

Retail and Preprint Advertising Rates

Annual Bulk Contracts

ROP	Open Rate	Open PrePaid	\$1,200	\$2,500	\$5,000	\$9,500	\$13,500	\$17,500	\$26,000	\$33,500	\$49,000	\$95,000	\$150,000
Daily	\$30.60	\$29.35	\$27.70	\$24.85	\$21.70	\$20.60	\$19.55	\$19.25	\$18.70	\$18.20	\$17.65	\$17.40	\$17.05
Sunday	\$32.65	\$31.20	\$29.45	\$26.95	\$23.65	\$22.20	\$21.20	\$20.85	\$20.15	\$19.60	\$19.20	\$18.85	\$18.40

ROP Annual Frequency Contracts

The Telegraph	6-week contract	13-week contract	26-week contract	52-week contract
Daily	\$24.75	\$19.10	\$17.45	\$15.65
Sunday	\$26.60	\$20.45	\$18.85	\$17.75

Daily Space - run your ad for 28 consecutive days for \$399 pci

Color Bulk Contract

	Open	6-12x	13-74x	75+
Spot	\$200	\$170	\$150	\$120
Full	\$350	\$298	\$263	\$210

Color is priced per ad, per day net.

Pick-Up Rates

The Telegraph	2nd Day	3rd Day
Daily	30% off	50% off

Pickup rates apply to ROP advertising, provided the copy is scheduled to run within six calendar days of the first insertion with no copy changes. Classified advertising is excluded from these combination rates. No discounts on Sundays. Discount is off open or contract daily rate.

All print, inprint and preprint dollars count toward dollar volume contracts. All rates are per column inch net. All ads eight inches or larger placed as ROP ads in The Telegraph go into our searchable online database on nashuatelegraph.com, which reaches an additional 13,000+ readers. Rates are applicable for The Telegraph, Feast and Encore. Minimum ad size for frequency contracts and pickup discounts is four inches. **Nonprofit (501c) organizations** qualify for the \$5,000 rate. **Guaranteed placement requires 25% surcharge.**

Preprint Rates

Quantity	1-3	4-7	8-13	14-19	20-29	30-49	50-69	70-99	100+
10,000-19,999	\$61	\$60	\$59	\$57	\$54	\$51	\$49	\$47	\$44
20,000-29,999	\$59	\$58	\$57	\$54	\$51	\$49	\$47	\$44	\$41
30,000-35,999	\$54	\$52	\$50	\$47	\$46	\$45	\$44	\$41	\$39
36,000-54,000	\$52	\$50	\$49	\$46	\$45	\$44	\$43	\$39	\$36
55,000-59,999	\$49	\$47	\$46	\$45	\$44	\$43	\$42	\$36	\$33
60,000+	\$47	\$46	\$45	\$44	\$43	\$42	\$41	\$33	\$30

All above rates are cost per thousand (CPM) net. Advertiser establishes a frequency level, then determines the CPM by the quantity per insert. Minimum 10,000 inserts. Sunday preprints add \$2 CPM. Sundays require full run distribution. Preprints are distributed by zip code. Polybags: \$55cpm daily, \$65cpm Sunday net; no discounts available. Let us quote your next print job- we do full color glossy flyers as low as 5¢ each!

- All preprints are inserted in plant.
- Reservations should be made not less than 14 days in advance of the scheduled insertion date. First come, first served on reservation basis. Monday inserts require full run circulation or a \$200 surcharge will be applied.
- Standard and tabloid sections are accepted based on sizes not exceeding 10" x 11". Acceptance of preprints that do not meet size requirement may be quarterfolded; contact The Telegraph advertising management. Minimum size is 5.5" x 8". Multipage inserts may require upcharge if must be hand inserted.
- All preprint advertising shall be only for advertiser's own business for his/her own outlet and shall not carry more than signature or logo.
- Preprinted inserts will not be inserted into copies distributed by U.S. Mail
- Materials must be delivered freight prepaid to Seacoast Media Group c/o Nashua Telegraph 111 New Hampshire Ave., Portsmouth, NH 03801 not less than five to seven days prior to scheduled insertion date. Must be delivered on skids (maximum height 52" with skid, maximum width 48").
- Hours: 8 a.m. to 4:30 p.m. Monday through Friday. NO deliveries accepted on Saturday or Sunday. Request 24-hour notice prior to delivery.
- Sunday full run 28,000 required. Daily full run 23,000 copies required.
- Total market saturation options are available.
- Polybag dimensions: 9"x 21" daily, 9"x 23" Sunday. Full run, home delivery only.

Features, Special Products and Services

Nashua/Regional News	Daily	Front Page Adhesive Notes	3x3" adhesive notes preprint or weprint
National News	Daily	Front Page ROP Advertising	6 column by 1", 2 column x 2" and 2 column x 4" ROP full color spots available
Sports	Daily	One-Stop Print Shop	Glossy flyers; we design, print & insert as low as 5 cents each
Entertainment	Daily	TV Week Magazine	Guaranteed position ads; Complete TV and Cable listings
Comics	Daily	Neighbors TMC	Weekly nonsubscriber shopper in Nashua, Hudson & Litchfield
TV Listings	Daily	Commercial Printing	Newspaper / Tabloid printing, call 603-594-6477
Neighbors Community	Mon. & Thurs.		
Encore/Feast	Thurs.		
Religion	Sat.		
Travel, Books, Family, Health	Sun.		
Weddings, Engagements	Sun.		
TV Week tab	Sun.		
Comics; Coupons	Sun.		

Special Sections & Event Calendar

	Timing	Type		Timing	Type
Auto	Feb & Oct	Broadsheet	Pawsitively Pets Expo	May	Event, Tabloid
Encore Superstar Contest	Feb	Event, Tabloid	MotorMania Car Show	June	Event, Tabloid
Progress: Health & Edu	March	Broadsheet	Graduation	June	Broadsheet
Progress: A&E	March	Broadsheet	Community Guide	July	Flexitab
Progress: Business I	March	Broadsheet	Education Guide	August	Tabloid
Progress: Business II	March	Broadsheet	Wicked Wine & Brew Fest	September	Event, Tabloid
Women's Expo	April	Event, Tabloid	Ladies Night on the Town	September	Event, Tabloid
Home & Garden	April & Sept	Broadsheet	The Best of Greater Nashua	October	Event, Tabloid
Bridal Expo	May	Event, Tabloid	Health & Wellness	October	Event, Tabloid
Summer Guide	May	Tabloid	Kids Fair	November	Event, Tabloid
Menu Guide	May & Oct	Tabloid	Holiday Gift Guides	Nov & Dec	Broadsheet

Special Sections / Events deadline typically three weeks to a month prior to publication / event timing noted above. Special sections appear online at nashuatelegraph.com. Schedule subject to change.

Mechanical Requirements

	1 column	2 column	3 column	4 column	5 column	6 column	7 column	8 column	9 column
ROP	1.604"	3.333"	5.062"	6.792"	8.521"	10.25"			
Classified	1.084"	2.230"	3.375"	4.521"	5.667"	6.813"	7.958"	9.104"	10.25"

Offset printing process; ROP format. Halftones: 85 line screen. Full page image areas: Broadsheet: 10.25" x 20.25" Tabloid: 10.25" x 10.0". Double Truck width 21.25"

Deadlines

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Feast	Encore	Neighbors
ROP/Classified	Wed 4pm	Fri 10am	Fri 2pm	Mon 2pm	Tues 2pm	Wed 2pm	Thurs 2pm	Mon 10am	Mon 5pm	Wed 12pm
Class Line/ In Col	Fri 11a;4p	Fri 5pm	Mon 4pm	Tues 4pm	Wed 4pm	Thurs 4pm	Fri 3pm	n/a	n/a	Wed 4pm

TV Week Mon 5pm, two weeks prior to publication

Sunday Help Wanted Display Thurs 10am

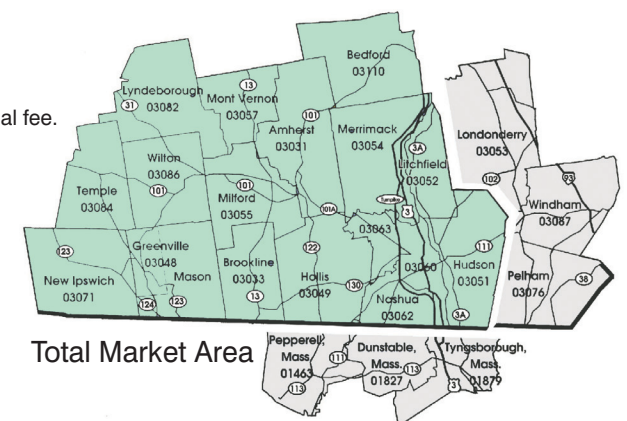
The Telegraph provides ad layout services at no additional charge. For proof, please submit copy ideas at least 24 hours prior to deadline. Photography services may require an additional fee. Email adsales@nashuatelegraph.com or call to reserve space prior to submitting copy.

Ad Delivery System

Ad Send code: **NHNAS**
 Submit ads here:
<http://ads.nashuatelegraph.com>
 Files accepted in PDF Format

Photo Credit
 Pete Schoemmler

Nobody delivers the Nashua Market Better!



ClassifiedsNH

Advertise: 603.594.6555 |  telegraph Classified Network | Subscribe: 603.594.6424

REAL ESTATE | AUTO | EMPLOYMENT | MARKETPLACE

Published In:



Place Ads at: Classifiedsnh.com

Call: 594-6555 Fax: 882-5138

Email: classifieds@nh.com

Annual Bulk Rate Contracts (12 months)

Dollar Volume	Daily Rate
Open Rate	\$28.25 pci
\$5000	\$22.35
\$9500	\$21.90
\$17,500	\$21.50
\$49,000	\$21.30
\$95,000	\$20.40
\$150,000	\$20.15

All ROP, Special Section, Classified, Preprint dollars count toward commitment.

Line Advertisements

Minimum Size is 4 lines, 3 consecutive days

Rate (per line, per day)	
3-7 days	\$2.81*
8-14 days	\$1.91*
15-21 days	\$1.85*
22+ days	\$1.70*

* Published in The Telegraph, Milford Cabinet, Brookline/Hollis, Merrimack and Bedford Journals, and Neighbors TMC.

In Column Display

No Border- Minimum Size is 1 inch, 1 day	\$30.35*
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Job Market

Must run same ad Sunday/Monday

Display	\$21.15 pci
In Column	\$29.50 pci*

• No refunds on cash orders

- Charged ads will be billed for the number of days run
- Prepayment is required for the following classifications:

Apartment Wanted	Information	Recreational Rentals
Autos Wanted	Livestock	Roommates
Business Opportunity	Loans	Self Employment
Child Care	Network Marketing	Services and Supplies
Cycles/Mopeds	Personals	Situations Wanted
Employment	Pets	Snowmobiles

Classified Daily Space Rates

28 days	\$10.00 pci
15 days	\$13.80 pci
7 days	\$15.70 pci
3 days	\$18.30 pci

Special Classification Rates

Political Advertising Local net rates apply. Prepay only	
Engagement notices (publishes Sunday)	\$25.00+
Wedding announcements (publishes Sunday)	\$40.00+
Card of Thanks, In Memoriams One inch minimum	\$22.50 pci
Obituaries 10 inch minimum	\$11.00 pci
Box Holders Charge	Mailed \$45.00 Held \$35.00
St. Jude/Novena (1x2")	\$29.50 pci

Web Charges for Display Ads

7 day posting plus Top Job	\$195.00
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Commission and Terms of Payment

LOCAL AND CLASSIFIED RATES ARE NON-COMMISSIONABLE.

TERMS NET: All accounts are due and payable upon presentation. A FINANCE CHARGE OF 1½% per month, (ANNUAL PERCENTAGE RATE 18%), will be assessed on all accounts overdue 30 days from billing date and such assessment shall continue until balance is paid.

MINIMUM FINANCE CHARGE OF \$.50 per month. The advertiser is liable for collection costs including reasonable attorney's fees and other legal expenses and costs incurred in the collection of delinquent accounts.

CREDIT: Prepayment is required until new advertisers establish credit.

CONTRACT: Advertisers failing to fulfill any contract with The Telegraph will be charged retroactively to the actual earned rate.

General Policy

RATES: Subject to adjustment with 30 days notice.

ACCEPTANCE: The forwarding of an order and/or advertising copy for publication is construed as an unqualified acceptance of all the rates and conditions, under which advertising space is sold by the publisher at that time.

COPY: The publisher reserves the right to edit advertising copy or reject advertisements wholly or in part.

ERRORS: The Telegraph assumes no financial responsibility for typographical errors in advertising or for omissions, or failure for any reason to insert an advertisement affecting its value. In the case of typographical errors the newspaper shall not be responsible beyond the first insertion.

CANCELLATION: Ads cancelled after deadline will be charged for space ordered.

ADVERTISER RESPONSIBILITY: The advertiser agrees to assume sole responsibility for statements contained in its advertisement and indemnifies The Telegraph against any and all liability, loss or expense arising at or claims for libel, unfair trade practice, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and all violations of the right of privacy resulting from the publication of the advertiser's copy.

SEQUENTIAL LIABILITY: The Telegraph Publishing Company reserves the right to refuse all sequential liability claims. We hold the advertising agency themselves responsible for payment of ads run in good

The Telegraph

Keeping you connected to your community

Nashua & Southern New Hampshire



Pete Schoemmel photo

2012 RATE CARD

87,300 readers | Reach - 60% of all adults in Nashua Demographic Market

Median Age - 46 yrs | 70% under 54 yrs | 53% Male | 47% Female

73% Have attended college | 82% Own their own home | Household Income \$71,300

17 Executive Drive • Hudson, NH 03051 (603) 882-2741 • fax: (603) 594-6569 www.nashuatelegraph.com

January 1, 2012

GetJobsNH.com GetHomesNH.com GetAutosNH.com