

Advertising Rates

RATES EFFECTIVE JUNE 1, 2023 – MAY 31, 2024

DISPLAY ADVERTISING

| | | Quick Pay Discount |
|---------------------------------|------------|--------------------|
| | | Cash or Check Only |
| Basic rate, per column inch | \$14.50 | \$13.77 |
| Back page rate, per column inch | \$15.50 | \$14.72 |
| Half page Horizontal (18.25") | \$264.63 | \$251.40 |
| Half page Vertical (18.75") | \$271.88 | \$258.29 |
| Full page (37.5") | \$543.75 | \$516.56 |
| Full back page | \$581.25 | \$552.19 |
| Centerfold (75") | \$1,087.50 | \$1033.12 |

Rates are for B&W advertising. Color is an additional \$5 per column inch.
These rates are noncommissionable. We reserve the right to reject any ads.

Ads can be bought by the column inch in from 1" to 37.5" or you can choose a fractional ad space as shown opposite.

FREQUENCY DISCOUNTS

| | |
|---|------|
| Monthly (4 insertions) | .5% |
| Seasonal (16 insertions) | .8% |
| Every other week yearly (25 insertions) | .8% |
| Annual (51 insertions) | .12% |

Discounts will be suspended on accounts with balances over 60 days.

FLYERS / INSERTS

\$60 Per 1,000 Call the office for current coverage.

Flyers must be folded to maximum of 8-1/2" x 11-1/2".

*Call our office well in advance to schedule inserts. We will require a copy of the insert or a proof for approval. Inserts **must** be delivered **directly to the press** one week prior to the issue.*

Delivery address: Concord Monitor, 77 Merrimack Street, Penacook, NH 03303

CLASSIFIED AD RATES - Per week

\$3 each, up to 25 words. 12¢ a word after 25 words. Must be prepaid. \$3 for B/W photo/graphic. \$5 additional for a color picture or color background screen (green).

This is a sample of a 1-column by 1-inch space which costs \$14.50. (\$13.77 with 5% quick payer discount.)

COLUMN WIDTHS

1 column 3-1/4" wide
 1-1/2 columns 5" wide
 2 columns 6-3/4" wide
 3 columns 10-1/4" wide

| | WIDTH X HEIGHT |
|---------------------|-----------------|
| Full page | 10.25" x 12.5" |
| 1/2 Page Horizontal | 10.25" x 6.125" |
| 1/2 Page Vertical | 5" x 12.5" |
| 1/2 Page Island | 6.75" x 9.25" |

| | |
|---------------------|---------------|
| 1/3 Page Horizontal | 10.25" x 4" |
| 1/3 Page Vertical | 5" x 8.25" |
| 1/3 Page Tall | 3.25" x 12.5" |
| 1/4 Page Horizontal | 6.75" x 4.5" |
| 1/4 Page Vertical | 5" x 6.125" |

| | |
|---------------------|--------------|
| 1/8 Page Horizontal | 5" x 3" |
| 1/8 Page Vertical | 3.25" x 4.5" |

| | | |
|------------------------------------|--------------------------------------|---|
| 1/2 Vertical 18.75" \$271.88 | 1/2 Page Island 18.5" \$268.25 | 1/2 Page Horizontal 18.25" \$264.63 |
|------------------------------------|--------------------------------------|---|

| | | |
|-------------------------------|---|-------------------------------------|
| 1/3 Tall 12.5" \$181.25 | 1/3 Page Vertical 12.25" \$177.63 | 1/3 Page Horizontal 12" \$174.00 |
|-------------------------------|---|-------------------------------------|

| | | | |
|-------------------------------------|------------------------------------|--------------------------|-----------------------|
| 1/4 Page Vertical 9" \$130.50 | 1/4 Page Horizontal 9" \$130.50 | 1/8 V 4.5" \$65.25 | 1/8 H 4.5" \$65.25 |
|-------------------------------------|------------------------------------|--------------------------|-----------------------|

DEADLINES

12 noon on Friday for Auction and Real Estate ads.

12 noon on Monday for Classifieds ads.

3 p.m. on Monday for all other advertising.

the Chronicle
 THE WEEKLY JOURNAL OF ORLEANS COUNTY, VERMONT

P.O. BOX 660, 133 WATER STREET, BARTON, VERMONT 05822
 (802) 525-3531 • Fax (802) 880-1040 • Email ads@bartonchronicle.com
www.bartonchronicle.com

