



2009 ROP & CLASSIFIED RATES

Effective November 1, 2008

PO Box 5458, Weirs Beach, New Hampshire 03247 • PH: 603-366-8463 • FX: 603-366-7301
www.TheWeirsTimes.com • sales@weirs.com

RUN OF PAPER (R.O.P.)

5 Column Format

CLASSIFIED/Home Services

6 Column Format

OPEN RATE.....\$12.30/column inch
This rate represents no contract discount. Run of paper position.

MULTI-WEEK DISCOUNT RATES*

4 WEEK CONTRACT.....\$10.70/column inch
12 WEEK CONTRACT.....\$10.15/column inch
20 WEEK CONTRACT.....\$9.60/column inch
52 WEEK CONTRACT.....\$9.20/column inch

BULK DISCOUNT RATES**

400+ INCHES.....\$9.20/column inch
1000+ INCHES.....\$8.45/column inch

Add Eye-Appeal With Full Color!

The Weirs Times offers some of the lowest color rates in the state of New Hampshire!

\$5 per column inch† Your business card sized ad would cost only an additional \$20 in full color!

\$100 maximum charge† Your full page ad would cost only an additional \$100 in full color!

† This rate is in addition to our per column inch rate

Preprint / Insert Advertising Rates

1 – 5 inserts per year \$45 per thousand
 5 or more per year \$40 per thousand
 Zip Code Zoned Add \$3 per thousand
 Inserts 12 – 24 pages Add \$4 per thousand

Minimum 8,000 inserts per order.

Deliver inserts to:
 The Weirs Times
 c/o Monitor Publishing Co.
 One Monitor Drive
 Concord, NH 03302

* To qualify for multi-week discount rates, advertisers must purchase a minimum of 2" per week, consecutively, for the term of the contract.

** To qualify for bulk discount rates, advertisers must purchase the minimum number of specified inches in any 52 week period.

If the terms of the contract are not fulfilled, the publisher reserves the right to adjust the advertising rate to the appropriate contract level and invoice the customer for the difference in cost.

† This rate is in addition to our per column inch rate

LINE AD LISTING.....\$12.00/up to 30 words
Also appears online. 30¢ for each additional word

OPEN RATE.....\$10.65/column inch
This rate represents no contract discount

MULTI-WEEK DISCOUNT RATES*

4 WEEK CONTRACT.....\$9.10/column inch
12 WEEK CONTRACT.....\$8.70/column inch
20 WEEK CONTRACT.....\$8.00/column inch
52 WEEK CONTRACT.....\$7.80/column inch

BULK DISCOUNT RATES**

400+ INCHES.....\$7.80/column inch
1000+ INCHES.....\$7.25/column inch

LOCATION...LOCATION...LOCATION!

Do you want to make sure your ad gets seen?
 Guarantee placement with only a 25% premium!



Read what you like... like what you read!