

# The Andover Beacon

## Rate Card - September 1, 2017

*The Andover Beacon* is a nonprofit newspaper devoted to the needs of the community of Andover, NH. 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:** 1,650 by USPS to all Andover mailing addresses, subscribers, and 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 website 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 ad charges are due when order is placed.

### Advance Payment Discounts

Payments must be received in the mail or in person by **5 PM the last day of the month the renewal/purchase was placed** in order to qualify for an additional **prepay discount of 2%**.

If prepayment isn't received by the **5 PM** deadline, the full amount of the bill, minus any multiple run discounts, will be due at that time.

### Multiple Run Discounts

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

### Andover Nonprofits

No charge for one sixteenth-page b&w ad per issue, or 40% off the one-month rate of all other ad sizes.

### Other Nonprofits

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: \$12 min., \$50/hr

## Contact Us

### Ad Sales Team

#### Suzy Brown

Suzy@AndoverBeacon.com • 735-5309

#### Connie Powers

Connie@AndoverBeacon.com • 763-1275

### Ad Creative

#### Steve Foley

Steve@AndoverBeacon.com

## Monthly Drawings

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

## Ad Rates

### Black & White Ad Rates

Ad Size	1 issue	3 issues-5% discount	6 issues-10% discount	12 issues-20% discount
1/16 page	\$26.40	\$75.24	\$142.56	\$253.44
1/8 page	\$48.40	\$137.94	\$261.36	\$464.64
3/16 page	\$67.10	\$191.23	\$362.34	\$644.16
1/4 page	\$86.90	\$247.66	\$469.26	\$834.24
1/2 page	\$174.90	\$498.46	\$944.46	\$1,679.04
Full page	\$317.90	\$906.01	\$1,727.46	\$3,051.84

### One Spot Color Ad Rates

Ad Size	1 issue	3 issues-5% discount	6 issues-10% discount	12 issues-20% discount
1/16 page	\$52.80	\$150.48	\$285.12	\$506.88
1/8 page	\$96.80	\$275.88	\$522.72	\$929.28
3/16 page	\$113.30	\$322.90	\$611.82	\$1,087.68
1/4 page	\$130.90	\$373.06	\$706.86	\$1,256.64
1/2 page	\$262.90	\$749.26	\$1,419.66	\$2,154.84
Full page	\$477.40	\$1,360.59	\$2,577.96	\$4,583.04

### Full Color Ad Rates

Ad Size	1 issue	3 issues-5% discount	6 issues-10% discount	12 issues-20% discount
1/16 page	\$92.40	\$263.34	\$498.96	\$887.04
1/8 page	\$169.40	\$482.79	\$914.76	\$1,626.24
3/16 page	\$193.60	\$551.76	\$1,045.44	\$1,858.56
1/4 page	\$217.80	\$620.73	\$1,176.12	\$2,083.97
1/2 page	\$437.80	\$1,247.73	\$2,364.12	\$4,202.88
Full page	\$795.30	\$2,266.60	\$4,294.62	\$7,634.88

### Preprinted Inserts

We can insert preprinted flyers, brochures, etc. up to 8.5" x 11" into the quarter fold of the *Beacon*. Advertiser is responsible for printing the material and shipping it to our printer by the 20th of the month preceding month of publication.

Ad Size	1 issue	3 issues-5% discount	6 issues-10% discount	12 issues-20% discount
Insert	\$174.90	\$498.46	\$944.46	\$1,679.04

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

## Mechanical Specifications

Ad Size	Horizontal (WxH)	Vertical (WxH)	Golden (WxH)
1/16 page	5.125" x 1.8125"	2.5" x 3.75"	
1/8 page	5.125" x 3.75"	2.5" x 7.625"	
3/16 page	7.75" x 3.75"	5.125" x 5.6875"	
1/4 page	10.375" x 3.75"	5.125" x 7.625"	7.75" x 4.71875"
1/2 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 B&W creative if you've purchased a B&W ad. If you send color, we will use automated conversion software to turn it to B&W. We cannot be responsible for how the ad looks after conversion.

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 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.