

EAGLE-TRIBUNE
PUBLISHING COMPANY

Advertising Rates

2 0 0 7

Retail, Classified, Preprint

Effective January 1, 2007

THE EAGLE-TRIBUNE

THE SALEM NEWS

THE DAILY NEWS OF

NEWBURYPORT

GLOUCESTER DAILY TIMES

ANDOVER TOWNSMAN

TOWN CROSSINGS

THE HAVERHILL GAZETTE

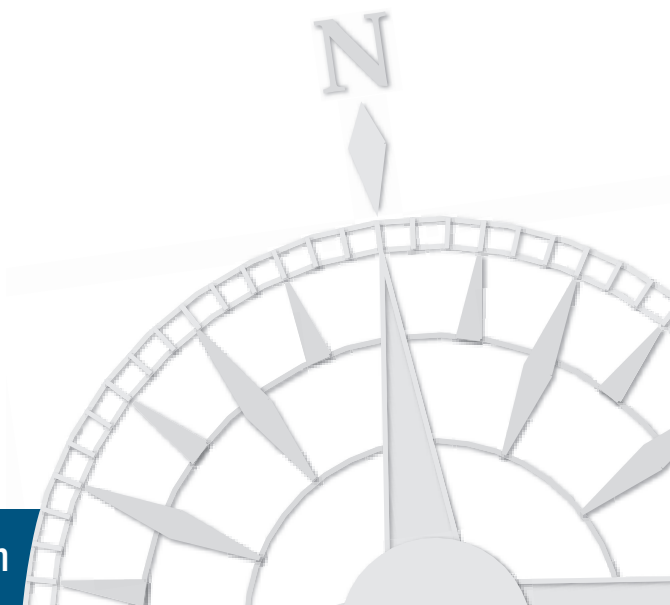
DERRY NEWS

WEEKENDER

CARRIAGE TOWNE NEWS



Your best connection to the marketplace North of Boston



Eagle-Tribune Publishing Company

Rates effective
January 1, 2007

Richard M. Franks
President and Publisher

Dennis C. Wade
Vice President/Advertising
978-946-2154
dwade@eagletribune.com

Ellen Zappala
Vice President/Weekly Division
978-374-0321
ezappala@eagletribune.com

Mark J. Miller
Advertising Director/Weeklies
603-437-7000 x8220
mmiller@derrynews.com

Eddie R. Najeeullah
Classified Outside Director
978-946-2410
enajeeullah@eagletribune.com

Mark J. Zappala
Classified Inside Director
978-946-2174
mzappala@eagletribune.com

Representatives
U.S.S.P.I.
S.P.I.N.

Commissions and cash discounts

Local retail and classified rates are not commissionable. A 2% cash discount available for noncontract, nonpolitical advertisers paying by the 15th of the following month. Zone rates are net unless under signed contract.

Policies

Forwarding of an order is considered acceptance of all rates/conditions in effect at that time. All orders, artwork and copy subject to publisher's approval.

Indemnification. Eagle-Tribune Publishing Company (ETPC) is not liable for failure to print, publish or distribute all or any portion of an issue in which advertising is scheduled to appear if such failure caused by circumstances beyond its control. ETPC is not liable by any reason of error, for which it may be responsible, beyond actual space occupied by the item in which the error occurred. In the case of typographical error, ETPC is not responsible beyond first insertion. ETPC is not liable for omissions or failure to insert an advertisement. Advertisements submitted after deadline for proof service are submitted at advertiser's risk; ETPC not liable for errors or omissions. While ETPC makes every effort to provide desired placement, it makes no guarantees.

Credit. New accounts cash with order; must establish credit before advertising accepted. MasterCard, Visa, AMEX, and Discover accepted.

Contracts. Charges to advertising contract holders who do not comply with terms will be recalculated to discount actually earned. Balance due and payable on the 15th of the following month.

Retail Advertising

Open Rates

Sunday Eagle-Tribune	\$42.18
The Eagle-Tribune	\$39.83
Essex County Newspapers	\$48.05
The Salem News	\$40.97
Daily News of Newburyport	\$21.28
Gloucester Daily Times	\$21.28
Andover Townsman	\$22.44
Town Crossings	\$15.28
Haverhill Gazette	\$12.47
Derry News	\$18.28
Weekender	\$18.28
Carriage Towne News	\$20.01

Amusement/Entertainment Rates

Sunday Eagle-Tribune	\$43.93
The Eagle-Tribune	\$42.18
Essex County Newspapers	\$50.00

Multiple-day combination*

Ads six column inches or larger published in one daily or Sunday paper may run up to an additional six times in the same paper within the next six days with no copy changes at a 45% discount on open rate. Wednesday Derry News can be combined with Friday Derry News and/or Friday Weekender at 45% discount. Third-day combination with Derry News/Weekender available at 60% discount.

*Non contract advertisers receive 40% discount

Revenue contracts (Classified Display and Retail)

	Discount on gross Display rate
\$15,000-\$29,999	10%
\$30,000-\$69,999	15%
\$70,000-\$139,999	20%
\$140,000-\$229,999	25%
\$230,000-\$469,999	30%
\$470,000+	35%

All revenue invested in ETPC products will count toward revenue contract fulfillment. Display ads subject to 2% prepay discount or contract rate. One revenue contract will be valid for all products. Contract rates require signed contract and payment by the 15th of the month following service. Contract advertisers who do not comply with terms will be charged retroactively to rate actually earned.

Exclusive Readership



More than 180,000 readers who don't read any Boston daily paper.

Dominant Coverage



In our market area, twice the circulation of the Boston dailies COMBINED

Daily/Weekly Frequency Contracts

	Discount on gross rate		Discount on gross rate
Consecutive Weeks		Nonconsecutive Weeks	
13 weeks	10%	15 ads	5%
26 weeks*	15%	30 ads	10%
39 weeks	20%	52 ads	20%
52 weeks	30%	104+ ads	25%

Maximum size for frequency-contract insertions is 32.25 column inches in daily publications. Frequencies count toward individual paper contract. No cross-product contract fulfillment. Larger ads do not qualify for contract rate, but will be allowed a 2% discount if paid by the 15th of the following month. 3" minimum required with frequency contracts. *Available every other week.

Eagle-Tribune Zones

Three zones available — in Wednesday and Sunday editions only. All rates are NET, unless under signed contract. Minimum 6 column inches.

Zone rates

Central	\$26.24
East	\$17.43
North	\$15.49
North/East	\$24.74
North/Central	\$31.12
East/Central	\$32.83

Central serves the Massachusetts communities of Andover, Boxford, Dracut, Lawrence, Methuen, Middleton, North Andover, North Reading and Topsfield.

East serves the Massachusetts communities of Amesbury, Georgetown, Groveland, Haverhill and Merrimac, and the New Hampshire communities of Atkinson, Hampstead, East Hampstead, Kingston, Newton, Plaistow and Sandown.

North serves the New Hampshire communities of Chester, Derry, Londonderry, Pelham, Salem and Windham.

Combinations

Zone. Ads published on one zone day may repeat on the next zone day at a 40% discount net from the applicable zone rate, but must appear in the same zone or zones with no copy change.

Zone/ROP. Ads published in one zone edition may run once with no copy change in any daily edition — full run, the preceding or following week — at a net rate of \$23.90 Daily, \$25.31 Sunday, per column inch (a 40% discount from open rate). Also, ads published in one zone edition may repeat twice within the next six days full run at a 45% discount for contract holders and 40% for non contract advertisers; one repeat must be Saturday or Monday.

Color Rates/minimum ad sizes

	Retail	Classified	Surcharge
Black plus one color	30"	Half page	\$300
Black plus two colors	60"	Half page	\$380
Black plus three colors	60"	Full page	\$470

Contract and combination discounts apply to color rate.

MarketPower Plus combinations

For daily/weekly multipaper discounts, see separate rate card.

More market penetration



In 32 communities,
household coverage of
50% or more.

Concentrated coverage



97% of circulation falls
within ETPC's North of
Boston market area.

Special classifications

Eagle-Tribune – stock island – Sunday	\$52.67	Andover Townsman – page 1	\$36.40
Eagle-Tribune – stock island – Daily	\$49.74	Town Crossings – page 1	\$23.47
Eagle-Tribune – back page	\$51.72	Carriage Towne News – page 1	\$32.73
Eagle-Tribune – page 3 – Sunday	\$54.76	Derry News/Weekender – page 1	\$28.16
Eagle-Tribune – page 3 – Daily	\$51.72	Haverhill Gazette – page 1	\$24.71

Preferred position, banner and directory rates available upon request

TV Update

Published in Sunday Eagle-Tribune. See representative for packages.

Comics (ET only)

Four color	Size	Rate
Full page	11.625" x 20"	\$2,860 NET
Two-thirds page	11.625" x 13.25"	\$1,900 NET
Half page	11.625" x 10"	\$1,425 NET
One-third page	11.625" x 6.5"	\$ 945 NET
One-sixth page	11.625" x 3.25"	\$ 480 NET

And \$50 for each color separation not provided. SPADEA (two-page comic wrap), \$4,242, and gatefold, \$2,352, available. Production costs may apply. Consult your advertising sales representative. All reservations and copy due Monday, five weeks prior to publication.

Preprints

Open rates (net)

Single sheet (non-folded max 12.5" x 11.25")	\$42/M
Up to 12 tab pages	\$57/M
13-31 tab pages	\$67/M

Frequency contracts (net)

Rates per thousand

	6x	12x	24x	48x	60x	90x
Full	\$47.00	\$44.50	\$42.00	\$34.50	\$31.50	\$29.50
Zone	\$49.50	\$47.00	\$44.50	\$37.00	\$34.00	\$32.00
Single sheet (non-folded max 12.5" x 11.25")	\$40.00	\$39.00	\$38.00	\$34.50	\$31.50	\$29.50
All except Carriage Towne News						
Carriage Towne News*						
Full	\$50.00	\$47.50	\$44.50	\$42.00		
Zoned	\$52.50	\$50.00	\$47.00	\$44.50		

Add \$2.00/M to preprints 32 pages and over. Flexi books charged as tab pages.

*Add \$3.50/M per one-tenth of an ounce over 1.3 ounces. Carriage Towne News noncontract rate is \$55/M (full run), \$57.50 (zoned).

ROP credit toward preprint contract. For every two full pages of ROP advertising (258+), credit for one preprint insertion given to ROP contract holders toward preprint contract performance.

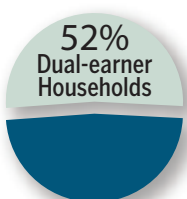
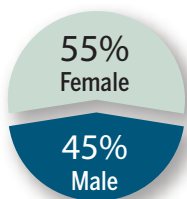
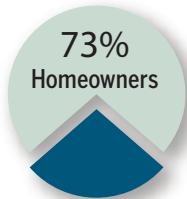
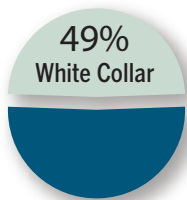
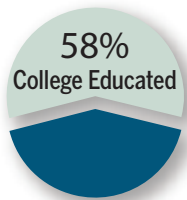
Frequencies count toward individual paper contract. No cross-product contract fulfillment.

The minimum quantity of each daily paper and Weekender is 10,000. Derry News, Andover Townsman and Haverhill Gazette minimum is full run, see circulation table. Carriage Towne News minimum is 5,000.

Print and Deliver Program Available. (Black & white or color) See ESP rate card.

Total Market Coverage Available. For rates and zip codes, see TMC rate sheet.

Our readers are your customers



Policies

Contract rates. Require signed contract and payment by the 15th of the month following service.

Availability. For The Eagle-Tribune, full run Monday through Sunday, zoned distribution Monday through Saturday (except certain holidays). For Essex County Newspapers, full run and zoned distribution Monday through Saturday. For weeklies, full run or zoned distribution on days of publication. Zoned distribution. Quantity/10,000 minimum.

Size. Minimum, 5.5" x 6.5". Maximum, 12.5" x 11.25". Anything larger must be quarter-folded; four-page newsprint tabloids must be quarter-folded. Smaller sizes and product samples require advance samples and prior approval.

Packaging. Inserts for different publications and TMC products must be properly separated. Please do NOT combine inserts for different publications on the same skid. Inserts should be delivered on skids, bound securely in neatly turned stacks. Turns should be at least 4 inches tall. The skid tags must contain the following: advertiser's name, publication date, a single publication name, quantity of pieces on the skid, total quantity of the shipment, and the printer's contact information.

Deadlines. Reservation at least 10 days prior to insertion. Delivery at least three days prior for daily and 10 days prior for Sunday. Add two additional days for reservation and delivery around holidays.

Delivery. No partial deliveries will be accepted without prior approval. 8 a.m. to 5 p.m., Monday through Friday, to Receiving Door 6, The Eagle-Tribune, 100 Turnpike St. (Rte. 114), North Andover, MA 01845. Complete preprint delivery specifications available upon request.

Classified Advertising

Classified Display Rates

The Eagle-Tribune, Sunday	\$27.40
The Eagle-Tribune	\$26.46
The Eagle-Tribune	
Recruitment (any day)	\$30.32
Essex County Newspapers	\$36.05
Essex County Newspapers	
Recruitment	\$35.02
Andover Townsman	\$14.35
Town Crossings	\$9.64
Haverhill Gazette	\$8.34
Derry News	\$11.18
Weekender	\$11.18
Carriage Towne News	\$14.13

Multiple-day combination.* With the exception of Help Wanted advertising, ads six column inches or larger published daily or Sunday may run up to six additional times within six days at a 45% discount from classified display open rates. Wednesday Derry News can be combined with Friday Derry News or Friday Weekender at 45% discount.

*Non contract advertisers receive 40% discount.

HomesNorth: The North Shore's Real Estate Marketplace. See separate rate card.

Classified Connection. For line advertising rates and placement, call 800-927-9200.

Total ETPC
Daily, Weekly, and
Sunday circulation

202,391

Circulation coverage
of designated market

63%

Net Weekday/Weekly
Average Issue
Adult Reach

46%

Deadlines

	Publication	Space	Copy
The Eagle-Tribune	Monday	Thur/5 p.m.	Thur/5 p.m.
	Tuesday	Fri/5 p.m.	Fri/5 p.m.
	Wednesday	Mon/5 p.m.	Mon/5 p.m.
	Thursday	Tue/5 p.m.	Tue/5 p.m.
	Friday	Wed/5 p.m.	Wed/5 p.m.
	Saturday	Thur/12 p.m.	Thur/5 p.m.
	Sunday		
	Retail	Wed/5 p.m.	Thur/5 p.m.
	Brides/Travel/Health	Tue/5 p.m.	Tue/5 p.m.
	Business	Wed/ 5p.m.	Thur/5 p.m.
	Classified Auto	Thur/10 a.m.	Thur/5 p.m.
	Classified Real Estate	Thur/11 a.m.	Thur/5 p.m.
	Classified Help Wanted	Fri/12 p.m.	Fri/12 p.m.
Essex County Newspapers	Monday	Fri/10 a.m.	Fri/10 a.m.
	Tuesday	Fri/12 p.m.	Fri/12 p.m.
	Wednesday	Mon/12 p.m.	Mon/12 p.m.
	Thursday	Tue/12 p.m.	Tue/12 p.m.
	Friday	Wed/12 p.m.	Wed/12 p.m.
	Saturday	Thur/10 a.m.	Thur/10 a.m.
	Homes North	Tue/ 5 p.m.	Tue/5 p.m.
Weeklies	Tuesday		
	Carriage Towne News	Thur/12 p.m.	Thur/12 p.m.
	Wednesday		
	Derry News	Mon/12 p.m.	Mon/12 p.m.
	Thursday		
	Andover Townsman	Mon/12 p.m.	Mon/5 p.m.
	Haverhill Gazette	Mon/12 p.m.	Mon/5:30 p.m.
	Town Crossings	Fri/5 p.m.	Fri/5 p.m.
	Friday		
	Derry News	Wed/12 p.m.	Wed/12 p.m.
	Weekender	Wed/9 a.m.	Wed/1 p.m.

For proofs, add one day to copy deadlines.

Mechanical requirements

	Retail	Classified	Tab
	Full page/129" (Six cols x 21.5")	Full page/215" (Ten cols x 21.5")	Full page/58.75" (Five cols x 11.75")
Cols			
1	1.833"	1.083"	1.833"
2	3.792"	2.25"	3.792"
3	5.75"	3.417"	5.75"
4	7.708"	4.583"	7.708"
5	9.667"	5.75"	9.667"
6	11.625"	6.917"	
7		8.083"	
8		9.25"	
9		10.417"	
10		11.583"	

To submit an electronic ad, go to <http://addesk.eagletribune.com>.

- 58 core communities in two states
- Suburban and commuting markets North of Boston and Southern New Hampshire
- Household growth 38% faster than states' average
- 12 communities of more than 25,000 residents
- Compact market area: 35 miles from end to end
- 348,883 households
- 921,430 people
- \$10.4 billion in household consumer expenditures

Dominant coverage of an expanded marketplace



	Circulation	Average Issue Readers
Sunday Circulation		
Sunday Eagle-Tribune	51,267	154,028
Daily Circulation		
The Eagle-Tribune	48,374	142,666
The Salem News	30,672	95,150
The Daily News of Newburyport	13,170	32,517
Gloucester Daily Times	10,377	28,726
Daily Totals Circulation	102,593	276,396(net)
Daily and Sunday Totals Circulation	105,486	291,891 (net)
Weekly Circulation		
Andover Townsman	6,935	23,124
Town Crossings	14,699	14,688
Haverhill Gazette	6,350	24,250
Derry News	6,538	21,594
Weekender	25,599	11,644
Carriage Towne News	36,784	47,172

SOURCE: 2004 Gallup Poll of Media Usage & Consumer Behavior — Boston Market. ABC 2005 Audit Statements and Internal Circulation Reports, May 2006. Map Info Corp., 2006

Contact Us

The Eagle-Tribune

100 Turnpike St.
North Andover, MA 01845-5096
978-946-2000
Fax: 978-685-1588
Eagletribune.com

Essex County Newspapers

The Salem News

32 Dunham Rd.
Beverly, MA 01915-1895
978-922-1234
Fax: 978-922-4330
Northshoreonline.com

Gloucester Daily Times

36 Whittemore St.
Gloucester, MA 01930-2553
978-283-7000
Fax: 978-282-4397
Northshoreonline.com

The Daily News of Newburyport

23 Liberty St.
Newburyport, MA 01950-2750
978-462-6666
Fax: 978-463-9612
Northshoreonline.com

Weeklies

Derry News & Weekender

46 West Broadway
P.O. Box 307
Derry, NH 03038-0307
603-437-7000
Fax: 603-432-4510
Derrynews.com

Andover Townsman & Town Crossings

33 Chestnut St.
P.O. Box 1986
Andover, MA 01810-1986
978-475-7000
Fax: 978-475-5731
Andovertownsman.com

The Haverhill Gazette

181 Merrimack Street
Haverhill, MA 01830-6129
978-374-0321
Fax: 978-521-6790
Hgazette.com

Carriage Towne News

14 Church St.
P.O. Box 100
Kingston, NH 03848-0100
603-642-4499
Fax: 603-642-7750
Carriagetownenews.com



**Eagle-Tribune
Publishing
Company**

100 TURNPIKE STREET
NORTH ANDOVER, MA 01845
978-946-2000
WWW.EAGLETRIBUNE.COM