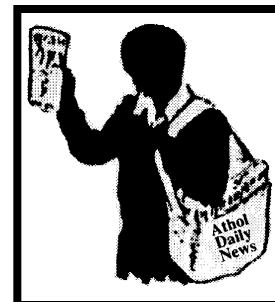
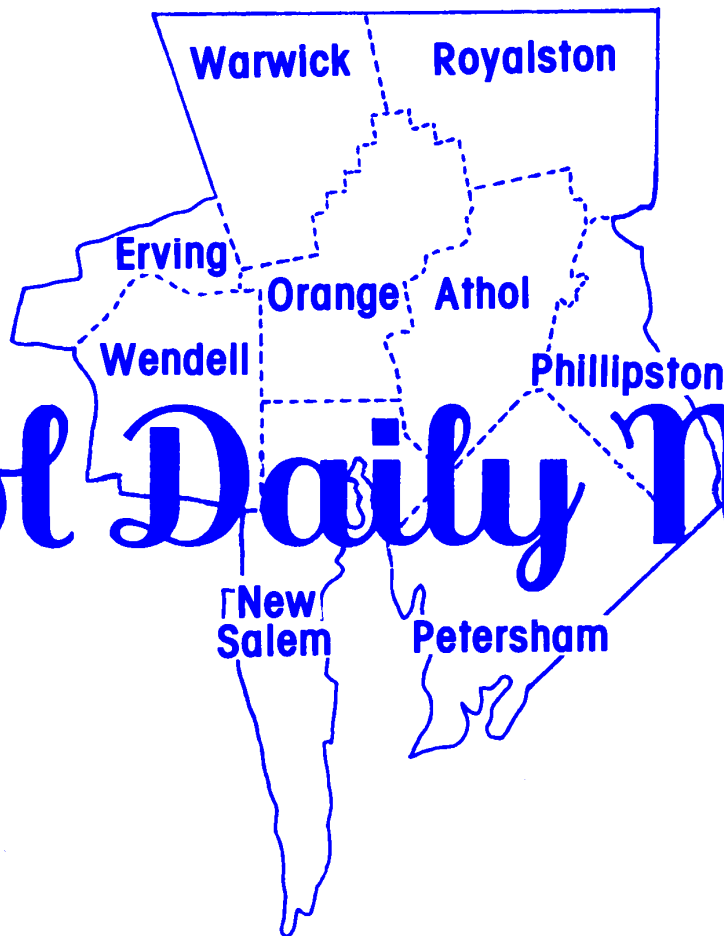




# The Market You're Looking For Is Reading The Athol Daily News

**WE  
DELIVER  
RESULTS!**



# Athol Daily News

*The North Quabbin Region's Own Daily Newspaper Since 1934*

## **RETAIL & CLASSIFIED ADVERTISING RATES & INFORMATION**

Effective October 1, 2011

Updated November 2015

Athol Daily News, 225 Exchange Street, P.O. Box 1000, Athol, MA 01331  
Phone 978-249-3535 Website: [www.atholdailynews.com](http://www.atholdailynews.com) Fax: 978-249-9630  
Email: [advertising@atholdailynews.com](mailto:advertising@atholdailynews.com) [classified@atholdailynews.com](mailto:classified@atholdailynews.com)

## 1. PERSONNEL

Richard J. Chase Jr., Publisher  
Deborrah Porter, Editor  
Jacqueline Caron, Advertising Manager  
Brandy Nadeau, Circulation Manager

## 2. REPRESENTATIVE

In House Agency

## 3. POLICIES

The Publisher reserves the right to revise, edit or reject objectionable advertisements.

Every effort will be made to afford advertising position desired; however, specific positioning is not guaranteed.

Special placement is available on specified pages for a \$2.00 flat additional per column inch charge.

The Athol Daily News will use every effort to see that all advertising copy is correctly printed and appears when requested. The publisher assumes no financial responsibility whatsoever for omissions but will reprint at no cost that part of an advertisement in which the error occurs if it seriously alters the meaning or effect of the advertisement. Claims for adjustments must be made within 7 days of publication.

Changes after deadline, other than corrections of typographical errors, are subject to an additional charge. Credit Policy: Cash with order pending credit approval. Political, transient amusement and Going-Out-Of-Business advertisements require prepayment. Alcoholic beverage and tobacco advertising accepted. The Publisher reserves the right to change its rates at any time.

## 4. COMMISSIONS & CASH DISCOUNTS

Advertising agency open inch rate \$9.20 per column inch. A 15% commission will be allowed to recognized agencies only. Local rate is non-commissionable. Local retail rates are allowed only to retail and service establishments dealing directly with consumers.

## 5. ROP ADVERTISING RATES

### OPEN RATE \$8.00 PER COLUMN INCH\*

The following schedule of discounts are offered to businesses with an established credit rating. All discounts MUST BE EARNED as follows:

## ROP ADVERTISING RATES (Con't.)

On the last day of each month the Athol Daily News will bill for local commercial space used during the month. If all previous bills are paid in full and if settlement is made not later than the 10th day of the month following services, cash discounts will be allowed as follows:

- Under 75 inches, used in current month  
5% discount
- From 76 inches, to 224 inches, used in current month..... 10% discount
- From 225 inches, to 449 inches, used in current month..... 15% discount
- Over 450 inches used in current month..... 20% discount
- \*Single insertion minimum \$16.00

## 6. SPECIAL CLASSIFICATIONS

### PAGE ONE ADVERTISING — 5 MODULAR SIZE ADS AVAILABLE

- SIZE A = 1 COL. X 3/4" ..... \$33.00
- SIZE B = 1 COL. X 1 1/2" ..... \$66.00
- SIZE C = 1 COL. X 2 1/4" ..... \$99.00
- SIZE D = 2 COL. X 1 1/2" ..... \$132.00
- SIZE E = 2 COL. X 2 1/4" ..... \$198.00

### DOUBLE TRUCK

Advertisers placing a full double truck will be charged a 21 column inch premium for a total of 273 column inches. Smaller sizes priced accordingly. Minimum depth required for a double truck is 12".

### POLITICAL ADVERTISEMENTS and CARD OF THANKS

Regular rates apply. Must be paid in advance. (No discounts allowed.)

### STRIP ADVERTISEMENTS

Will run at bottom of page. Minimum size 6 col. x 2"  
\$10.00 per column inch. No discounts allowed. No position requests accepted. (Not available on page one.)

LEGAL ADVERTISEMENTS: Open rate applies, no discounts.

### WEBSITE ADVERTISEMENTS

We offer several sizes for advertising on our website. Please contact our advertising department to discuss the options available.

## 7. PREPRINT RATES

Flat rate \$375. 10% discount for pre-payment. Preprints are not commissionable.

Inserts should arrive 4 days prior to date of insertion. Shipments are received Monday through Friday from 8 a.m. to 4 p.m. Inserts must arrive in cartons or tied bundles on skids. Ship to: 225 Exchange St., Athol, MA 01331.

## 8. COLOR RATES & REQUIREMENTS

Minimum space, 21 column inches for local display. 36 column inches for classified display. Black & one color \$110 plus cost of ad. 2nd color extra \$100. 3rd color extra \$90.

## 9. ROP DEPTH REQUIREMENTS

Column width 1 11/16". Column depth 21". Columns to page 6. Minimum depth: 1 column ad, 1" depth, multiple column ads must be as many inches deep as columns wide, except strip ads as noted in section 6. Advertisements over 19" deep will be charged at full column price.

## 10. SPECIAL PROMOTIONS

January .....	Bridal Guide Supplement
February .....	Boy Scouts Page Valentine's Day Page
March.....	Business Review Supplement
April .....	River Rat Review Supplement Real Estate Guide
May .....	Memorial Day Page Mother's Day Page
June .....	Graduation Pages Father's Day Page
August .....	Back To School Supplement
September .....	High School Football Page Fall Festival Page National Hunting and Fishing Day
October .....	Home Improvement Supplement Fire Prevention Page Halloween Safety Page
November .....	Veteran's Day Page Holiday Gift Guide
December .....	Holiday Dining Guide Midnight Madness First Baby Contest

## 11. MECHANICAL MEASUREMENTS

- Offset printing
- Photo composition: utilize original arts, glossy photos, veloxes, repro, negatives, slicks and cronar negatives.
- Screen recommended 85 line, maximum 133
- Full double trucks accepted. Positioning of artwork in center fold areas should be avoided for best reproduction. (See Section 6)

- Adjoining advertisements on facing pages accepted for four and six column x full insertions.
- 6 columns: each column 1 11/16" wide with 1/8" between columns

Column Width	Inches
1	1 11/16"
2	3 7/16"
3	5 3/16"
4	6 15/16"
5	8 11/16"
6	10 1/2"

- 126 column inches per page

## 12. CLASSIFIED RATES

See section 15

## 13. ROP DEADLINES

10:00 a.m. day prior for Tuesday-Saturday  
10:00 a.m. Friday for Monday.

## 14. CIRCULATION

Established as a daily in 1934.  
Published Monday thru Friday p.m., Saturday a.m.  
Circulation 4,300  
Worcester County towns of: Athol, Petersham, Phillipston, Royalston, Templeton; Franklin County Towns of: Erving, New Salem, Orange, Warwick and Wendell.

Zip Codes: 01331, 01366, 01368, 01468, 01344, 01364, 01355, 01378, 01379

Subscription Rates Effective April 16, 2011  
Subscription Rates: Single Copy Price 75¢  
\$16.50/5 weeks — \$171.60/52 weeks Home delivery,  
\$19.50/5 weeks — \$202.80/52 weeks by mail.  
Internet Only — Starting at \$8.50/4 Weeks  
Home delivered circulation 80%

Non Publication Dates:  
Jan. 1st • Memorial Day • July 4th  
Labor Day • Thanksgiving • Christmas

# 15. CLASSIFIED ADVERTISING RATES/INFORMATION

**Classified Rates  
June 1, 2007**

**LINE AD RATES**

No.	Days	No.	Days
1	7.09	15	16.22
2	7.88	16	16.85
3	8.66	17	17.48
4	9.29	18	18.11
5	9.92	19	18.74
6	10.55	20	19.37
7	11.18	21	20.00
8	11.81	22	20.63
9	12.44	23	21.26
10	13.07	24	21.89
11	13.70	25	22.37
12	14.33	26	22.84
13	14.96	27	23.31
14	15.59		

*15 word minimum charge.*

**Classified Rates  
June 1, 2007**

**“STYLED AD” RATES**

No.	Per	No.	Per
Days	Line	Days	Line
1	2.10	15	4.77
2	2.36	16	4.98
3	2.62	17	5.19
4	2.78	18	5.30
5	2.88	19	5.51
6	2.99	20	5.72
7	3.20	21	5.93
8	3.41	22	6.14
9	3.62	23	6.35
10	3.83	24	6.45
11	4.04	25	6.66
12	4.14	26	6.87
13	4.35	27	7.03
14	4.56		

*5 line minimum charge.*

## HOURS:

8:00 a.m. to 5:00 p.m. Monday through Friday



### DISPLAY CLASSIFIEDS

\$6.80 Per Column Inch  
\$13.60 Minimum Charge

### BOX FEE

\$4.00 — Picked Up  
\$6.50 — Mailed



## INTERNET

All line ads published in the Athol Daily News are also included on our Web Page Free of Charge. (We reserve the right to change this policy at our discretion)

## DEADLINE

**Classified:** 4:00 p.m. the day prior for Tuesday through Friday, 10:30 a.m. Friday for Saturday, 4:00 p.m. Friday for Monday.

**Display Classified:** 10:30 a.m. the day prior for Tuesday through Friday, 10:30 a.m. Thursday for Saturday, 10:30 a.m. Friday for Monday.

## MECHANICAL MEASUREMENTS

Classified Display set up on 8 column format

- |   |  |
|---|--|
| 1. Column.....1 <sup>1/4</sup> inches   | 5. Columns.....6 <sup>1/2</sup> inches   |
| 2. Columns.....2 <sup>9/16</sup> inches | 6. Columns.....7 <sup>13/16</sup> inches |
| 3. Columns.....3 <sup>7/8</sup> inches  | 7. Columns.....9 <sup>1/8</sup> inches   |
| 4. Columns.....5 <sup>3/16</sup> inches | 8. Columns.....10 <sup>1/2</sup> inches  |

Advertisements must measure a minimum of as many inches deep as columns wide.

