

# General Rate Policy

- Publisher reserves the right to revise rates, discounts and other provisions of this rate card on 30 days notice.
- All ads and copy subject to Publisher's approval.
- All rates are net. Advertising agency commission shall be the responsibility of each agency.
- Advertising charges are paid in advance of publication until the advertiser has established credit and has opened an account with New England Newspapers, Inc.
- Charges to an account are due and payable on the 30th of the month. After 30 days, a service charge of 1 1/2 percent per month is added to the balance due.
- The advertiser and its agency assume liability jointly and separately for the payment of all advertising published by New England Newspapers, Inc. and for all content (including text representations and illustrations) of advertisements published and also assumes responsibility for any claims arising therefrom made against New England Newspapers, Inc. including costs associated with defending against such a claim. Payment by advertiser to agency shall not constitute to New England Newspapers, Inc.
- Agreements for advertising may be negotiated in accordance with the terms of this rate schedule.
- All contracts are for the use by contract holder only.
- Advertising contracts may not be assigned or transferred by the advertiser.
- The Transcript does not accept brokered advertising without prior approval.
- Veloxes or emails are available for \$10.00 for all advertisements measuring 20 inches or smaller. The charge of \$1.00 per inch thereafter for larger ads, or a flat fee of \$30.00, whichever is less.

# Copy Regulations

- We reserve the right to edit, alter or reject any advertisement whether or not the same has been already acknowledged and/or previously accepted.
- We reserve the right to reject or edit any photograph submitted.
- We shall be under no liability for failure, for any reason, to insert an advertisement.
- We will not be responsible for advertising material left with New England Newspaper, Inc. after 30 days.
- News style ads must be marked "Advertisement." A two-point border is required around the entire ad.
- Proofs can be supplied at the request of the advertiser. Proofs are submitted for typographical corrections only and are not subject to author's change of copy, layout or items unless advertiser is willing to assume extra composition charges.
- Liability for errors shall not exceed the cost of the space occupied by the error. Advertiser shall notify the newspaper of such errors within 24 hours or prior to the second insertion. New England Newspapers, Inc will only be liable for the first ad, not repeats.

# Display Deadlines

(Retail & Classified)

PUBLICATION	DEADLINE
MONDAY	THURSDAY 4 PM
TUESDAY	FRIDAY 4 PM
WEDNESDAY	MONDAY 4 PM
THURSDAY	TUESDAY 4 PM
FRIDAY	WEDNESDAY 4 PM
SATURDAY	THURSDAY 4 PM
YOUR TV	THURSDAY NOON (10 days prior)

# Circulation ABC Audited

- The Transcript, a daily newspaper since 1843 is published Monday through Saturday.
- ABC audited circulation: Mon.-Fri. 5,078; Sat. 5,935
- Single copy price: 50 cents; Home delivery: Mon-Sat \$137.90, 52 weeks
- Circulation and marketing data available upon request.



# Preprint Inserts Advertising Rates

Insert rates are based on a per thousand quantity. Minimum charge \$250.

## Print & Insert Single Sheet Program

Includes layout, design, printing and inserting. Rates include insertion in The Transcript or other NENI publication. Rates are based on 8.5" x 11" white offset paper, add \$14/thousand for lite pastel paper colors or \$26/thousand for neon paper colors. Copy must be received 10 business days prior to insert date.

one color/one side	\$75.00
one color/two sides	90.00
two color/one side	90.00
two color/two sides	106.00

## Preprint Inserting

- The Transcript has the ability to offer advertisers full run or zoned run options. All prices are net with no further discounts. Reservations must be made 7 business days prior.
- Advertisers can reach nearly 100% of our market area by utilizing The Shopper, our total market circulation product. Ask your sales representative for more info.

Full Run	Open	12-13	24-35	36-47	48-67	68 Plus
Single Sheet	\$47.00	\$46.00	\$45.00	\$44.00	\$43.00	\$42.00
4 Tab Pages	50.00	49.00	47.00	46.00	45.00	44.00
8 Tab Pages	55.00	54.00	53.00	52.00	51.00	50.00
12 Tab Pages	64.00	63.00	61.00	60.00	57.00	56.00
16 Tab Pages	72.00	71.00	68.00	67.00	65.00	64.00
20 Tab Pages	79.00	78.00	76.00	75.00	73.00	72.00
24 Tab Pages	87.00	85.00	82.00	82.00	79.00	77.00
28 Tab Pages	90.00	88.00	86.00	85.00	83.00	80.00
32 Tab Pages	94.00	92.00	89.00	88.00	86.00	83.00
36 Tab Pages	96.00	94.00	92.00	90.00	88.00	85.00
40 Tab Pages	98.00	96.00	94.00	93.00	90.00	87.00

**Zoned Run:** add \$5.00/thousand to above rates

- Minimum charge \$250.

## Insert Requirements

Please adhere to the following requirements in order to insert your preprint in The Transcript.

- Add 2% spoilage quantity to all orders.
- Preprints are required to be delivered 7 days prior to insertion date.
- Minimum size: 5" x 7"; Maximum size 11" x 11"
- 60lb. minimum weight index stock required for single sheets inserts. 4 page tabloid inserts must be a minimum of 50lb. stock or can be quarter-folded
- Inserts shipped via motor freight must be prepaid
- Inserts must be delivered on non-returnable skids, banded both ways. Maximum deck size 40" x 48", maximum height is 5'.
- If these requirements are not met, a handling charge will be added. An additional charge also will be applied in the event of breakage or special situations necessitating special handling.
- The Transcript assumes no liability for preprints that have been damaged in transit. Any skids that are not in receivable condition, or are short in number, will be the liability of the customer, shipper or printer.

## Delivery Address

All deliveries will be received between the hours of midnight and 4 p.m.

C/O The Berkshire Eagle  
75 South Church Street  
Pittsfield, MA 01201

# Personnel

Peter Lynch, Publisher	413-663-3741, x270	plynch@thetranscript.com
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Emerald Lapiere, Marketing Coordinator	413-663-3741, x273	elapier@thetranscript.com
Warren Dews, Circulation Vice President	413-496-6347	wdews@berkshireagle.com
Russ Stanger, Production Manager	413-496-6315	rstanger@berkshireagle.com

## North Adams Transcript

85 Main Street, Suite 2 – North Adams, MA 01247

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**Classified:**

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