.05*	\$40.97*	\$21.28*	\$21.28*	\$13.71	\$16.83	\$11.46	\$9.35	\$15.01
Daily plus four Weeklies	30%	\$39.83*	\$42.18*	\$48.05*	\$40.97*	\$21.28*	\$21.28*	\$12.80	\$15.71	\$10.70	\$8.73	\$14.01
<b>Weekly/Weekly Combinations</b>												
Two Weeklies	15%							\$15.54	\$19.07	\$12.99	\$10.60	\$17.01
Three Weeklies	20%							\$14.62	\$17.95	\$12.22	\$9.98	\$16.01
Four Weeklies	25%							\$13.71	\$16.83	\$11.46	\$9.35	\$15.01
All Weeklies	30%							\$12.80	\$15.71	\$10.70	\$8.73	\$14.01

\*Additional discounts available for repeat dates, zones or contract commitment.

\*\* Weekender may be bought in combination with the Derry News for \$10.05 (contract) or \$10.97 (non-contract) per column inch NET. Does not qualify for additional weekly discount when bought in combination.

Rates reflect allowed discount taken from each paper's open rate.

6" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations.

# Classified Display Rates

	Earned Discount Rate	The Eagle-Tribune	Sunday Eagle-Tribune	Essex County Newspapers	Derry News or Weekender**	Andover Townsman	Town Crossings	Haverhill Gazette	Carriage Towne News
<b>Open Rate</b>		\$26.46	\$27.40	\$36.05	\$11.18	\$14.35	\$9.64	\$8.34	\$14.13
<b>Market Power Plus</b>									
ET or ECN plus one weekly	15%	\$26.46*	\$27.40*	\$36.05*	\$9.50	\$12.20	\$8.19	\$7.09	\$12.01
ET or ECN plus two weeklies	20%	\$26.46*	\$27.40*	\$36.05*	\$8.94	\$11.48	\$7.71	\$6.67	\$11.30
ET or ECN plus three weeklies	25%	\$26.46*	\$27.40*	\$36.05*	\$8.39	\$10.76	\$7.23	\$6.26	\$10.60
ET or ECN plus four or more weeklies	30%	\$26.45*	\$27.40*	\$36.05*	\$7.83	\$10.05	\$6.75	\$5.84	\$9.89
<b>Community Plus</b>									
Two weeklies	15%				\$9.50	\$12.20	\$8.19	\$7.09	\$12.01
Three weeklies	20%				\$8.94	\$11.48	\$7.71	\$6.67	\$11.30
Four or more weeklies	25%				\$8.39	\$10.76	\$7.23	\$6.26	\$10.60

\* Additional discounts available for repeat dates, or contract commitment.

\*\* Weekender may be bought in combination with the Derry News for \$6.15 (contract) or \$6.71 (non-contract) per column inch NET. Does not qualify for additional weekly discount when bought in combination.

An "All Daily" combination is available at a 35% discount from each title's open rate.

An "All Weekly" combination is available at a 30% discount from each title's open rate.

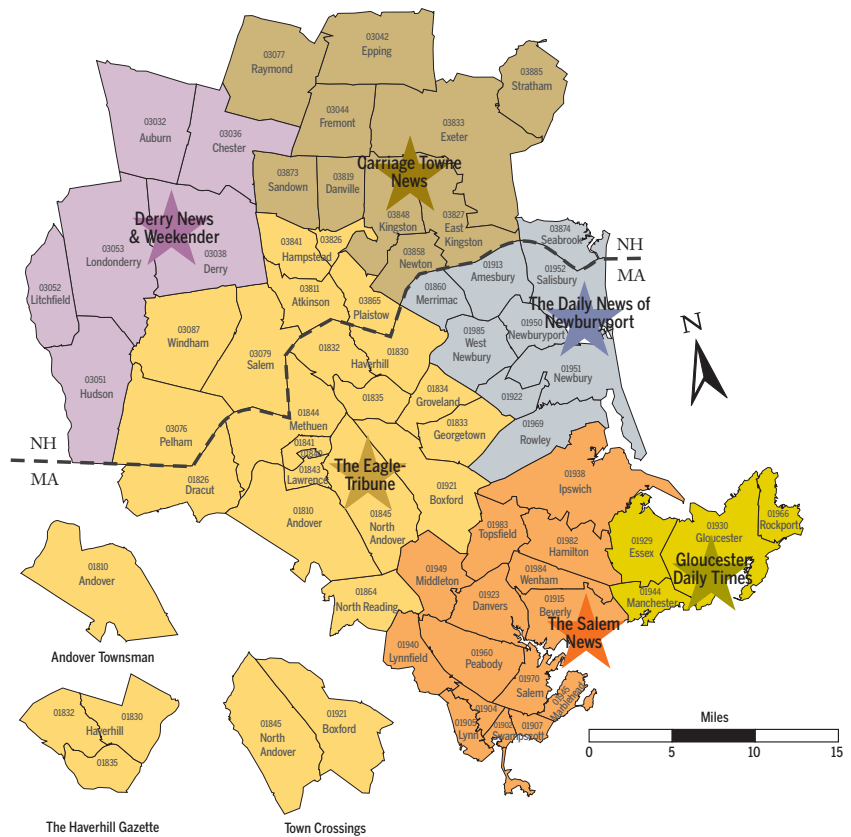
An "All Newspaper" combination is available at a 35% discount from each title's open rate.

Marketpower Plus rates exclude Help Wanted. Call Class Connection for details.

Rates reflect allowed discount from each paper's open rate.

## When you combine

the reach and power of **The Eagle-Tribune**, **Salem News**, **Gloucester Daily Times** and **Daily News of Newburyport** with the in-depth community focus of their affiliated weekly and twice-weekly newspapers — **Derry News & Weekender**, **Andover Townsman**, **Town Crossings**, **The Haverhill Gazette**, and **Carriage Towne News** — your message reaches more than 202,000 households North of Boston. In fact, Eagle-Tribune Publishing's group of award-winning, locally owned newspapers delivers **the most readers North of Boston by far**.



## MarketpowerPlus

Place your ad in **The Eagle-Tribune**, **The Salem News**, **Gloucester Daily Times** or **Daily News of Newburyport** and any affiliated weekly paper and get a **15% discount** on the weekly rate. Extend your reach and save even more — **20, 25 and 30% off** weekly rates — with placements in two, three or four or more affiliated weeklies. Combine our daily papers and save — **more coverage, better value**.

## CommunityPlus

Place your ad in any two affiliated weeklies and get a **15% discount**. Extend your reach and save even more — **20%** for placement in any three weeklies and **25%** for placement in four weeklies.

# Contact Us

## The Eagle-Tribune

100 Turnpike St.  
North Andover, MA 01845-5096  
978-946-2000  
Fax: 978-685-1588  
[Eagletribune.com](http://Eagletribune.com)

## Essex County Newspapers

### The Salem News

32 Dunham Road  
Beverly, MA 01915-1895  
978-922-1234  
Fax: 978-922-4330  
[Northshoreonline.com](http://Northshoreonline.com)

### Gloucester Daily Times

36 Whittemore St.  
Gloucester, MA 01930-2553  
978-283-7000  
Fax: 978-282-4397  
[Northshoreonline.com](http://Northshoreonline.com)

### The Daily News of Newburyport

23 Liberty St.  
Newburyport, MA 01950-2750  
978-462-6666  
Fax: 978-463-9612  
[Northshoreonline.com](http://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](http://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](http://Andovertownsman.com)

### The Haverhill Gazette

181 Merrimack St.  
Haverhill, MA 01830-6129  
978-374-0321  
Fax: 978-521-6790  
[Hgazette.com](http://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](http://Carriagetownenews.com)



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