

The Newspaper Of The Upper Valley

VALLEY NEWS



RATE CARD # 48 Effective September 1, 2009

LOCAL RETAIL & CLASSIFIED

Mailing Address: P.O. Box 877, White River Jct., VT 05001

Plant Address: 24 Interchange Drive, West Lebanon, NH 03784

Telephone:

General Business.....(603) 298-8711
 (800) 874-2226
 Advertising.....(603) 298-6082
 Circulation.....(603) 298-7739
 FAX Machine.....(603) 298-0212
 Website.....www.vnews.com

Personnel:

Publisher.....Mark Travis
 Advertising Director.....Rich Wallace
 Retail & Classified Manager.....Kelly Vigue

TERMS OF PAYMENT

Rates on this card are applicable only to local advertisers and are noncommissionable. Earned discounts are allowed for payment by the 20th of the month following service, provided all previous bills are paid in full. Advertisers without established Valley News credit pay cash with their order until credit is established. Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are responsible for payment of invoices for advertising placed by them on their behalf or on behalf of their clients. The Valley News will not extend credit for advertising orders or space reservations that claim sequential liability. 2% interest per month is charged on accounts that are 60 days old. Collection costs will be added.

ADVERTISING RATE POLICIES

All advertisers receiving contract rates must have signed contracts. All contracts are subject to approval by the Valley News. If the contract is canceled prior to its expiration date, all previous charges will be rebilled at the applicable rate. Rates may be revised on 30 day written notice. Contract holders in turn may, by 30 day written notice, cancel their contract. These terms applicable to rate card No. 48, effective September 1, 2009.

CONTRACT AND COPY REQUIREMENTS

- All advertisements accepted are subject to publisher's approval. The Valley News reserves the right to edit, alter, reject or omit any advertisement. Special positions will be honored when possible, but the failure to meet these requests will not constitute cause for adjustment, refund, or rerun.
- Refer to our website, www.vnews.com, for electronic advertising submission guidelines.
- In the event of a typographical error advertising goods at an incorrect price, the Valley News will furnish a letter to the advertiser stating the correct price, but will assume no liability if the goods are sold at the incorrect price.
- Advertisers should check their ads the first day of publication. The Valley News will not be liable for typographical errors except for a portion of the cost of the ad for the first day of publication.
- The Valley News also reserves the right to edit and determine the proper classification for all advertisements.
- Use only those abbreviations accepted as in common usage by Webster's Dictionary.
- The Publisher reserves the right to cancel advertising at any time if the advertiser defaults in the payment of bills. Upon such cancellation all advertising space used and unpaid shall become immediately due and payable.
- Publisher assumes no responsibility for failure to publish an ad as scheduled.
- We reserve the right to insert the word "advertisement" in all ads.
- No Advertising or Inserts in the Valley News may be resold, brokered or loaned.

ROP DEPTH REQUIREMENTS

- Minimum ad accepted, 1 column X 1 inch. Advertisements are required to be at least 1 inch deep for each column in width, except for 6 column X 3 inch ribbon ads.
- Advertisements over 18" in depth broadsheet, or 11" in depth tab, will be charged as full columns.

SPECIAL SERVICES

- Proofs of advertisements will be shown on request at the newspaper. Proofs are shown for the purpose of detecting typographical errors only. Changes from original layout and copy must be made prior to deadline. Copy deadlines are advanced 24 hours when proofs are required. (see deadlines).
- No charge for composition work for advertising to appear in a Valley News product.
- Tearsheets will be provided to all advertisers upon request for a nominal fee with billing statement at end of each month.
- PMT/PDF of Advertisement available after ad is published in Valley News. 24 hour notice required. Nominal fee charged.

SPECIAL CLASSIFICATIONS

- **Political Rate:** Card rate as earned. Ads must be paid in advance.
- **Position Charge:** Position guarantee when granted, 25% extra.
- **Non-Profit Rate:** Subject to interpretation by the Valley News and available to qualifying organizations upon request. Run of Paper **\$13.57** per column inch and subject to 10% prompt payment discount. (Classified Display **\$12.09** Daily/Internet **\$11.46** Daily, **\$13.23** Sunday/Internet **\$12.60** Sunday).

MECHANICAL MEASUREMENTS

- Flexography
- Halftone screen up to 90 line.
- Broadsheet Page: 6 columns to a page, each column 2 1/16" wide with 1/8" between columns. Column depth, 20.75", 124.5 column inches per page. Makeup & printed page size by inches 13" x 20.75". Double truck, 26.75" x 20.75".
- Tab Page: 5 columns x 13", 65 column inches per page.
- Classified Page: 9 columns to a page, each 1 5/16" wide with 1/8" between columns. 186.75 column inches per page.

ADVERTISING DEADLINES

Valley News Publication Day	Deadline For Retail & Class Display	Transaction Ads
Sunday (E & F Sections) (A, B, C, D & G)	3:00 pm Wednesday	4:30 pm Friday
Monday	3:00 pm Thursday	4:30 pm Friday
Tuesday	11:00 am Friday	4:30 pm Friday
Wednesday	3:00 pm Friday	4:30 pm Monday
Thursday	3:00 pm Monday	4:30 pm Tuesday
Friday	3:00 pm Tuesday	4:30 pm Wednesday
Saturday	3:00 pm Wednesday	4:30 pm Thursday
	3:00 pm Thursday	4:30 pm Friday
Publication Day	In-Column Classified	Preprinted Inserts
Sunday	4:30 pm Friday	3:00 pm Wednesday
Monday	4:30 pm Friday	3:00 pm Wednesday
Tuesday	4:30 pm Monday	3:00 pm Thursday
Wednesday	4:30 pm Tuesday	3:00 pm Friday
Thursday	4:30 pm Wednesday	3:00 pm Monday
Friday	4:30 pm Thursday	3:00 pm Tuesday
Saturday	4:30 pm Friday	3:00 pm Wednesday

Valley Television - 11 AM Monday prior to Sunday publication.
Valley Advantage - 11 AM Monday prior to Saturday publication.
Preprinted Inserts - Material should be delivered prepaid to the Valley News 7AM - 7PM, 3 days prior to publication for Valley News, 1 week for ADvantage.
Cancellation deadlines are the same as Advertising deadline. All holidays advance all deadlines. Please call to confirm holiday deadlines. Changes in original copy may be made after the deadline at the discretion of the Valley News.

PUBLISHED DAILY & SUNDAY FOR THE UPPER VALLEY

VALLEY NEWS RETAIL

LOCAL MONTHLY VOLUME

OPEN RATE: \$15.97 per column inch less the following monthly discounts:*

Column Inches

50-225	(10%)
225-425	(15%)
425-625	(20%)
625-1,000	(25%)
1,000 & Up	(30%)

*Discounts are earned for payment by the 20th of the month following service, providing all previous bills are paid in full.

REPEAT INSERTIONS

Repeat insertions of the same ad when ordered with first insertion, earns 20% off the base rate (except for local contract and non-profit rates), providing no copy change is required and the ad is rerun within 6 publishing days of its prior insertion.

ANNUAL BULK CONTRACT RATES

Inches Per Year	Daily	Sunday
750	\$13.65	\$13.65
1,500	\$13.05	\$13.05
3,000	\$12.30	\$12.30
5,000	\$11.31	\$11.31
10,000	\$10.57	\$10.57

Contracts are signed for a period of one year. Advertising space to satisfy this contract may be run in Valley News ROP, and will include Valley TV and special sections that are not run under a separate pricing structure. (Classified display will not apply.) Rates are subject to a 20% repeat discount as outlined above and a 10% prompt payment discount if payment is received by the 20th of the month following service, providing all previous bills are paid in full.

LOCAL CONTRACT RATES

Per Column Inch	Daily	Sunday
13 Consecutive Weeks	\$12.80	\$12.80
26 Consecutive Weeks	\$12.07	\$12.07
52 Consecutive Weeks	\$11.36	\$11.36

Rates are based on a min. of 4 col. in./week consecutively & are subject to a 10% prompt payment discount.

TRANSACTION PAGE ADS\$47.00

(1 col. x 1 inch minimum) per col. in. flat rate

Transaction page ads appear on the back page of section one (Section B, Sunday) and on page 2 as the volume of ads necessitates. Placement is determined on a best fit basis. Largest ad accepted is 24 col. inches with no ad more than 10 inches in depth. No cuts, mats, special signatures, graphics, or bold face type are used. Borders and type face are selected by the newspaper.

Non-Profit Rate is \$42.00 per col. in. flat rate. Non-Profit ID number required.

COLOR RATES

One (1) color - \$150
Two (2) color - \$250
Process Color - \$350

Black, one, two, three colors accepted. All color advertising should be submitted as CMYK. Charges per page or portion thereof. Separation for process color is available (4 color), charges upon request. Color placement is subject to availability. Buy two color insertions and the third insertion color is free provided the three insertions run within six publishing days with no copy changes and the same color is used.

COLOR CONTRACTS

52 Consecutive Week 1 Color Contract	\$115 per week
52 Consecutive Week 2 Color Contract	\$185 per week
52 Consecutive Week Process Color Contract	\$250 per week

*Rates are based on a min. of 1color insertion/week consecutively.

COLUMN WIDTHS in INCHES

R.O.P.										
1 Col	2 Col	3 Col	4 Col	5 Col	6 Col					
2 1/16	4 1/4	6 7/16	8 5/8	10 3/4	13					
CLASSIFIED										
1 Col	2 Col	3 Col	4 Col	5 Col	6 Col	7 Col	8 Col	9 Col		
1 5/16	2 3/4	4 1/4	5 11/16	7 1/16	8 5/8	10 1/16	11 1/2	13		

VALLEY NEWS CLASSIFIED

CLASSIFIED DISPLAY per column inch rate

Daily/Internet \$14.22	Daily \$13.48
Sunday/Internet \$15.56	Sunday \$14.82

CLASSIFIED LINE ADS

603-298-6082

DEADLINE: 4:30 PM day before publication; 4:30 PM Friday for Sunday & Monday publication. Legal Notices: 12:00 Noon day before publication; 12:00 Noon Friday for Sunday and Monday publication.

of Insertions

1-3	\$1.80/line/day + 70¢/day Internet
4-7	\$1.46/line/day + 60¢/day Internet
8-14	\$1.13/line/day + 50¢/day Internet
15-29	\$1.06/line/day + 40¢/day Internet
30-Up82¢/line/day + 30¢/day Internet

• 3 line minimum, approximately 26 characters per line.

• Rates for consecutive days with no copy change.

• Set 7 point, 10 lines to the inch.

CARD OF THANKS\$10.75

per column inch + 50¢/day Internet

BUSINESS DIRECTORY.....77¢

per/line/day, 3 line min. 3 mo. contract + 20¢/day Internet

LEGAL NOTICES\$9.75

per column inch

CONFIDENTIAL BOX NUMBER.....\$17.50

Good for 30 days, includes 2 mailings, \$1.00 each additional mailing

PREPRINTED INSERTS

Per Thousand	Full Run	Zoned
OPEN RATE	\$57.00	\$61.00
12 Yearly Contract	\$52.00	\$56.00
24 Yearly Contract	\$47.00	\$51.00
36 Yearly Contract	\$40.00	\$45.00
48 Yearly Contract	\$32.00	\$39.00
60 Yearly Contract	\$28.00	\$37.00

- Rates do not depend on the number of pages and are for daily and Sunday.
- 60 lb. minimum weight index stock required for single sheet inserts.
- Minimum charge \$300.00 net on zoned inserts.
- Full size and tab inserts accepted. Other sizes subject to publisher's approval. All inserts must have a finished size no larger than 13.5" X 11". Inserts not conforming to these specifications shall be subject to a folding charge.
- The Valley News assumes no liability for preprints that have been damaged in transit. Any skids that are not in receivable condition, or are short in number, will be the liability of the customer, shipper or printer.

ADvantageTMC (Total Market Coverage)

Open Rate	\$17.50
Contract	\$8.25

Sold subject to space availability. Minimum 26 consecutive week commitment.

PREPRINTED INSERTS

Per Thousand	TMC	Zoned by Zip
OPEN RATE	\$65.00	\$75.00
12 Yearly Contract	\$59.00	\$69.00
24 Yearly Contract	\$56.00	\$66.00
36 Yearly Contract	\$49.00	\$59.00
48 Yearly Contract	\$42.00	\$50.00

All requirements for Valley News inserts apply to ADvantage with the following exceptions: ADvantage rates are net and based on up to 1.5 oz. per piece. Add \$3.00 per thousand for each additional 1/10th oz.. Deduct \$3.00 per thousand for inserts weighing 1 oz. or less. There will be a minimum net charge of \$500.00 for any zoned insert. ADvantage inserts may be subject to a surcharge as postal rates necessitate.