

PERSONNEL

Publisher: Aaron Julien
Advertising & Marketing Director: Mark Iacuesa
Retail Advertising Manager: David Perlmutter
Classified Advertising Manager: David Sikop
Preprint Manager: Pam Connert



NATIONAL ADVERTISING

Commissionable rates on request.

COMMISSIONS

Retail rates are not commissionable; commissionable rates on request.

GENERAL POLICY

Acceptance: The publisher reserves the right to reject or revise any advertisement at any time. Receipt of copy or payment does not imply agreement to publish. Forwarding of an order is considered an acceptance of all rates and policies in effect at the time of publication. Failure to make the ordered rate or conditions correspond with those in effect when advertising is published shall be regarded only as a clerical error. This rate schedule may be modified on 30-day written notice.

Demand Position: All advertising is accepted run-of-paper (ROP). The Gazette attempts to fulfill position requests whenever possible at no extra charge. Failure to meet a position request will not constitute cause for adjustment, refund, or rerun. If position is demanded, a 25% charge will result if position demand is met. Should the position demand be impossible to fulfill, the Gazette will notify the advertiser for rescheduling.

Contracts: In the event of non-fulfillment of the contracted amount of advertising, all advertising already run under the contract shall be rebilled at the rate earned.

Errors: The Gazette assumes no financial responsibility for typographical or other errors and its total liability for any published error shall not exceed the ad space in which the error occurred. A correction will be published of that part of an ad in which an error appears which substantially affects the advertiser's message, provided notification is given within two days of publication. The Gazette will not be liable for incorrect publication (including typographical errors) or omission of the customer's advertising or any resulting losses to the customer as a result of any error or omission.

Reproduction Rights: The entire contents of the Gazette, including advertising, are owned by the Gazette or licensed to the Gazette and may not be reproduced in any form without specific written authorization of the Gazette.

Credit: New accounts are prepaid until credit has been established. Credit may be allowed at the discretion of the newspaper. No advertising will be accepted from accounts in arrears until balance has been paid. Certain categories, including transient, "going out of business" and political advertisements must be paid in advance.

Cancellation Policy: Ads canceled after deadline will be charged 25% of the cost of the originally reserved ad.

Political Advertising: Political advertising is run at open rate, must be paid in advance and is subject to an extra day's deadline.



SPECIAL SERVICES

Creative Services include layout, design and copywriting. There is no additional charge for this service. One extra day lead time is required. Original artwork is available on a per-quote basis.



DEPTH REQUIREMENTS

Minimum ad depth: 2"
Broadsheet: All ads over 19" deep will be built and charged full column depth, 21 inches.
Tabloid: All ads over 9" deep will be built and charged full column depth, 11.5 inches.
Advertisements must be half as many inches deep as columns wide.

COPY REQUIREMENTS

Advertising which simulates editorial matter must be marked "advertisement" and be approved in advance. Checking proofs of advertisements are provided as long as copy is submitted 1 day in advance of deadline otherwise required. Also see General Policy (#4).

ADVERTISING DEADLINES

GAZETTE ▼	
Monday insertion	Friday, 9 a.m.
Tuesday Health section	Friday, noon
Tuesday insertion	Friday, 4 p.m.
Wednesday insertion	Monday, noon
Thursday insertion	Tuesday, noon
Friday insertion	Wednesday, noon
Saturday Weekend Living	Wednesday, noon
Saturday insertion	Thursday, 11 a.m.
BULLETIN	Monday, 11 a.m.
SUMMIT	Friday, 4 p.m.
HAMPSHIRE LIFE	Tuesday, 11 a.m.
HOME MAGAZINE	Tuesday, 4 p.m.

Ads requiring layout, design, copywriting or proofing require one extra day. Saturday deadline for these ads is 9 a.m., Wednesday. Political Advertising deadlines fall one working day prior to regular advertising deadlines.



MECHANICAL SPECIFICATIONS

The Gazette is a 50" web publication.

DISPLAY
Broadsheet
(6 columns per page)

Broadsheet Page Size:
11.625" wide x 21" deep

Column Measure: Inches in Decimals:	
1 column	1.833
2 columns	3.792
3 columns	5.750
4 columns	7.708
5 columns	9.667
6 columns	11.625

CLASSIFIED DISPLAY
Broadsheet
(9 columns per page)

Column Measure: Inches in Decimals:	
1 column	1.254
2 columns	2.552
3 columns	3.850
4 columns	5.146
5 columns	6.442
6 columns	7.700
7 columns	9.035
8 columns	10.331
9 columns	11.625

AD SUBMISSION: We accept camera-ready ads electronically on floppy, 100-250 MB Zip Disks and CD, or via Adsend, Fast Channel and email (products@gazettenet.com). Upload to ftp site available upon request. Attachment name must be 8 characters or less, using letters and/or numbers only. PDF format is preferable, however we accept InDesign, Quark, Adobe Photoshop and Adobe Illustrator files with all fonts embedded. Process and spot color ads must be built in CMYK. Halftones or photo images should be 200 dpi or higher (most internet images are only 72 dpi and reproduce poorly.) Line art should be 1270 dpi or higher.

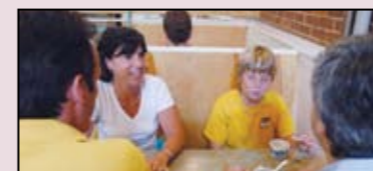
RETAIL (ROP) RATES

Minimum space: 2 column inches. Rates quoted per column inch, unless otherwise noted. All bulk and frequency rates require signed contract.

	Gazette/Bulletin Combination	Daily Hampshire Gazette	Amherst Bulletin
OPEN RATE:	\$30.61	\$19.07	\$15.97
BULK RATES:			
100"	\$26.64... 13%	\$16.21 ... 15%	\$13.58 ... 15%
250"	\$26.03... 15%	\$15.64 ... 18%	\$13.09 ... 18%
500"	\$25.71... 16%	\$15.44 ... 19%	\$12.94 ... 19%
1000"	\$25.40... 17%	\$14.71 ... 21%	\$12.63 ... 21%
2500"	\$25.11... 18%	\$14.68 ... 23%	\$12.29 ... 23%
5000"	\$24.17... 21%	\$13.74 ... 28%	\$11.50 ... 28%
FREQUENCY RATES:			
13 Consecutive Weeks			
2"	\$25.11... 18%	\$14.68 ... 23%	\$12.29 ... 23%
10"	\$24.18... 21%	\$14.11 ... 26%	\$11.82 ... 26%
20"	\$23.28... 24%	\$13.34 ... 30%	\$11.18 ... 30%
30"	\$22.66... 26%	\$12.77 ... 33%	\$10.71 ... 33%
65"	\$22.35... 27%	\$12.39 ... 35%	\$10.38 ... 35%
129"	\$21.43... 30%	\$11.63 ... 39%	\$9.74 ... 39%
52 Consecutive Weeks			
2"	\$24.18... 21%	\$13.90 ... 27%	\$11.66 ... 27%
10"	\$23.28... 24%	\$12.97 ... 32%	\$10.86 ... 32%
20"	\$22.35... 27%	\$12.21 ... 36%	\$10.23 ... 36%
30"	\$21.74... 29%	\$11.82 ... 38%	\$9.91 ... 38%
65"	\$21.43... 30%	\$11.63 ... 39%	\$9.74 ... 39%
129"	\$20.51... 33%	\$11.24 ... 41%	\$9.42 ... 41%
PICKUP RATE:	\$14.07 from Bulletin into Gazette	\$11.10 from Gazette into Bulletin	

REPEAT RATE

GAZETTE: \$9.13 per column inch for identical reruns of Gazette ads which are 6 column inches or more in size. Both insertions must occur within 6 publishing days. Repeat rate does not apply to Hampshire Life, the Amherst Bulletin, or toward contract fulfillment.



SPECIAL CLASSIFICATIONS

GAZETTE/BULLETIN COMBINATION
In Memoriam, per column inch.... \$30.61
Legal Notice, per column inch..... \$30.61

BUSINESS DIRECTORY

GAZETTE/BULLETIN COMBINATION
13 weeks: \$48.20 per week (1 pictorial)
26 weeks: \$44.99 per week (2 pictorials)
52 weeks: \$41.78 per week (4 pictorials)

PREPRINTED INSERTS

SIZE	Open	12 or more	26 or more	52 or more
Card	\$58	\$50	\$44	\$37
4T/2F	61	56	48	40
8T/4F	66	60	54	44
12T/6F	70	64	58	49
16T/8F	75	68	62	54
20T/10F	79	73	66	58
24T/12F	83	77	70	62
28T/14F	88	81	74	66
32T/16F	93	85	78	70
36T/18F	97	91	82	74

Minimum insert cost: \$250.00
See back page for Preprint Delivery Hours

HAMPSHIRE LIFE MAGAZINE

Inserted in Friday's Gazette with free distribution out of market
OPEN RATE:\$19.50 per column inch
BULK RATE (100" or more):.....\$17.22 per column inch
FREQUENCY RATES: 13x.....\$16.06 per column inch
52x.....\$14.92 per column inch

GAZETTE or BULLETIN

In Memoriam, per column inch.... \$19.07
Legal Notice, per column inch..... \$19.07
Front Page, per column inch..... \$250.00

GAZETTE BUSINESS DIRECTORY

13 weeks: \$37.49 per week (1 pictorial)
26 weeks: \$33.21 per week (2 pictorials)
52 weeks: \$29.99 per week (4 pictorials)

GAZETTE: Rates are cost per thousand. Subject to availability. Deadline: 10 working days prior to insertion.
BULLETIN: See rates in "26 or more"/year column. Rates are cost per thousand. Subject to availability. Based on average weights. Individual insert weight variation will alter rates accordingly.

CLASSIFIED DISPLAY RATES

Minimum space: 2 column inches. Rates quoted per column inch, unless otherwise noted. All bulk and frequency rates require signed contract.

	Gazette/Bulletin Combination	Daily Hampshire Gazette	Amherst Bulletin
OPEN RATE:	\$22.33	\$13.85	\$11.53
BULK RATES:			
100"	\$19.65... 12%	\$11.92 ... 14%	\$9.92 ... 14%
250"	\$19.43... 13%	\$11.64 ... 16%	\$9.68 ... 16%
500"	\$18.98... 15%	\$11.38 ... 18%	\$9.45 ... 18%
1000"	\$18.76... 16%	\$11.09 ... 20%	\$9.22 ... 20%
2500"	\$18.53... 17%	\$10.81 ... 22%	\$9.00 ... 22%
5000"	\$17.87... 20%	\$10.26 ... 26%	\$8.54 ... 26%
FREQUENCY RATES:			
13 Consecutive Weeks			
2"	\$18.76... 16%	\$10.67 ... 23%	\$8.88 ... 23%
10"	\$18.31... 18%	\$10.26 ... 26%	\$8.54 ... 26%
20"	\$17.87... 20%	\$9.98 ... 28%	\$8.31 ... 28%
30"	\$17.42... 22%	\$9.70 ... 30%	\$8.08 ... 30%
90"	\$17.19... 23%	\$9.42 ... 32%	\$7.83 ... 32%
193.5"	\$16.07... 28%	\$8.87 ... 36%	\$7.37 ... 36%
52 Consecutive Weeks			
2"	\$17.85... 20%	\$10.11 ... 27%	\$8.42 ... 27%
10"	\$17.42... 22%	\$9.85 ... 29%	\$8.18 ... 29%
20"	\$16.97... 24%	\$9.57 ... 31%	\$7.95 ... 31%
30"	\$16.52... 26%	\$9.28 ... 33%	\$7.73 ... 33%
90"	\$16.31... 27%	\$9.01 ... 35%	\$7.50 ... 35%
193.5"	\$15.40... 31%	\$8.46 ... 39%	\$7.01 ... 39%
PICKUP RATE:	\$10.80 from Bulletin into Gazette	\$8.47 from Gazette into Bulletin	

REPEAT RATE

GAZETTE: \$6.48 per column inch for identical reruns of ads which are 6 column inches or more in size. Both insertions must occur within 6 publishing days. Repeat rate does not apply to Amherst Bulletin or fulfillment of contract.



THE SUMMIT

Inserted in Thursday's Gazette and Friday's GazetteDirect

RATES:
Per Column Inch
1x.....\$10.48
13x.....\$8.83
52x.....\$7.73

Ads requiring layout, design, copywriting or proofing require one extra day. Saturday deadline for these ads is 9 a.m., Wednesday.

BULLETIN BUSINESS DIRECTORY

13 weeks: \$25.71 per week (1 pictorial)
26 weeks: \$23.57 per week (2 pictorials)
52 weeks: \$20.86 per week (4 pictorials)

COLOR RATES

SINGLE PRODUCT COLOR RATES ▼

	1x/yr.	6x/yr.	12x/yr.	52x/yr.
1 color + black	\$155	\$129	\$113	\$102
Each additional color	\$155	\$129	\$113	\$102

GAZETTE/BULLETIN COMBINATION COLOR RATES ▼

	1x/yr.	6x/yr.	12x/yr.	52x/yr.
1 color + black	\$227	\$206	\$190	\$180
Each additional color	\$155	\$129	\$113	\$103

Color rates apply to ads in all publications.

GAZETTENET.COM

ADVERTISING RATES

HOME PAGE

Banner: \$500/month • Tile: \$200/month • Skyscraper: \$400/month

SECTION PAGES

Includes news, sports, UMass sports, high school sports, entertainment, business, health, columns, obituaries, opinion, living, schools, Hampshire Life, politics, The Summit, weather, photo gallery, movies, calendar and dining.
Banner: \$250/month • Tile: \$100/month • Skyscraper: \$200/month

CLASSIFIED PAGES

RUN OF CLASSIFIED

Banner: \$400/month • Tile: \$250/month • Skyscraper: \$400/month

EMPLOYMENT

Banner: \$250/month • Tile: \$150/month • Skyscraper: \$200/month

REAL ESTATE

Banner: \$250/month • Tile: \$150/month • Skyscraper: \$200/month

AUTOMOTIVE

Banner: \$250/month • Tile: \$150/month • Skyscraper: \$400/month

MERCHANDISE/OTHER

Banner: \$250/month • Tile: \$150/month • Skyscraper: \$200/month

SPECIALTY PAGES

HOMES/REAL ESTATE

Box: \$400/month or \$2/cpc • Tile: \$150/month or \$1/cpc

AUTO START

Premium: \$500/month

Includes banner, console, profile, and display of weekend print ad

Console: \$250/month

Includes console, profile, and display of weekend print ad

SEARCH

Banner: \$250/month • Skyscraper: \$200/month

Ad spaces may be shared with up to 5 advertisers.
Add 50% to price for exclusive positioning of your ad.

Measurement of ad impressions and click-through yield is provided by AdConductor.com at no charge.

Prices include ad creation of GIF or JPEG creatives.

Flash animations quoted on request.

Submit your own ad in Gif, JPG, or SWF format.

Looping animation accepted.

◆ GAZETTE

Monday: Business

Tuesday: Health

Wednesday: Lifestyles, Books

Thursday: Arts & Entertainment, Calendar

Friday: Hampshire Life magazine, Home

Saturday: WEEKEND edition with expanded local news, features, sports and living. USA Weekend, TV magazine, Religion, Seniors, Travel, Food, Real Estate, Automotive

◆ AMHERST BULLETIN

Published every Friday, serving the communities of Amherst, Hadley, Leverett, Pelham, Shutesbury, Deerfield and Sunderland, with local and regional news, commentary, business news, arts, local sports, classifieds and advertising supplements.

◆ HAMPSHIRE LIFE

a Friday magazine supplement to the Gazette with feature stories, columns, and a calendar of local events.

◆ TV BOOK

a Saturday magazine supplement to the Gazette with TV news and listings.

◆ HOME MAGAZINE

a monthly magazine supplement to the Gazette covering real estate, home improvement, and living ... published the first Thursday of each month.

◆ THE SUMMIT

a weekly tabloid newspaper serving Easthampton, Southampton and Westhampton, distributed to subscribers each Thursday and mailed to non-subscribers.

◆ GAZETTE DIRECT

a weekly mailed publication which offers advertisers the opportunity to achieve Total Market Coverage (TMC) in towns in the western half of the market.

◆ PREPRINT DELIVERY HOURS

Monday-Friday: 8:00 am-3:00 pm. No Saturday, Sunday or holiday delivery hours. Preprint delivery address: 115 Conz St., Northampton, MA 01060. Preprint must be delivered to newspaper 7 working days prior to insertion.

◆ SINGLE SHEET FLYERS

Let the Gazette advertising department design, print and insert your advertising flyer into the Gazette, Amherst Bulletin and GazetteDirect. Package pricing available.

◆ TABLOID PAGE SIZE

(5 columns per page): 9.667" wide x 11.5" deep

Column Measure: Same as Gazette

All ads over 9 inches deep will be built and charged full column depth, 11.5 inches

DAILY HAMPSHIRE GAZETTE LOCATIONS

AMHERST OFFICE

100 University Drive
Amherst, MA 01002
413-549-2000
FAX: 413-549-8181

8:30 a.m.-4:30 p.m. • Monday-Friday

MAIN OFFICE

115 Conz Street
Northampton, MA 01060
413-584-5000
FAX: 413-585-5293

sales@gazettenet.com

7:30 a.m.-5:00 p.m. • Monday-Friday

EASTHAMPTON OFFICE

67 Main Street
Easthampton, MA 01027
413-527-4000
FAX: 413-527-4090

8:00 a.m.-4:00 p.m. • Monday-Friday

DAILY HAMPSHIRE GAZETTE

www.gazettenet.com

AMHERST BULLETIN

www.amherstbulletin.com



DAILY HAMPSHIRE
GAZETTE
GAZETTENET.COM

Display Advertising Rates

Effective January 1, 2008