

NASHOBA PUBLISHING (includes 6 Paid Publications of Nashoba Publishing PLUS My Nashoba Chronicle)

2011 Display Frequency Rates - Standard Ad Sizes

Category: Retail

Annual Commitment (# of Weeks, 1 Insertion)

Standard Sizes	Inches	Dimensions	Open	4x	13x	26x	39x	52x
1/24	5.25	2col x 2.625"	\$ 116	\$ 104	\$ 92	\$ 87	\$ 75	\$ 58
1/18	7.00	2col x 3.50" / 3colx3.50"	\$ 231	\$ 208	\$ 185	\$ 173	\$ 150	\$ 116
1/9	14.00	2col x 7.00"	\$ 308	\$ 277	\$ 246	\$ 231	\$ 200	\$ 154
1/8	15.75	3col x 5.25"	\$ 347	\$ 312	\$ 277	\$ 260	\$ 225	\$ 173
1/6	21.00	2colx10.50" / 3colx7.50"	\$ 462	\$ 416	\$ 370	\$ 347	\$ 300	\$ 231
1/5	28.00	4col x 7.00"	\$ 616	\$ 554	\$ 493	\$ 462	\$ 400	\$ 308
1/4	31.50	3colx10.50" / 6colx5.25"	\$ 693	\$ 624	\$ 554	\$ 520	\$ 450	\$ 347
1/3	42.00	2col x 21.00"	\$ 924	\$ 832	\$ 739	\$ 693	\$ 601	\$ 462
1/2	63.00	6colx10.50" / 3colx21.00"	\$ 1,386	\$ 1,247	\$ 1,109	\$ 1,040	\$ 901	\$ 693
2/3	84.00	4col x 21.00"	\$ 1,848	\$ 1,663	\$ 1,478	\$ 1,358	\$ 1,177	\$ 906
3/4	94.50	6col x 15.75"	\$ 2,079	\$ 1,871	\$ 1,663	\$ 1,512	\$ 1,311	\$ 1,008
Full Page	126.00	6col x 21.00"	\$ 2,772	\$ 2,495	\$ 2,218	\$ 1,996	\$ 1,730	\$ 1,331
PCI for Non-Standard Ad Sizes			\$ 22.00	\$ 19.80	\$ 17.60	\$ 16.50	\$ 14.30	\$ 11.00

PREMIUM POSITIONS

Page 2	25%
Front Page Strips	\$299
Integrated ads	50%
Guaranteed Positions*	25%

* Based on Availability

COLOR

Spot	Processed
\$100	\$200

REPEAT DISCOUNT PROGRAM (within the same week)

2nd Insertion	30%
3rd Insertion	40%
4th Insertion	60%
Ad(s) must run within same issue	
- Ads must be the same size	
- Ads must contain the same copy with minor changes	
- Ads may run in any ROP section	
- Ads may not be combined with any other discount program	

MULTIPLE PUBLICATION DISCOUNTS:

Receive 25% off open rate of any additional Media One New England Publications(s). Same ad(s) must run within 6 days of first run.

RATES FOR NON-PROFIT ADVERTISERS 26x

Must have current and verifiable non-profit status

POLITICAL RATES 26x

Ads must be paid in advance and approved by Publisher

*Minimum ad size is 3"

All rates are Net and subject to change.