

The Manchester Journal

Advertising Rates

P.O. Box 569 • 51 Memorial Avenue
Manchester Center, VT 05255

Effective Oct 1, 2008

Hours: Monday-Friday 8 A.M. - 5 P.M.

Call: (802) 362-2222 • Fax: (802) 362-5327 • news@manchesterjournal.com

Classified: (802) 447-0332

- ▶ 7500 Copies Mailed To Manchester, Dorset, Pawlet, Peru, Bondville, So. Londonderry, Londonderry & Rupert
- ▶ 3000 Copies Distributed To High Traffic Locations In Bennington, Rutland And Windham Counties

R E T A I L R A T E S

<p>Open, per inch.....\$13.70</p> <hr/> <p>Frequency Contract Rates:</p> <p>13 week, per inch.....\$10.45</p> <p>26 week, per inch.....\$10.20</p> <p>52 week, per inch.....\$9.70</p>	<p>Annual Volume Contract Rates</p> <p>150 inches.....\$10.80</p> <p>300 inches.....\$10.20</p> <p>500 inches.....\$9.75</p> <p>*1000 inches.....\$9.30</p> <p>*1500 inches.....\$8.85</p> <p>*2000 inches.....\$8.20</p> <p>*3000 inches.....\$7.30</p> <p><i>*Color discounts may apply.</i></p>
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Special Section Rate.....\$12.00

Classified Advertising Rates per classified column-inch

Open Rate.....	\$11.30
150 inches.....	\$8.00
300 inches.....	\$7.50
500 inches.....	\$7.00
*1000 inches.....	\$6.50
*1500 inches.....	\$6.25
*2000 inches.....	\$6.00
*3000 inches.....	\$5.00

**Color discounts may apply.*

National Rates

Rates per SAU column-inch

ROP.....\$15.36 commissionable
Classified Display...\$12.65 commissionable

Color Rates

1 color and black.....	\$56.93
2 colors and black.....	\$103.50
3 colors and black.....	\$181.13

Deadline: Noon Monday before publication.
Color rates are NET.

Special Classifications

Obituaries in full (without changes).....	\$21.32
Obituary photos.....	\$21.32
All other obituaries.....	FREE
Card of Thanks.....	\$17.70
In Memoriam.....	\$17.70
Personals.....	\$17.70
Personals with photo.....	\$23.03

Political Advertising:

Per column-inch; payment with order...\$13.70

Legal Advertising

Legal Notices.....	\$13.00
Non Profit w/ID.....	\$10.75

Preprinted Advertising Rates

\$250.00 minimum charge. \$60.90 per thousand for full run in The Manchester Journal and the Bennington Banner, the North Adams Transcript (North Adams, MA), the Brattleboro Reformer, and the Berkshire Eagle (Pittsfield, MA). Preprints for The Journal should be shipped to: The Berkshire Eagle, 75 S. Church St., Pittsfield, MA 01202. Preprints must be received at least 7 days prior to publication date.

General Policies

- a. The Manchester Journal reserves the right to reject or edit any advertising at any time.
- b. No Manchester Journal advertising may be resold, traded or loaned.
- c. The Manchester Journal assumes no financial responsibility for typographical errors in advertisements, but will reprint the portion of the advertisement in error at no cost. Neither is the responsibility assumed for more than one incorrect insertion of the same ad.
- d. Receipt of copy or repayment does not constitute agreement to publish. Only publication of an advertisement shall constitute final acceptance of and advertiser's order.
- e. Demand position for any specific page will be charged at 25% extra. Spot position on a page cannot be guaranteed. Demand position will not be guaranteed when it alters mechanical requirements of the Manchester Journal.
- f. A signed contract is required prior to billing contract rates.
- g. Terms of payment: NET 30 days.

Special Services

- a. Our Graphic Arts Department may provide advertising layout, design, copywriting and production services.
- b. Tearsheets may be provided to display advertisers upon request. More than 1 tearsheet for each insertion may incur charges.
- c. Co-op advertising services are provided at no cost and include accrual searches, manufacturer's programs, and processing of co-op billing.

Minimum Space

R.O.P.: Minimum space for local advertising is 1 column-inch. Minimum depth is as many inches deep as columns wide.

Classified: The minimum space for display advertising is 2 column-inches. Minimum depth is as many inches deep as columns wide.

Advertisements over 19 inches in height will be billed at the full page height of 21¹/₄ inches.

Deadlines

Weekly: Monday noon preceding Friday publication.

Proof Deadline: Friday, 5 P.M. preceding Friday publication. Prepress-ready materials will be received no later than 1 P.M. Tuesday. Some holidays will necessitate an earlier deadline.

Mechanical Measurements

- a. The Journal is printed web offset. 90-line halftone screens are used.
- b. A full page for local retail advertising measures 127.5 column-inches.

R.O.P. Column Widths

SAU Columns	Picas	Inches
1	11.0	1.833
2	22.9	3.792
3	34.6	5.750
4	46.3	7.708
5	58.0	9.667
6	69.9	11.625

- c. Gutter width for double truck: 3/4", charged as one column.

Classified Column Widths

Columns	Picas	Inches
1	7.4	1.25
2	15.0	2.5
3	22.9	3.79
4	30.5	5.07
5	38.2	6.36
6	45.1	7.64
7	53.7	8.93
8	61.3	10.21
9	69.0	11.5

A full page equals 191.25 column inches.

Circulation

Weekly circulation of The Manchester Journal is 10,750.

Combination Rates

Advertising originating in The Manchester Journal may be picked up for insertion in the Bennington Banner, The Shopping Guide, the Brattleboro Reformer, the North Adams Transcript, or the Berkshire Eagle. Contact the advertising director for details.