

**NH.COM RUN OF SITE ADVERTISING  
OVER 20,000 PAGE VIEWS A WEEK!**

**A. Leaderboard**  
728 x 90 pixels

**B. Mini Banner**  
234 x 60 pixels

**C. In-Column**  
300 x 250

**D. Skyscraper**  
160 x 600 pixels

**E1. Tower**  
120 x 240 pixels

**E2. Tower**  
120 x 240 pixels

**F. Tile**  
120 x 90 pixels

**F. Tile**  
120 x 90 pixels

**G. Bottom Board**  
728 x 90 pixels

**PRICING**  
Prices Based on CPM  
Rates (Cost Per Thousand)

**A. Leaderboard**  
Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

**B. Mini Banner**  
Open Rate - \$6.00  
26 Week Rate - \$5.50  
52 Week Rate - \$5.00

**C. In-Column 300 x 250**  
Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

**D. Skyscraper**  
Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

**E1. Tower**  
Open Rate - \$5.50  
26 Week Rate - \$5.25  
52 Week Rate - \$5.00

**E2. Tower**  
Open Rate - \$5.00  
26 Week Rate - \$4.75  
52 Week Rate - \$4.50

**F. Tile**  
Open Rate - \$4.00  
26 Week Rate - \$3.50  
52 Week Rate - \$3.00

**G. Bottom Board**  
Open Rate - \$3.50  
26 Week Rate - \$3.25  
52 Week Rate - \$3.00

**ONLINE RATE CARD**

nashua telegraph .com

**NH.com**

**CABINET.COM**

Effective November 1, 2011

- **96% OF THE MARKET ACCESSED**  
NASHUATELEGRAPH.COM AT LEAST ONCE  
IN THE PAST 30 DAYS
- **75% HAVE AN INCOME OF \$45K+**
- **83% HAVE AT LEAST SOME COLLEGE EDUCATION**
- **67% ARE MARRIED**
- **80% OWN THEIR OWN HOME**
- **67% ARE MARRIED**
- **79% ARE 54 YEARS OR YOUNGER**
- **55% ARE WOMEN**



• Over 100,000 page views per month. • Rates based on minimum purchase of 5,000 impressions a week. All ads are run of site except for classifieds.  
• 25,000 unique visitors a month. • Other online advertising options are available. Ask about email newsletters, video, enhanced search listings, niche web site opportunities and more. • Rich media ads may require additional charges.

# NASHUATELEGRAPH.COM RUN OF SITE ADVERTISING OVER 345,000 PAGE VIEWS A WEEK!

## PRICING

Prices Based on CPM Rates (Cost Per Thousand)

### A. Leaderboard

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### B. Mini Banner

Open Rate - \$6.00  
26 Week Rate - \$5.50  
52 Week Rate - \$5.00

### C. In-Column 300x250

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### D. Skyscraper

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### E1. Tower

Open Rate - \$5.50  
26 Week Rate - \$5.25  
52 Week Rate - \$5.00

### E2. Tower

Open Rate - \$5.00  
26 Week Rate - \$4.75  
52 Week Rate - \$4.50

### F. Tile

Open Rate - \$4.00  
26 Week Rate - \$3.50  
52 Week Rate - \$3.00

### G. Bottom Board

Open Rate - \$3.50  
26 Week Rate - \$3.25  
52 Week Rate - \$3.00

The screenshot shows the Nashua Telegraph website layout with several ad spots marked with letters A through G. Spot A is a large leaderboard at the top. Spot B is a mini banner below it. Spot C is an in-column ad in the news feed. Spot D is a skyscraper ad on the right side. Spot E1 and E2 are tower ads. Spot F is a tile ad. Spot G is a bottom board ad at the footer.

# CABINET.COM RUN OF SITE ADVERTISING OVER 15,000 PAGE VIEWS A WEEK!

## PRICING

Prices Based on CPM Rates (Cost Per Thousand)

### A. Leaderboard

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### B. Mini Banner

Open Rate - \$6.00  
26 Week Rate - \$5.50  
52 Week Rate - \$5.00

### C. In-Column 300x250

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### D. Skyscraper

Open Rate - \$18.00  
26 Week Rate - \$15.00  
52 Week Rate - \$13.00

### E1. Tower

Open Rate - \$5.50  
26 Week Rate - \$5.25  
52 Week Rate - \$5.00

### E2. Tower

Open Rate - \$5.00  
26 Week Rate - \$4.75  
52 Week Rate - \$4.50

### F. Tile

Open Rate - \$4.00  
26 Week Rate - \$3.50  
52 Week Rate - \$3.00

### G. Bottom Board

Open Rate - \$3.50  
26 Week Rate - \$3.25  
52 Week Rate - \$3.00

The screenshot shows the Cabinet Press website layout with several ad spots marked with letters A through G. Spot A is a large leaderboard at the top. Spot B is a mini banner below it. Spot C is an in-column ad in the news feed. Spot D is a skyscraper ad on the right side. Spot E1 and E2 are tower ads. Spot F is a tile ad. Spot G is a bottom board ad at the footer.

• Over 1,500,000 Page Views per Month • Rates based on minimum purchase of 25,000 impressions a week. All ads are run of site except for classifieds.  
• 250,000 unique visitors a month. • Other online advertising options are available. Ask about email newsletters, video, enhanced search listings, niche web site opportunities and more. • Rich media ads may require additional charges.

• Over 65,000 page views per month. • Rates based on minimum purchase of 5,000 impressions a week. All ads are run of site except for classifieds.  
• 16,000 unique visitors a month. • Other online advertising options are available. Ask about email newsletters, video, enhanced search listings, niche web site opportunities and more. • Rich media ads may require additional charges.