
The Newspaper Of The Upper Valley

VALLEY NEWS



RATE CARD # 58 Effective January 1, 2020

LOCAL RETAIL & CLASSIFIED

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

Office Address: 24 Interchange Dr., West Lebanon, NH 03784

Telephone:

General Business603-298-8711
Advertising.....603-298-6082
Circulation603-298-7739
Websitewww.vnews.com

Personnel:

PublisherDan McClory
Advertising DirectorRich Wallace
Customer Relations Manager.....Kelly Vigue

TERMS OF PAYMENT

Rates on this card are applicable only to local advertisers and are non-commissionable. 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 the 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. The terms applicable to rate card No. 58 effective November 1, 2019.

SPECIAL SERVICES

- Proofs of advertisements will be shown upon request. Proofs are shown for the purpose of detecting typographical errors only. Changes from original layout & 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.
- Electronic tearsheets are available to all advertisers upon request.

CONTRACT & 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.
- In the event of a typographical error advertising goods at an incorrect price, the Valley News will provide 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 reserves the right to edit and determine the proper classification for all advertisements.
- 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.
- 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.

DISPLAY DEPTH REQUIREMENTS

- Minimum ad accepted 1 column by 1 inch. Advertisements are required to be at least 1 inch deep for each column in width, except for 6 columns by 3 inch ribbon ad.
- Advertisements over 17 inches depth broadsheet or 8 inches depth tab, will be charged as full columns.

MECHANICAL MEASUREMENTS

- Offset printing
- Broadsheet page: 6 columns to a page, each column 1.68 inches wide with 0.14 inches between columns. Column depth 19.75 inches, 118.50 inches per page. Makeup & printed page size by inches 10.78 inches by 19.75 inches.
- Tab Page: 5 columns by 10.75 inches.

SPECIAL CLASSIFICATIONS

- **Non-Profit Rate:** Subject to interpretation by the Valley News and available to qualifying organizations upon request. Run of Paper **\$15.98** per column inch and subject to 10% prompt payment discount. (Classified Display **\$13.68** Daily/Internet **\$12.97** Daily. **\$14.97** Sunday/Internet **\$14.26** Sunday).
- **Political Rate:** Card rate as earned. Ads must be paid in advance.
- **Position Charge:** Position guarantee when granted. 25% extra.

VALLEY NEWS RETAIL

Local Open Rate: \$18.79 per column inch

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.

Local Contract Rates

Per Column Inch

13 Consecutive Weeks \$13.92

26 Consecutive Weeks \$13.00

52 Consecutive Weeks \$12.12

Rates are based on a minimum of 4 column inches per week consecutively and are subject to 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.

Transaction Page Ads \$48.00
(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 \$44.00 per col. Inch flat rate. Non-Profit ID number required.

Color Rates

\$5.00 per column inch in addition to space cost for up to process color. Maximum charge of \$150 for spot color, \$350 for process color. All color advertising should be submitted as CMYK. Color placement is subject to availability.

Color Contracts

52 Consecutive week contract available. \$5.00 per column inch in addition to space cost for up to process color with maximum charge of \$250.00. Rate is based on a minimum of one color insertion per week consecutively.

PREPRINTED INSERTS

Per Thousand

Open Rate \$57.00

12 Yearly \$52.00

24 Yearly \$47.00

36 Yearly \$40.00

48 Yearly \$32.00

60 Yearly \$28.00

- 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 all inserts.
- Full size and tab inserts accepted. Other sizes subject to publisher's approval. All inserts must have a finished size no larger than 12" 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.

VALLEY NEWS CLASSIFIED

Classified Display

Per column inch rate

Daily/Internet \$16.09.....Daily \$15.25

Sunday/Internet \$17.61Daily \$16.77

Classified In-Column Ads 603-298-6082

of Insertions

1-3\$2.60/line/day + 50¢/day Internet

4-7\$2.05/line/day + 50¢/day Internet

8-14\$1.54/line/day + 50¢/day Internet

15-29\$1.44/line/day + 50¢/day Internet

30-Up.....\$1.07/line/day + 50¢/day Internet

• 3 line minimum, approximately 22 characters to a line.

• Rate for consecutive days with no copy change

• Set 7 point; 10 lines to the inch.

CARD OF THANKS \$16.92

per column inch + 50¢/day Internet

LEGAL NOTICES \$17.00

Deadline 10 am one (1) business day prior per column inch.

CONFIDENTIAL BOX NUMBER..... \$17.50

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

COLUMN WIDTHS in INCHES

1 Col	2 Col	3 Col	4 Col	5 Col	6 Col
1.68	3.50	5.32	7.14	8.96	10.78

ADVERTISING DEADLINES

Publication Day Retail Ads Transaction Ads

Sunday 2 pm Wednesday 3 pm Friday

Monday 2 pm Thursday 3 pm Friday

Tuesday 2 pm Friday 3 pm Monday

Wednesday 2 pm Monday 3 pm Tuesday

Thursday 2 pm Tuesday 3 pm Wednesday

Friday 2 pm Wednesday 3 pm Thursday

Saturday 2 pm Thursday 3 pm Friday

Publication Day Class Display In-Column Class

Sunday 2 pm Thursday Noon Friday

Monday 2 pm Thursday Noon Friday

Tuesday 2 pm Friday Noon Monday

Wednesday 2 pm Monday Noon Tuesday

Thursday 2 pm Tuesday Noon Wednesday

Friday 2 pm Wednesday Noon Thursday

Saturday 2 pm Thursday Noon Friday

Valley Television- 11 am Friday one (1) week prior to Sunday publication.

Preprinted Inserts – Reservation deadline is five (5) business days prior to insertion and materials should be delivered prepaid to 77 Merrimack Street, Penacook, NH between 8 am and 4 pm three (3) business days prior.

- 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.