

The Andover Beacon

Rate Card - January 29, 2012

The Andover Beacon is a non-profit newspaper devoted to the needs of the community of Andover, New Hampshire. It is mailed at no charge to every Andover postal address and is available by subscription outside of Andover.

Format: Tabloid **Frequency:** Monthly, except for combined Dec/Jan issue

Circulation: by USPS to every Andover mailing address (about 1,100 copies) and to about 450 out-of-town addresses; about 250 available at local schools, businesses, etc.

Online: An exact copy of every issue of *The Andover Beacon*, including all its ads, is available online at AndoverBeacon.com. The Web site also contains this rate card and other information about the *Beacon*.

Display Advertising

Ad Deadline

15th of the month preceding month of publication.

Payment Terms

All ads must be pre-paid prior to ad deadline.

Advance Payment Discounts

2 or 3 issues pre-paid	5% discount
4, 5, or 6 issues pre-paid	10% discount
7, 8, or 9 issues pre-paid	15% discount
10, 11, or 12 issues pre-paid	20% discount

If pre-payment isn't received prior to the ad deadline, the *Beacon* reserves the right to re-bill at the one-month rate.

Black & White Ad Rates

Ad Size	12 issues ppd	6 iss ppd	3 iss ppd	1 iss ppd
Sixteenth page	\$230	\$130	\$68	\$24
Eighth page	\$422	\$238	\$125	\$44
3/16 page	\$590	\$332	\$175	\$61
Quarter page	\$758	\$427	\$225	\$79
Half page	\$1,526	\$859	\$453	\$159
Full page	\$2,774	\$1,561	\$824	\$289

One Spot Color Ad Rates

Ad Size	12 issues ppd	6 iss ppd	3 iss ppd	1 iss ppd
Sixteenth page	\$461	\$259	\$137	\$48
Eighth page	\$845	\$475	\$251	\$88
3/16 page	\$994	\$559	\$295	\$103
Quarter page	\$1,142	\$643	\$339	\$119
Half page	\$2,294	\$1,291	\$681	\$239
Full page	\$4,166	\$2,344	\$1,237	\$434

Full Color Ad Rates

Ad Size	12 issues ppd	6 iss ppd	3 iss ppd	1 iss ppd
Sixteenth page	\$806	\$454	\$239	\$84
Eighth page	\$1,478	\$832	\$439	\$154
3/16 page	\$1,690	\$950	\$502	\$176
Quarter page	\$1,901	\$1,069	\$564	\$198
Half page	\$3,821	\$2,149	\$1,134	\$398
Full page	\$6,941	\$3,904	\$2,061	\$723

Andover-based non-profits

No charge for one sixteenth-page b&w ad per issue, or subtract price of a sixteenth page b&w from an eighth page b&w or quarter page b&w. All other sizes and colors: 20% off the one-month rate.

Other non-profits: 20% off the one-month rate.

Display Ad Placement

Special placements (when available): \$20

Display Ad Development

Simple typesetting and layout: no charge

TIFF or PDF files (300 dpi): no charge

Scans: \$10 each. Custom work: \$10 min., \$50/hr

Pre-Printed Inserts

We can insert pre-printed flyers, brochures, etc. up to 8½" x 11" into the quarter fold of the *Beacon*. Advertiser is responsible for printing the material to be inserted and shipping it to our printer by the 20th of the month preceding month of publication.

Ad Size	12 issues ppd	6 iss ppd	3 iss ppd	1 iss ppd
Insert	\$1,526	\$859	\$453	\$159

If the insert weighs half an ounce or more (three sheets of 20 lb. copier paper weigh about half an ounce), there is an additional charge of \$49 per ounce to cover postage costs.

Mechanical Specifications

Ad Size	Horizontal (WxH)	Vertical (WxH)	Golden (WxH)
Sixteenth page	5.125" x 1.8125"	2.5" x 3.75"	
Eighth page	5.125" x 3.75"	2.5" x 7.625"	
3/16 page	7.75" x 3.75"	5.125" x 5.6875"	
Quarter page	10.375" x 3.75"	5.125" x 7.625"	7.75" x 4.71875"
Half page	10.375" x 7.625"	5.125" x 15.375"	7.75" x 9.5625"
Full page	10.375" x 15.375"		
Insert	maximum 8.5" x 11" finished size		

Please send black & white creative if you've purchased a black & white ad. If you send color, we will use automated conversion software to turn it to black & white. We cannot be responsible for how the ad looks after conversion.

Monthly Drawings

Any business can donate **merchandise** or **gift certificates** to be given away in random drawings from our list of 200 to 300 local supporters. Businesses that donate merchandise will be recognized each month in the *Beacon*.

Contact Us

Ad Sales Team

Suzy Brown

Suzy@AndoverBeacon.com • 735-5309

Connie Powers

Connie@AndoverBeacon.com • 735-5454

Ad Creative Team

Charlie Darling

Charlie@AndoverBeacon.com • 735-6099

Community Publishing of Andover, Inc., PO Box 149, Andover NH 03216, (603) 735-6099, doing business as *The Andover Beacon*, is not responsible for errors in ads supplied digitally or as camera-ready copy. If we make an error in an ad we prepare, we will reprint the corrected ad at no cost.

Ads cancelled after the deadline will be charged 50% of the cost of the ad.

Changes or corrections to ads after the deadline, when possible, will be charged at our rate for custom ad development.

We are not responsible for delays in delivery to our readers once *The Andover Beacon* has been delivered to the US Postal Service. We assume no liability

beyond the cost of the ad for the consequences of *The Andover Beacon* being delivered to the US Postal Service late, or not at all, for whatever reason.

Political advertising as described in NH RSA 664:14 must meet all requirements of relevant statutes, must be prepaid, and is not subject to discounts.

We reserve the right to edit, revise, or refuse any advertisement on any grounds. We assume no liability beyond the cost of the ad for the consequences of ads intentionally or accidentally omitted.

We retain copyright to all camera-ready art, text, and layout produced by our team.