

# THE RECORDER



**(413) 772-0261 (978) 544-2118**  
**fax (413) 774-5511**

**July 1, 2016**

## I. PERSONNEL

Publisher - Michael Rifanburg  
 Advertising Director - Jonathan Stafford  
 Advertising Account Manager - Sharon Cross  
 Classified Advertising Coordinator - Suzanne Hunter  
 Graphic Design Coordinator - Laurie Tyler

## II. POLICY

- All advertising is subject to approval by The Recorder and the Publisher, who reserve the right to reject or revise any advertising copy submitted.
- The Recorder assumes no financial responsibility for typographical or other errors. A correction will be published of that part of an ad in which an error appears. The Recorder assumes responsibility only for the first incorrect insertion.
- Proofs will be delivered, if necessary, for ads submitted by 1 p.m. three days prior to publication. Corrected proofs, if necessary, are for typographical errors only. The corrected proof deadline is 10 a.m. on the business day prior to publication. Any ad killed after being typeset and proofed will be charged 20% of the cost of the space.
- Unfulfilled contracts will be adjusted on the basis of rate actually earned.
- No commissions will be paid on local rates. See national rate card.
- The privileges of any contract rate cannot be transferred in whole or in part to another advertiser whether or not a subsidiary.
- Demand Position: 25% premium on available advertising space. Position allocated on a "first come, first served" basis. Accounts averaging over 800" per month pay no premium. Space availability determined by The Recorder.
- The Recorder is published mornings, Monday through Saturday except Christmas Day.
- Credit: New advertisers must establish credit or pay cash before insertion of copy. Collection fees charged for past due accounts and return check charges will be billed to the account.
- Unpaid balances over 30 days will be charged a finance charge of 1.5% per month.**
- The Recorder reserves the right to adjust rates at any time with or without notice.

## III. RETAIL/CLASSIFIED DISPLAY

<b>Annual Bulk Retail</b>		<b>Classified Display</b>	
6 Col. Format	Per Col. Inch	9 Col. Format	Per Col. Inch
<b>Open Rate</b> .....	<b>19.47</b>	<b>Open Rate</b> .....	<b>12.86</b>
100 .....	18.89	100 .....	12.56
250 .....	18.46	250 .....	12.28
500 .....	17.41	500 .....	11.63
750 .....	16.74	750 .....	11.22
1000 .....	15.71	1000 .....	10.48
1500 .....	15.36	1500 .....	10.27
2500 .....	14.68	2500 .....	9.77
5000 .....	13.87	5000 .....	9.49
7500 .....	13.26	7500 .....	8.81

**Obituaries**  
 First 9" ..... 80.00

**\* All Bulk and Frequency rates require a signed contract.**

### Repeat/Pickup Rates

This rate applies to any second rerun, except employment ads, without change, when the second run scheduled occurs within 6 publication days. Pickup ads add 60% of total column inch value toward contract fulfillment.

**Per Col Inch Net..... Retail \$11.70 ..... Class Display \$7.73**

### Weekly Frequency Contract 13 and 52 Weeks

13 and 52 week automatically renewable contracts require the use of inch level each week during contract period.

### Retail (ROP) 6 column format

13 weeks	52 weeks
Open Rate ... 19.47	Open Rate ... 19.47
3" ..... 16.21	3" ..... 15.42
10" ..... 15.43	10" ..... 14.61
25" ..... 15.01	25" ..... 14.25
50" ..... 14.17	50" ..... 13.89
100" ..... 13.83	100" ..... 13.12

### Classified Display 9 column format

13 weeks	52 weeks
Open Rate ... 12.86	Open Rate ... 12.86
5" ..... 10.76	5" ..... 10.24
15" ..... 10.24	15" ..... 9.70
38" ..... 9.97	38" ..... 9.37
75" ..... 9.61	75" ..... 9.22
150" ..... 9.16	150" ..... 8.56

### TV Recorder

Same as above.

### Recorder EXTRA

\$6.00 per inch. Deadline Monday 5 p.m. prior to delivery. Recorder EXTRA is delivered to 10,400 non-subscriber households Thursday through Saturday, each week. An ad run in The Recorder and picked up into the Recorder EXTRA reaches virtually every household in Franklin County.

### Employment Display Ads

All employment ads run in the Classified section.

9 Col. Format	Per Col. Inch
1-3 insertions .....	14.27
4-6 insertions .....	13.80
7 or more .....	13.41
Saturday only .....	15.01

### Legal

All legals run in the Classified section and on The Recorder's website.

Per Col. Inch Net Rate ..... \$20.03

**Municipal Rate** ..... \$18.18

### Business/Service Directory

Per week, 13 wk. contract, Recorder EXTRA and one feature. .... \$42.00

### Cards of Thanks, In Memoriams, St. Jude Novenas, Birthday & Happy Ads

Per Col. Inch Net Rate ..... \$19.47

### Political

Cash in advance. Per Col. Inch ..... \$19.47

### Mini Ads

**Location** Positioned back page of first section of The Recorder.

**Borders** Ads will be bordered with a 2 pt. rule

**Artwork** Line artwork accepted. See ad staff for policy on halftones (photographs).

**Logos** Established logos accepted.

**Size** Minimum size 1 col. x 1" deep.

Maximum size 2 col. x 6" deep

Per Col. Inch Net Rate ..... \$34.00

**Color** Yellow, blue, red or green background available.

\$25 extra for 1-6" ad; \$50 extra for 7-12" ad.

**\*Note: No contracts apply to Mini-Ads**

Tag Sale Rate ..... \$30.00\*

The Tag Sale rate applies to non-commercial accounts. Only private individuals or groups are eligible for this rate. (\*Inc. Fri. and Sat. ads)

### Commissionable/National Rates on Request

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**Classified: 413-772-0148**

**recorder.com**

## IV. COLOR RATES

	1x	6x	12x	48x
One color + black:	\$100	\$90	\$80	\$70
Each additional color:	\$90	\$80	\$70	\$60
Process color per inch:	1-11x/yr:	Ads 5"-20" Ads over 20"	\$12 per col. inch \$250	
	12 or more/yr: or 26-wk lineage contract	Ads 5"-20" Ads over 20"	\$10 per col. inch \$225	
	24 or more/yr: or 52-wk lineage or revenue contract	Ads 5"-20"	\$8 per col. inch \$195	

## V. SPECIAL SERVICES

- Advertisement design and layout services
- Co-op duplicate billing and tearsheets
- Co-op advertising information
- Specific market information
- Commercial printing of preprints

## VI. SPECIAL DAYS/PAGES

<b>Monday</b>	• Weekend Sports Wrap-up
	• Outdoor Living Page
<b>Tuesday</b>	• Health Page
	• American Profile Magazine
	• Business Directory
<b>Wednesday</b>	• Food Page
<b>Thursday</b>	• Arts & Entertainment
	• Sci-Tech Page
<b>Friday</b>	• Business Section Page
	• Real Estate
	• Tag Sales (In Season)
<b>Saturday</b>	• Milestones: Engagements, Weddings, Anniversaries
	• Home & Garden Pages
	• TV Recorder
	• Religion Page
	• Life & Times
	• Automotive

## VII. DEPTH REQUIREMENTS

### Standard Page

ROP is 6 columns wide; CLASSIFIED is 9 columns wide  
Ads measuring over 19" will be charged at 19.7"

### Tabloid Page

5 columns wide  
Ads measuring over 9¾ will be charged at 11"

## VIII. DEADLINE

**Display** Closing hour for all advertisements is 12 Noon, two business days in advance of publication. When a holiday intervenes, the closing hour will be 5 p.m. three days previous. Double-page spreads must be placed three business days in advance.

**Monday edition** 9 a.m. the previous Friday

**Tuesday edition** Noon the previous Friday

### Classified Line Ads

12 noon the day before insertion Tues.-Fri.; 10 a.m. Friday for Saturday, 4 p.m. Friday for Monday.

**Tag Sales - Friday Page** 3 p.m. Thursday

**Arts & Entertainment** Monday 10 a.m. for Thursday

### Milestones, Home & Garden, Religion

Tuesday for Saturday publication

**TV Recorder** Two Mondays prior to Saturday publication

### Mini Advertising

3 p.m. day prior to publication;  
4 p.m. Friday for Monday

### Recorder EXTRA

Thursday 11 a.m. week before Saturday delivery

## IX. MECHANICAL REQUIREMENTS

Layout Sizes Columns	ROP Column Widths	Classified Column Widths
1 Col. ....	1.7292 in. ....	1.1852 in.
2 Col. ....	3.5833 in. ....	2.412 in.
3 Col. ....	5.4375 in. ....	3.6389 in.
4 Col. ....	7.2917 in. ....	4.8657 in.
5 Col. ....	9.1458 in. ....	6.0926 in.
6 Col. ....	11 in. ....	7.3194 in.
7 Col. ....	----	8.5463 in.
8 Col. ....	----	9.7731 in.
9 Col. ....	----	11 in.
Double Truck . . . . .	22¾ in. ....	22¾ in.

Depth of Column Standard (6 Col. and 9 Col. width) . . . . . 19.7"

Depth of Tabloid (5 Col. width) . . . . . 11"

Full page Tabloid ad ..... 9.1458" wide x 11" deep

The Recorder is printed on a Cerutti S4 Flexo Press.

Halftones with screens up to 85 lines can be printed.

**TV Recorder Section** is Tabloid Format

## X. PREPRINT GUIDELINES

Full Run	1-5	6 or more*	12 or more*	24 or more*	48 or more*
Single card stock	50.00	47.00	46.00	45.00	42.00
8 Tab/ 4 Stand.	57.00	53.00	50.00	47.00	44.00
12 Tab/ 6 Stand.	58.00	54.00	51.00	48.00	45.00
16 Tab/8 Stand.	59.00	55.00	52.00	49.00	46.00
20 Tab/ 10 Stand.	60.00	56.00	53.00	50.00	47.00
24 Tab/ 12 Stand.	61.00	57.00	54.00	51.00	48.00
28 Tab/ 14 Stand.	62.00	58.00	55.00	52.00	49.00
32 Tab/ 16 Stand.	63.00	59.00	56.00	53.00	50.00

**\*Sold on contract for 12 month periods**

Prices are per thousand pieces. Call for current circulation figures.

Zoning by eight pre-established zones only.

No commission paid on local insert rates.

### Deadline

Inserts should arrive five days in advance of insertion; Insert order deadline is Wednesday for the following week.

Total Market Coverage/Mail & Carrier Delivery

Rates and coverage on request.

### Shipping

Inserts may be shipped in cartons or on skids, skid weight not to exceed 1500 lbs. Shipments received Monday through Friday 8 a.m. to 5 p.m. If inserts are to arrive at other times, arrangements must be made in advance.

Shipping Address:

**Daily Hampshire Gazette**

115 Conz Street

Northampton, Ma. 01060

**413-585-5331**

## XI. CIRCULATION

ABC audited. Report on request.

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