

Business Directory

1 Month (4 weeks)	\$60 per week	6 Months (26 weeks)	\$42 per week
2 Months (9 weeks)	\$50 per week	12 Months (52 weeks)	\$35 per week
3 Months (13 weeks)	\$45 per week		

Includes full color in Cabinet Press publications and featured web page listing and page on directory.nh.com

Ads are 2.25" wide x 1.625" deep

Get Classified*

Find it ... Buy it ... Sell it!

Place ads at **GETCLASSIFIEDNH.COM** / Call **673-0529** or **594-6555**

Email: **GETCLASSIFIED@NH.COM**

CLASSIFIED DISPLAY RATES

Open rate per column inch.....	\$19.15 p.c.i.
Agency	\$20.96 p.c.i.
Real Estate Display	\$13.00 p.c.i.

Includes all four Cabinet Press papers

LINE ADVERTISEMENTS

Minimum Size 4 lines, 3 days, consecutively.

Rate (per line per day)

3 through 7 days.....	\$2.81
8 through 14 days.....	\$1.91
15 through 21 days	\$1.85
22 days or more.....	\$1.70

In Column Display

No border, minimum size – 1 inch, 1 day, \$30.35

Line ads include The Telegraph and Neighbors TMC

Commission and Terms of Payment
LOCAL AND CLASSIFIED RATES ARE NON-COMMISSIONABLE.
TERMS NET: All accounts are due and payable upon presentation.
 A FINANCE CHARGE OF 1 1/2% percent month. (ANNUAL PERCENTAGE RATE 18%), will be assessed on all accounts over due 30 days from billing date and such assessment shall continue until balance is paid.
MINIMUM FINANCE CHARGE OF \$.50 per month.
 The advertiser is liable for collection costs including reasonable attorney's fees and other legal expenses and costs incurred in the collection of delinquent accounts.
CREDIT: Prepayment is required until new advertisers establish credit.
CONTRACT: Advertisers failing to fulfill any contract with The Cabinet will be charged retroactively to the actual earned rate.

General Policy
RATES: Subject to adjustment with 30 days notice.
ACCEPTANCE: The forwarding of an order and/or advertising copy for publication is construed as an unqualified acceptance of all the rates and conditions under which advertising space is

sold by the publisher at that time.
COPY: The publisher reserves the right to edit advertising copy or reject advertisements wholly or in part.
ERRORS: The Cabinet assumes no financial responsibility for typographical errors in advertising or for omissions, or failure for any reason to insert an advertisement affecting its value. In the case of typographical errors the newspaper shall not be responsible beyond the first insertion.
CANCELLATION: Ads cancelled after deadline will be charged for the space ordered.
ADVERTISER RESPONSIBILITY: The advertiser agrees to assume sole responsibility for statements contained in its advertisement and indemnifies The Cabinet against any and all liability, loss or expense arising at or claims for libel, unfair trade practice, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and all violations of the right of privacy resulting from the publication of the advertiser's copy.
SEQUENTIAL LIABILITY: The Cabinet Publishing Company reserves the right to refuse all sequential liability claims. We hold the advertising agency themselves responsible for the payment of ads run in good faith on behalf of their customers.

We're your community news source!



Amherst • Bedford • Brookline • Hollis • Lyndeborough
 Merrimack • Milford • Mont Vernon • Wilton

 **The CABINET PRESS INC**

RATE CARD

THE CABINET
AMHERST • LYNDEBOROUGH • MILFORD • MONT VERNON • WILTON

Bedford JOURNAL
Published by The CABINET PRESS INC

Hollis Brookline JOURNAL
Published by The CABINET PRESS INC

Merrimack JOURNAL
Published by The CABINET PRESS INC

THE VALLEY



 **The CABINET PRESS INC**

POWER BUYS

	Open Rate	6X	9X	13X	20X	26X	39X	52X
Cabinet +1	\$22.80	\$20.80	\$20.00	\$19.10	\$18.70	\$18.20	\$17.80	\$17.20
Cabinet +2	\$29.55	\$27.90	\$26.25	\$24.30	\$24.00	\$23.55	\$23.25	\$22.50
Cabinet +3	\$37.00	\$32.80	\$31.60	\$30.20	\$29.60	\$28.80	\$28.40	\$27.60
Two Journals – Merrimack & Bedford	\$20.45	\$18.65	\$18.00	\$17.15	\$16.80	\$16.35	\$16.20	\$15.95
Two Journals – Hollis Brookline & Bedford								
or Hollis Brookline & Merrimack	\$18.00	\$16.25	\$15.65	\$14.95	\$14.65	\$14.25	\$14.05	\$13.75
Three Journals	\$26.50	\$24.10	\$23.25	\$22.25	\$21.75	\$21.20	\$20.95	\$20.65

Power buys are combination prices for purchasing more than one paper within a given week for the exact ad copy only.
Bulk Rate \$28.00 pci. Requires contract to purchase at least six 1/2 page ads a year. Four paper buy only. Color is priced per ad per day net.

SELECT BUYS

	Open Rate	6X	9X	13X	20X	26X	39X	52X
Cabinet, Thursday	\$14.15	\$12.50	\$12.10	\$11.50	\$11.30	\$10.95	\$10.80	\$10.50
Merrimack Journal, Thursday	\$12.20	\$10.75	\$10.40	\$9.90	\$9.75	\$9.45	\$9.35	\$9.20
Bedford Journal, Friday	\$12.20	\$10.75	\$10.40	\$9.90	\$9.75	\$9.45	\$9.35	\$9.20
Hollis Brookline Journal, Friday	\$8.70	\$7.70	\$7.50	\$7.25	\$7.10	\$6.75	\$6.65	\$6.50

Nonprofit (501C) organizations qualify for the 6x rate

COLOR RATES

	One Paper	Two Papers	Three Papers	Four Papers
Spot (Black plus one color)	\$45	\$90	\$135	\$180
Full Color	\$75	\$150	\$225	\$300

All rates are per column inch net. Ad size minimum for frequency contracts is four inches. All frequency rates require a signed contract prior to discounted pricing.
 Only one frequency discount will apply for any advertiser. Preferred placement requires a 10% surcharge. Color rates are not per column inch.

MECHANICAL REQUIREMENTS

	1 column	2 columns	3 columns	4 columns	5 columns	6 columns
ROP	1.833"	3.792"	5.75"	7.708"	9.667"	11.625"

Offset printing process; SAU ROP format. Halftones: 85 line screen. Full page image area is 11.625" x 20.5". PDF documents preferred. JPGs at highest resolution, lowest compression.
 Digital camera width of at least 1,000 pixels (at 72 dpi resolution).

DEADLINES & CIRCULATION

	Delivery	Publishes	Circulation	Deadline
The Cabinet	Paid Circulation	Thursday	6,500	Mon, Noon
Merrimack Journal	Home Delivery	Thursday	10,200	Mon, Noon
Hollis Brookline Journal	Home Delivery	Friday	5,100	Tues, Noon
Bedford Journal	Home Delivery	Friday	9,200	Tues, Noon

The Cabinet Press provides ad layout services at no additional charge. For proof, please submit copy ideas at least 24 hours prior to deadline. Photography services may require an additional fee. Email advertise@cabinet.com or call to reserve space prior to submitting copy.

VALLEY THEMES and SPECIAL PUBLICATIONS

Winter Fun Guide.....	January	Back to School.....	August
Wedding/Valentine's Day Pages.....	February	Best of Souhegan Awards.....	August
Spring Home Improvement.....	March	Fall Home Improvement.....	September
Meet Your Merchants.....	April	Pumpkin Fest Pages.....	October
Spring/ Mothers Day.....	April	Chamber Expo Guide.....	October
Summer Fun.....	May	Holiday Gift Guide.....	November
Community Celebrations.....	June	Last Minute Gift Guide.....	December
Going Green.....	July		

The Cabinet Press publishes special publications and pages to highlight the people, places and businesses that make this area so special.
 Deadlines are typically three weeks prior to publication date. Ask your ad rep for details. This calendar is subject to change.

FRONT PAGE ADVERTISING

The Cabinet	Single Block 1.833 X 1.5" \$79	Double Block 3.792 X 1.5" \$175
Cost Per Journal	Strip Ad 11.625" x 3" \$195	
Three Journals	Strip Ad 11.625" x 3" \$399	

Cost is per ad per day net. Positioning is guaranteed front page. **Double block and strip ads include full color.**

FRONT PAGE ADHESIVE NOTES

3" X 3" Yellow or White Paper, One Ink Color. Costs are per thousand.

	1-3x	4-6x	7-9x	10x+
10,000 - 19,999	\$65	\$64	\$63	\$62
20,000 - 29,999	\$62	\$58	\$55	\$51
30,000 - 49,999	\$59	\$55	\$52	\$50
50,000 - 74,999	\$45	\$42	\$40	\$38

Customer first establishes a frequency level, then determines rate based on quantity for each insertion. All costs are per thousand. Costs include design, printing & front page adhesive onto publications of your choice. Full run required. Other options including full color ad notes are available. Please call 603-594-6414. **For quantities under 10,000 add \$2 per thousand to rates above**

PREPRINT RATES

	Single Sheet (SS)	Multiple Page (MP)	Press Run	SS Total Cost	MP Total Cost
All Four Publications	\$50	\$54	31,000	\$1,550.00	\$1,674.00
The Cabinet	\$52	\$62	6,500	\$338.00	\$403.00
Bedford Journal	\$52	\$62	9,200	\$478.40	\$570.40
Merrimack Journal	\$52	\$62	10,200	\$530.40	\$632.40
Hollis Brookline Journal	\$52	\$62	5,100	\$265.20	\$316.20

Single sheet and multiple page rates are cost per thousand (CPM) net. Polybags: \$65cpm; no discounts available; not available for The Milford Cabinet. Let us quote your next print job – we do full color glossy flyers for as low as \$0.05 each!

- All preprints are inserted in plant.
- Reservations should be made not less than 14 days in advance of the scheduled insertion date. First come, first served on reservation basis.
- Standard and tabloid sections are accepted based on sizes not exceeding 13.5" x 11.5". Minimum size is 5" x 7". Multipage inserts may require upcharge if must be hand inserted.
- All preprint advertising shall be only for advertiser's own business for his/her own outlet and shall not carry more than one signature or logo.
- Preprinted inserts will not be inserted into copies distributed by U.S. Mail except for those inserted into The Milford Cabinet.
- Materials must be delivered freight prepaid to The Cabinet Press, 17 Executive Drive, Hudson, NH 03051 not less than five to seven days prior to scheduled insertion date. Must be delivered on skids (maximum height 52" with skid, maximum width 48").
- Hours: 8 a.m. to 4:30 p.m. Monday through Friday. NO deliveries accepted on Saturday or Sunday. Request 24-hour notice prior to delivery.
- Polybag dimensions: 7.5" x 21" - not available for The Milford Cabinet.

WE PRINT AND INSERT FLYERS

8 1/2 X 11 Full color glossy double sided flyers. Cost is per thousand.

	1-3x	4-6x	7-9x	10x+
10,000-19,999 printed & inserted	\$90	\$88	\$85	\$70
20,000-29,999 printed & inserted	\$70	\$68	\$65	\$60
30,000-49,999 printed & inserted	\$60	\$58	\$55	\$52

Printed on standard in-stock white 8 1/2 x 11 paper, black counts as an ink.

	1 ink, one side	1 ink, 2 sides	2 inks, 1 side	2 inks, 2 sides
10,000-19,999 printed & inserted	\$62	\$65	\$65	\$67
20,000-29,999 printed & inserted	\$59	\$62	\$62	\$64
30,000-49,999 printed & inserted	\$55	\$58	\$58	\$60

Costs include design, printing & insertion into The Cabinet Press publications of your choice. Other options and quantities are available; **minimum quantity for full color glossy flyers is 10,000.** For glossy flyer discounted rates, customer first determines number of times a year they wish to print & insert a flyer with us, then chooses cost based on number to be printed each time. Colored paper rates vary. Please call 603-594-6414 for other rates and options.

TERMS OF PAYMENT



- All advertising rates are net.
- New accounts are cash with order until credit is established.
- Terms of payment are net 30 days from date of invoice.
- Payment may be made with Master Card, Visa, American Express, Discover, cash or check.
- A finance charge of 1 1/2% per month (annual percentage rate of 18%) will be charged on the unpaid balances.
- Returned checks will be subject to a \$25.00 administration fee.
- TIN: 02-0275138

PERSONNEL

Terrence Williams, Publisher

Shana Hoch, Director of Sales

Marty Karlon, Editor