



ADVERTISING RATES

rates effective 1/1/15 through 12/31/15

PO Box 5458, Weirs Beach, New Hampshire 03247 • PH: 1-888-308-8463 • FX: 603-366-7301
www.TheWeirsTimes.com • advertise@weirs.com

RUN OF PAPER (R.O.P.)

5 Column Format

CLASSIFIED/HOME SERVICES/DINING

6 Column Format

OPEN RATE..... \$12.50/column inch
This rate represents no contract discount. Run of paper position.

MULTI-WEEK DISCOUNT RATES*

8 WEEKS CONSECUTIVE.....\$11.00/column inch
12 WEEKS CONSECUTIVE.....\$10.25/column inch
26 WEEKS CONSECUTIVE.....\$9.50/column inch
52 WEEKS CONSECUTIVE.....\$8.50/column inch

BULK DISCOUNT RATES**

400+ INCHES.....\$9.50/column inch
1000+ INCHES.....\$8.50/column inch

PREMIUM AD PLACEMENT

Guarantee position on one of preferred pages.....
 20% surcharge

Add Eye-Appeal With Full Color!

\$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	<i>Deliver inserts to:</i>
5 or more per year	\$40 per thousand	The Weirs Times
Zip Code Zoned	Add \$3 per thousand	c/o Monitor Publishing Co.
Inserts 12 – 24 pages	Add \$4 per thousand	One Monitor Drive
<i>Minimum 8,000 inserts per order.</i>		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.

OPEN RATE..... \$10.75/column inch
This rate represents no contract discount

MULTI-WEEK DISCOUNT RATES*

8 WEEKS CONSECUTIVE.....\$9.00/column inch
12 WEEKS CONSECUTIVE.....\$8.50/column inch
26 WEEKS CONSECUTIVE.....\$8.00/column inch
52 WEEKS CONSECUTIVE.....\$7.00/column inch

BULK DISCOUNT RATES**

400+ INCHES..... \$8.00/column inch
1000+ INCHES.....\$7.00/column inch

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



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