

DISPLAY ADVERTISING RATES

RETAIL (ROP)

Rates quoted per column inch, unless otherwise noted.
Bulk and Frequency rates require a signed contract.

BULK RATES

6 Col. Format Per Col. Inch	
Open Rate	\$20.06
100	\$19.46
250	\$19.02
500	\$17.94
750	\$17.25
1000	\$16.19
1500	\$15.82
2500	\$15.12
5000	\$14.29
7500	\$13.65

FREQUENCY RATES

6 column format

13 CONSECUTIVE WEEKS

Open Rate	\$20.06
3"	\$16.70
10"	\$15.90
25"	15.46
50"	14.60
100"	14.25

52 CONSECUTIVE WEEKS

Open Rate	20.06
3"	15.89
10"	15.05
25"	14.68
50"	14.00
100"	13.52

CLASSIFIED DISPLAY

Rates quoted per column inch, unless otherwise noted.
Bulk and Frequency rates require a signed contract.

BULK RATES

9 Col. Format Per Col. Inch	
Open Rate	13.25
100	12.94
250	12.65
500	11.98
750	11.56
1000	10.80
1500	10.58
2500	10.07
5000	9.78
7500	9.08

FREQUENCY RATES

9 column format

13 CONSECUTIVE WEEKS

Open Rate	13.25
5"	11.09
15"	10.55
38"	10.27
75"	9.90
150"	9.44

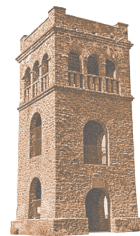
52 CONSECUTIVE WEEKS

Open Rate	13.25
5"	10.55
15"	10.00
38"	9.66
75"	9.50
150"	8.82

Obituaries

First 9"

TV Recorder SAME AS ABOVE



GREENFIELD RECORDER

recorder.com  

Your community news 24/7

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	14.70
4-6 insertions	14.22
7 or more	13.82
Saturday only	15.46

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

Per Col. Inch Net Rate \$20.06

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.

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 \$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

Legal

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

Per Col. Inch Net Rate

\$20.63

Municipal Rate

\$18.73

Business/Service Directory

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

\$42.00

Political

Cash in advance. Per Col. Inch.

\$20.06

SPECIAL DAYS/PAGES

Monday

- Weekend Sports Wrap-up
- Outdoor Living Page
- American Profile Magazine
- Business Directory

Tuesday

- Food Page
- Arts & Entertainment
- Business Section Page
- Real Estate

Wednesday

Thursday

Friday

- Tag Sales (In Season)
- Milestones: Engagements, Weddings, Anniversaries
- Home & Garden Pages
- TV Recorder • Religion Page
- Life & Times • Automotive

Saturday

PERSONNEL

Publisher: Michael Rifanburg
 Advertising Manager: Sharon Cross
 Graphics Director: Stephanie T. Hadley
 Preprint Manager: Pam Connett

GENERAL POLICY

Acceptance: The publisher reserves the right to reject or revise any advertisement at any time. Receipt of copy or payment does not imply agreement to publish. Forwarding of an order is considered an acceptance of all rates and policies in effect at the time of publication. Failure to make the ordered rate or conditions correspond with those in effect when advertising is published shall be regarded only as a clerical error. This rate schedule may be modified on 30-day written notice.

Demand Position: All advertising is accepted run-of-paper (ROP). The Gazette attempts to fulfill position requests whenever possible at no extra charge. Failure to meet a position request will not constitute cause for adjustment, refund, or rerun. If position is demanded, a 25% charge will result if position demand is met. Should the position demand be impossible to fulfill, the Gazette will notify the advertiser for rescheduling.

Contracts: In the event of non-fulfillment of the contracted amount of advertising, all advertising already run under the contract shall be rebilled at the rate earned.

Errors: The Gazette assumes no financial responsibility for typographical or other errors and its total liability for any published error shall not exceed the ad space in which the error occurred. A correction will be published of that part of an ad in which an error appears which substantially affects

the advertiser's message, provided notification is given within two days of publication. The Gazette will not be liable for incorrect publication (including typographical errors) or omission of the customer's advertising or any resulting losses to the customer as a result of any error or omission.

Reproduction Rights: The entire contents of the Gazette, including advertising, are owned by the Gazette or licensed to the Gazette and may not be reproduced in any form without specific written authorization of the Gazette.

Credit: New accounts are prepaid until credit has been established. Credit may be allowed at the discretion of the newspaper. No advertising will be accepted from accounts in arrears until balance has been paid. Certain categories, including transient, "going out of business" and political advertisements must be paid in advance.

Cancellation Policy: Ads canceled after deadline will be charged 25% of the cost of the originally reserved ad.

Political Advertising: Political advertising must be paid in advance and is subject to an extra day's deadline. All political ads are subject to open rates, a published heading denoted "political advertising", and at the discretion of the newspaper, this may increase the size and respective column inch (open rate). All ads must include contact/sponsored by language prior to publishing.

DEPTH REQUIREMENTS

Minimum ad depth: 2"

Broadsheet: All ads over 18.5" deep will be built and charged full column depth, 19.7 inches.

Tabloid: All ads over 9" deep will be built and charged full column depth, 11 inches.

COPY REQUIREMENTS

Advertising which simulates editorial matter must be marked "advertisement" and be approved in advance.

AD SUBMISSIONS

We accept camera-ready ads electronically via email (Products@gazettenet.com), Dropbox or CD. Upload to ftp site available upon request. Attachment name must be 8 characters or less, using letters and/or numbers only. Pdf format is preferable, high resolution jpegs and tifs also accepted. Color ads must be designed in cmyk. Halftones or photo images should be 300 dpi or higher (most internet images are only 72 dpi and reproduce poorly). Line art should be 1270 dpi or higher.

DEADLINES

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

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	1.1 in.....	7.3194 in.
7 Col.....	----	8.5463 in.
8 Col.....	----	9.7731 in.
9 Col.....	----	11 in.
	22¾ in.	
Double Truck	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

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" & over	\$12 per col. inch - \$250
	12 or more/yr: or 26-wk lineage contract	Ads 5"-20" & over	\$10 per col. inch - \$225
	24 or more/yr: or 52-wk lineage or revenue contract	Ads 5"-20"	\$8 per col. inch - \$195

SPECIAL SERVICES

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

PREPRINT GUIDELINES

Full Run	1-5	6 or more*	12 or more*	24 or more*	48 or more*
Single card stock	51.00	48.00	47.00	46.00	43.00
8 Tab/ 4 Stand.	58.00	54.00	51.00	48.00	45.00
12 Tab/ 6 Stand.	59.00	55.00	52.00	49.00	46.00
16 Tab/8 Stand.	60.00	56.00	53.00	50.00	47.00
20 Tab/ 10 Stand.	61.00	57.00	54.00	51.00	48.00
24 Tab/ 12 Stand.	62.00	58.00	55.00	52.00	49.00
28 Tab/ 14 Stand.	63.00	59.00	56.00	53.00	50.00
32 Tab/ 16 Stand.	64.00	60.00	57.00	54.00	51.00

*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

CIRCULATION

ABC audited. Report on request.