

# THE AMHERST CITIZEN

AMHERST, NEW HAMPSHIRE'S COMMUNITY NEWSPAPER



# \$13.50

Per Column Inch (width X depth)

FREQUENCY—ADS/MOS.	AD SIZE IN TOTAL COLUMN INCHES			
	2"+	10"+	30"+	60"+
1X+	\$13.50	\$12.85	\$12.15	\$11.50
3X+	\$12.85	\$12.20	\$11.55	\$10.95
6X+	\$12.20	\$11.60	\$11.00	\$10.40
12X+	\$11.60	\$11.00	\$10.40	\$9.85

**TERMS:** Net 15 days (unless prior arrangements agreed upon).  
Balances over 30 days subject to 18% per annum finance charge.  
Advertising agency commissions not applicable.  
\*\*First insertion must be prepaid.

A signed and approved Advertising Contract and/or Credit Application is required prior to placement of future ads on frequency plan.

**THE AMHERST CITIZEN** is published 12 times a year, on the first Tuesday each month for distribution by U.S. Postal Service and available online and local newsstands. Dates may change near certain holidays and election periods.

## RETAIL RATE CARD NO. 14

Effective October 1, 2015

# THE AMHERST CITIZEN

AMHERST, NEW HAMPSHIRE'S COMMUNITY NEWSPAPER

## RETAIL RATE CARD NO. 14

P.O. Box 291, Amherst, NH 03031-0291

Phone: 603-672-9444 • Fax: 603-672-8153

email: ads@amherstcitizen.com

website: amherstcitizen.com

### PREPRINTED INSERTS, WEBSITE ADS & "AMHERST LIVING" SUPPLEMENTS:

Call for pricing, size requirements and schedules

### CIRCULATION:

READERSHIP (pass along rate is 2.8 times) ..... 17,500±

### DEADLINES (prior to publication date):

Space Reservation 5 p.m.-Monday

Ads to be Prepared 5 p.m.-Tuesday

Print-Ready Copy Due 5 p.m.-Thursday

### MECHANICAL REQUIREMENTS:

Page Size: 13<sup>3</sup>/<sub>4</sub>" x 22" Image Area: 13"x 21"

Maximum Depth: (2" minimum in 1/2" increments)

1 Col: 2<sup>1</sup>/<sub>16</sub>" (2.05") 4 Cols: 8<sup>5</sup>/<sub>8</sub>" (8.625")

2 Cols: 4<sup>1</sup>/<sub>4</sub>" (4.25") 5 Cols: 10<sup>13</sup>/<sub>16</sub>" (10.81")

3 Cols: 6<sup>7</sup>/<sub>16</sub>" (6.425") 6 Cols: 13" (13.0")

Printed Cold Web Offset. Halftone Screens: 85 line preferred

Materials Accepted: Adobe Acrobat PDF files (200dpi+) preferred.

Most Mac or PC generated files in .tif, .jpg, .psd, ai, .doc).

### DESIGN & PRODUCTION SERVICES/FEES:

Advertisements prepared by THE AMHERST CITIZEN include up to 1/2 hour free design/production time.

Special design work will be charged at the rate of \$50/hr.

Ads prepared for use in other publications (permission required) may incur a reproduction fee. Email transfers available.

### COLOR RATES:

Spot Color (each) ..... \$35.00

Four Color..... \$95.00

### ADVERTORIALS:

Advertisers may run a column within the editorial section of the newspaper. Inclusion of photographs/logos charged at \$7.50 each.

Minimum size = 1 cols. X 5 in. ....Per col.in. \$6.75

Advertorials are run B&W. If in color ..... add \$95.00

**DEMAND POSITION**..... +25%

Advertisers demanding placement on a specific page (front or back page, page 3, etc.) will be subject to an additional increase above the contracted rate. Ad placement "desired," but not "demanded," will be placed ROP on a first come, first served, and space available basis.