

# WEEKLY NEWS

www.weeklynews.net • Integrity in publishing since 1957

# 2010 RATES

978.532.5880 | Fax: 978-532.4250 | ads@weeklynews.net

## ROP Advertising (Deadline: Monday, 5 p.m.)

OPEN RATE	4 weeks	13 weeks	26 weeks	51 weeks
24.00 pci	22.00 pci	21.00 pci	19.50 pci	17.75 pci

## Advertising Agencies

Recognized ad agencies receive 15% commission on gross billing on open inch rate only. Contract rates are non-commissionable.

## Color

Process color: \$450 net per insertion.  
Spot color: \$110 net per color per insertion.  
Position not guaranteed.

## Special Classifications

Churches, charities, non-profit organizations:  
\$17.75 per column inch net.

## Classified Display Advertising

OPEN RATE	4 weeks	13 weeks	26 weeks	51 weeks
30.00 pci	28.00 pci	27.00 pci	26.00 pci	24.00 pci

## Classified Services (Deadline: Monday, 5 p.m.)

Block Dimensions	OPEN RATE	Includes weeklynews.net web link			
		13 weeks	26 weeks	51 weeks	
Single	2.5" x 1"	40.00	37.60	35.25	32.50
Double	2.5" x 2"	68.00	61.50	58.50	55.50
Triple	2.5" x 3"	90.00	85.00	81.00	77.00
Quadruple	2.5" x 4"	110.00	106.50	101.75	97.50

## Classified Line Ads (Deadline: Tuesday, 10 a.m.)

	1x	4 week contract	13 week contract
Business line ads – 20 words	35.00	33.00	31.00
Private party line ads - 20 words	20.00	n/a	n/a

All charges per week. Words over 20 are 50¢ each. All ads must be prepaid. MasterCard, Visa, and American Express accepted.

## Pre-Printed Inserts – Peabody, West Peabody & Lynnfield

	1x	2-5x per year	6-12x per year	13-26x per year	27-51x per year
Single Sheet	48.00/M	45.00/M	40.00/M	38.00/M	36.00/M
Up to 12 pages	50.00/M	48.00/M	44.00/M	42.00/M	40.00/M

Inserts more than 12 pages quoted upon request.

## weeklynews.net Banner & Button Rates (monthly)

Leaderboard (728x90)	\$300
Micro Banners (120x60)	\$50
Footer Banners (125x125)	\$75
Skyscrapers (160x600)	\$150

## Deadlines

All display ads: Monday, 5 p.m. Classified line ads: Tuesday, 10 a.m.

## Publication

The Weekly News is published every Thursday except the week of Christmas. If a legal holiday falls on Thursday, the Weekly News is published on Wednesday.

## Mechanical Specifications

ROP ADVERTISING WIDTHS		
COLUMNS	PICAS	INCHES
1 Column	11p2	1.864"
2 Column	23p4	3.898"
3 Column	35p7	5.932"
4 Column	47p9	7.996"
5 Column	60p	10.000"

CLASSIFIED DISPLAY COLUMN WIDTHS		
COLUMNS	PICAS	INCHES
1 Column	14p2	2.373"
2 Column	29p5	4.915"
3 Column	44p9	7.458"
4 Column	60p	10.000"

### How to Calculate the Cost of Your Ad

1. Calculate the total number of ad inches (Ad size = # of columns x height) \_\_\_\_\_
  2. Multiply by rate base on frequency x \_\_\_\_\_
  3. Add cost for color \_\_\_\_\_
- TOTAL \_\_\_\_\_

PEABODY/LYNNFIELD

# WEEKLY NEWS

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**Philip Broderick**  
**Sales Manager**  
**978.532.5880 x320**

## Terms & Conditions

### **NEW ADVERTISERS:**

Payment is needed with each insertion until credit is established. MasterCard, Visa and American Express accepted.

### **ESTABLISHED ACCOUNTS:**

Net 30 days. Ads may be discontinued if past due.

### **CANCELLATIONS:**

Must be made 2 business days prior to printing date.

### **SPECIAL POSITIONS:**

Any preferred position is space rate plus 25%.

### **POLITICAL ADVERTISING:**

Regular rates and all discounts apply. Prepayment is required.

### **PROOFS:**

A proof of an advertisement prepared by the Weekly News may be requested in advance of publication provided that advertising copy has been given to the Weekly News at least 5 working days in advance of publication. Proofs are provided in order to reduce the possibility of typographical error. A proof is not to be used as a device for extensive copy or layout revision.

### **ERRORS:**

The Weekly News assumes no financial responsibility for typographical errors in advertising or for omission of any advertisement, and will not be responsible for art work left at this office for over 30 days. Advertisements submitted for proof service will be checked for corrections by the advertiser. The publisher will assume no liability for errors or omissions in such advertisements.

### **CREDITS:**

Any errors will be rerun with proper corrections and must be negotiated within 7 days of distribution date.

### **INDEMNIFICATION:**

The Publisher reserves the right to refuse advertisements. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the provisions of this rate card will be binding on the publisher. To secure the benefits of contract discounts, advertisers must arrange for space desired by signing a contract in advance of publication. Contracts may be accepted or rejected at the discretion of the publisher. The publisher will not be liable for failure to print, publish or distribute all or any portion of any issue in which an advertisement accepted by the newspaper is contained if failure is caused by acts of God or government, strikes, accidents, lack of newsprint, lack of fuel or other circumstances beyond the control of the newspaper.

### **CONTRACT & COPY REGULATIONS:**

Copy submitted with colored ink or on colored paper with color photographs runs a high risk of losing detail when processed and no quality guarantee is given or implied. Any advertisement that has the appearance of editorial or news matter must have the word "advertisement" printed above it at the discretion of the publisher. All advertisements are accepted and published entirely on the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will indemnify and save the publisher harmless from and against any loss or expense arising out of publications of such advertisements, including without limitations those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringement. Advertising contracts are executed between advertiser and the publisher with the express agreement that the advertiser shall use the minimum space agreed upon, and that if such space is not used in the amount named and as specified, the cost of all space used from the effective date of the contract shall revert to the appropriate rate for which the advertiser did qualify according to the publisher's regular schedule of rates. Advertising contracts in no way bind the publisher to specific rates but apply to contract discounts on whatever rates are prevailing. Rates may be revised upon 30 days notice by the Weekly News. In the event of a rate revision, the advertiser may, at his option, cancel any contract in effect without penalty upon written notice to the publisher prior to the scheduled rate revision.