

**Circulation:** Nutfield Publishing produces three weekly community newspapers, delivered by mail to every home with a rural address. The combined circulation, including drop locations is 28,238.

**The Londonderry Times:** Is the only paper mailed to every home in Londonderry.

**Total distribution 9,633**

**The Nutfield News:** Is the only paper mailed to every home in Derry with a rural route address.

**Total distribution: 10,095**

**The Tri-Town Times:** Is the only paper mailed to every home in Chester, Sandown, and Hampstead.

**Total distribution: 8,679**

Each paper is published and mailed every Thursday.

### ROP OPEN RATE - Multi-Paper Discounts

Number of Pubs.	Amount	Savings
Any One Publication:	\$14.00 PCI	
Two Publications:	\$22.40 PCI	\$5.60 PCI
Three Publications:	\$31.50 PCI	\$10.50 PCI

### Frequency Discount Open Rate per Paper:

8 times 10%: \$12.60 PCI	14 times 15%: \$11.90 PCI
26 times 28%: \$10.08 PCI	52 times 32%: \$9.52 PCI

### Weeks Run 1 Paper 2 Papers 3 Papers

8	\$12.60	\$20.16	\$28.35
14	\$11.90	\$19.04	\$26.78
26	\$10.08	\$16.13	\$22.68
52	\$ 9.52	\$15.24	\$21.42

■ Frequency contracts are consecutive except for 26 weeks which must run within a 52-week period. Minimum ad size for discount is 4". All rates are per column net. All discounts are based on the net price.

### Annual Bulk Rate Contract:

PCI	Discount	Cost (1 Pub)	Cost (2 Pubs)	Cost (3 Pubs)
500"	10%	\$12.60	\$20.16	\$28.35
1000"	15%	\$11.90	\$19.04	\$26.78
1,500"	28%	\$10.08	\$16.13	\$22.68
2,000"+	32%	\$ 9.52	\$15.24	\$21.42

Bulk Rate and Frequency contracts cannot be combined.

### Color Rates:

Spot Color	1 paper \$60.00*	2-3 papers \$90.00
Process Color	1 paper \$100.00*	2-3 papers \$150.00

Color rates are in addition to overall ad size cost.

### Preprinted Insert Rates (CPM):

\$50 per 1000 for full run / \$65 per 1000 partial run.

<b>Annual Frequency:</b>	8 - 13 times	5%
	14 - 26 times	10%
	27 - 52 times	15%

All above rates are cost per thousand (CPM) net.

Advertiser first establishes a frequency level and then discounts are applied.

### Preprint Insert Guidelines:

1. Reservations should be made not less than fourteen (14) days in advance of the scheduled date. First come first served on reservation basis.
2. Materials must be delivered freight pre-paid to our printer (call for shipping information) not less than 3-5 days prior to scheduled insertion.
3. Zoning information available upon request.

### Classifieds:

**\$1.00 a word** with a 15 word minimum, to run in all three publications

Bold type, is an additional charge of a \$1.00 each word.

### Display Classified Ads

**\$22 pci**

Ad runs in all three publications.

Deadlines for classified ads is 3:00 p.m. Monday for that weeks of publication, all line ads must be pre-paid.

### Guaranteed/Preferred Placement:

An additional charge of **20%** over the cost of the ad will be added to the overall cost for placement on specific pages or places in the paper.

### Mechanical Measurements:

Pages are 6 columns wide, 13 inches deep. Offset printing process. Halftones 85 lines preferred. JPGs at highest resolution, lowest compression. Digital camera images width of at least 1,000 pixels (@150 dpi resolution).

### Standard Page Inches

1 column: 1.6"	4 columns: 6.79"
2 columns: 3.32"	5 columns: 8.5"
3 columns: 5.03"	6 columns: 10.25"

Gutter=.125 inches between each column.

## **Deadlines:**

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**Camera Ready:** Monday at 12:00 p.m. the week of publication. (Monday at 9 a.m. non-agency artwork)

**Non-Camera Ready:** Thursday at 12:00 p.m. the week prior to publication.

**NOTE:** All ads requiring a PROOF must be at the office one full working day prior to normal deadline.

## **Advertising Policy:**

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Advertisers should check their ads the first day of publication. We will not be liable for typographical errors except for that portion of the ad that ran incorrectly on the first day of publication.

We reserve the right to withhold publication of any advertisement and assumes no responsibility for ads accidentally omitted.

We reserve the right to edit and determine the proper classification for all advertisements.

Legal and Political Advertising - Open rates apply.

## **Terms of Payment:**

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- All advertising rates are net.
- New accounts are pre-paid until credit is established.
- All new accounts are required to have a credit card on file. An account that is more than 91 days past due will be subject to an auto-charge to the credit card on file.
- Terms of payment are 15 days.
- A finance charge of 1.5% per month (annual percentage rate of 18%) will be charged on the unpaid balance. Should collection action be necessary, Nutfield Publishing LLC shall be entitled costs and attorney fees.
- Returned checks will be subject to a \$25.00 administration fee.
- No refunds, only credit towards future ads.
- Sending in an order is considered acceptance of rates and conditions in effect at the time the advertising is offered.
- We reserve the right to reject any advertisement at any time.
- All orders, artwork and copy are subject to approval.

## **Composition Charges:**

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- No charge for composition work for ads that run.
- Pre-press charges will be charged on advertisements sent in, worked on and not used. (\$40.00 per hour/min. 1 hour).
- Electronic transfer of files: photos, halftones, and ads may have a charge of \$20.00 each.

## **Indemnification:**

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It is agreed that these newspaper shall not be liable for failure to print, publish or distribute all or any portion of an issue in which an advertisement is to appear, if such a failure is caused by circumstances beyond the control of these newspapers.

These newspapers will not be liable by a reason of error, for which it may be responsible, beyond the actual space occupied by the item in which the error occurred. In case of typographical errors or omissions, these newspapers shall not be liable. These newspapers shall be under no liability for failure for any reason to insert an advertisement.

Advertisements submitted after the deadline for proof service are submitted at the advertiser's own risk and these newspapers shall assume no liability for errors or omissions in such advertisements.

These newspapers make every effort to provide desired placement, but in no instance can this be guaranteed, unless paid for. (see Guaranteed or Preferred placement charges on front).

The Company may revise its advertising rates at any time upon (30) days written notice to the Advertiser, and the Advertiser may, without penalty, cancel this agreement at any time new rates are made effective by giving thirty (30) days prior written notice to the Company.

**Please sign and date:**

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*Revised December 2010*



2 Litchfield Rd • Londonderry, NH 03053  
(603) 537-2760 • fax: (603) 537-2765 • ads@nutpub.net

