



POLITICAL ADVERTISING

HAVERHILL - LAWRENCE - METHUEN ELECTIONS 2009

A campaign strategy that combines the power of In-Paper Newspaper Advertising, Single Sheet Inserts with 100% market coverage, and Eagle-Tribune Online Advertising offers the best possible reach at the most cost-effective rates.

IN-PAPER Ads

Target the voters in your city by using cost-effective Eagle-Tribune Zoned advertising.

Eagle-Tribune Open Rate - \$40.65 pci (daily)
\$43.00 pci (Sunday)

Haverhill Gazette Open Rate - \$12.75 pci

ET Central Zone = \$26.25 pci
Reaches up to more than 6,400 households in Lawrence
Reaches up to 8,700 households in Methuen

ET East Zone = \$17.45 pci
Reaches up to more than 8,600 households in Haverhill

Cost-saving Combinations Available

Zone/Zone – Repeat a zoned ad on the next zoned day with no copy changes at a **40% discount**.

Zone/ROP – Run one or both zone days and repeat full run at **40% off** ET Open Rate (**\$24.39 pci** – daily)

Eagle-Tribune Zoned Advertising is available on Sundays & Wednesdays. Minimum 6 column inches required.

PRINT & DELIVER SINGLE SHEET INSERTS - 100% COVERAGE

Reach voters at an unbeatable value – just a fraction of the cost of postage alone! With 8½" x 11" Print & Deliver Inserts, we make design & printing easy. Choose basic black & white or enhance your message by selecting colored stock & inks or even full-color printing and have our professional design staff create your insert at no additional charge.

Our Print & Deliver Inserts combine value, highly targeted distribution, and Total Market Coverage – all in a variety of formats for the savvy political candidate!

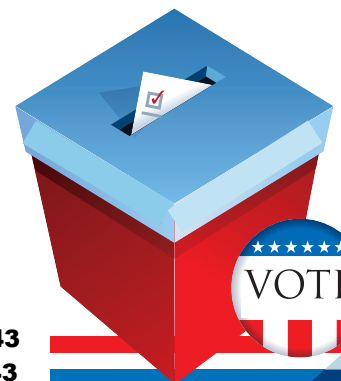
City	Total Quantity (In-paper plus TMC)	1 Side – 1 Color	1 Side – 2 Colors 2 Sides – 1 Color	2 Sides – Full Color
Lawrence	22,800	\$1,618.80	\$1,664.40	\$2,827.20
Methuen	18,760	\$1,350.72	\$1,388.24	\$2,401.28
Haverhill	25,220	\$1,790.62	\$1,841.06	\$3,127.28

Deadline: 12 business days prior to Monday of week of insertion.

EAGLE-TRIBUNE ONLINE ADVERTISING

With more than 2 million page views per month on The Eagle-Tribune web site, catch the eyes of our Online readers at our most discounted rate.

	Impressions Per ad	Rate per month (at 10% discount)
Leaderboard (1)	100,000	\$2,250.00
Leaderboard (2)	50,000	\$1,125.00
Leaderboard (3)	25,000	\$ 562.50
News (1)	50,000	\$ 675.00
News (2)	25,000	\$ 337.50



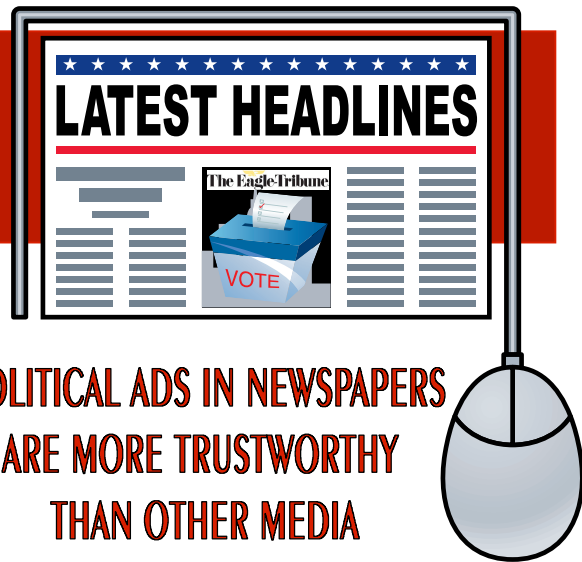
The Eagle-Tribune

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Ed Wholley 978-556-8543



Why Newspapers Deliver For Political Campaigns



**POLITICAL ADS IN NEWSPAPERS
ARE MORE TRUSTWORTHY
THAN OTHER MEDIA**

1. Newspaper readers are voters

2. Newspapers are credible

Voters look to newspapers for the information they need to make up their minds about candidates and issues. Newspapers rank second only to television among voters when it comes to providing the most helpful information about state & local elections. Newspaper advertising gives your campaign an aura of credibility and respectability that's unmatched.

3. Newspapers consistently reach voters

Voters consistently look to newspapers to help make up their minds about how they'll vote. While the perceived usefulness of other media rises and falls as the campaign progresses, newspapers maintain their strength for influencing voter opinion. Voters count on newspapers to deliver the whole story about the candidates and issues, from the earliest moments of the campaign right up until Election Day.

4. Newspapers reach crucial undecided voters

Among those who say they experience some indecision, three out of four are regular newspaper readers. Newspapers can put your message in the hands of this crucial constituency.

5. Newspapers are reliable

Newspaper readers seek out in-depth, detailed political information. With newspaper in your media mix, you can be sure your ad dollars have been well spent.

6. Newspapers make targeting easy

Today's newspapers can deliver your message right to the doorsteps of the voters you need to reach.

7. Newspapers can provide more information to voters

8. It's easy to advertise in newspapers

Placing political ads in newspapers has never been easier. Typically the media buy can be completed with a single order and check.

9. All politics is local

Voters know newspapers are the place to go to find out what's going on in their communities.

10. Newspapers are an essential part of a successful media mix

Broadcast, direct mail, and phone calls are all still important, but you also have to put money into other proven and effective advertising mediums like newspaper. In fact, newspaper ranks second only to television among voters when it comes to providing the most helpful information about state & local elections.

Source: Newspaper Association of America

Print & Online – A Powerful Political Ad Punch

The oldest mass medium, newspapers, and one of the newest, the internet, have individually proven that they are potent tools in reaching and persuading voters. But now, a major study commissioned by Google™ shows that the power of newspaper and online advertising are greatly enhanced when they're used in tandem.

- Young and old alike are frequent and regular newspaper readers
- 70% of seniors, the largest and most reliable voting block, are frequent newspaper readers
- 8 out of 10 newspaper readers voted in the last two presidential elections
- 55%, a majority of all voters, read a newspaper every day
- 3 out of 4 undecided voters are regular newspaper readers
- Newspapers have higher believability among voters than any other medium
- Local newspaper websites surpass all others with a 27% share, compared with 9.5 for television and 2.1 for radio.

Source: Newspaper Association of America



The Eagle-Tribune

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