

ADDISON COUNTY INDEPENDENT

VERMONT'S TWICE WEEKLY NEWSPAPER

1) Personnel

Editor/Publisher - Angelo Lynn
Production Manager - Susan Leggett
Advertising Manager - Jane Spencer

2) Representative

3) Commission & Terms of Payment

15% Commission to recognized advertising agencies for camera-ready copy if paid within 30 days of invoice date. Not applicable to Classified Display.

Terms of Payment: Net 30 days. 1.5% interest per month on balance after 30 days. Minimum monthly charge of \$0.50. New advertisers must supply acceptable credit references or cash with order at publisher's option.

5% discount for payment in advance; credit card payments not eligible for discount.

4) General Rate Policy

Open rate charged except for contract advertisers, non-profit community services and legal advertising.

5) Rates October 1, 2009

ROP RATES

Open Rate per column inch\$10.75 col. inch

VOLUME DISCOUNTS

250 Col. inches per year\$10.50

(Approx. 5 inches/week)

500 Col. inches per year\$10.25

(9.75 inches or more a week)

750 Col. inches per year\$9.75

(14.5 inches or more a week)

1,000 Col. inches per year\$9.50

(19.25 inches or more a week)

1,500 Col. inches per year\$9.25

(29 inches or more a week)

2,500 Col. inches per year\$9.00

(48 inches or more per week)

Nonprofit Rate\$9.00

15% Camera Ready Discount

(This is not in addition to agency commission)

PREPRINT RATES - Monday and Thursday

\$45/1000 inserts single sheet 8-1/2 x 11 only

\$50/1000 inserts up to 8 pages

\$55/1000 inserts up to 12 pages

\$60/1000 inserts up to 16 pages

\$65/1000 inserts up to 20 pages

\$70/1000 inserts up to 24 pages

Full or In-State circulation available.

Off sized inserts and those printed on heavy stock may be priced by weight.

6) Group Combination Rates

30% discount on rerun of ad over 30 inches within a 6 day period.

25% discount on rerun of ad under 30 inches within a 6 day period. (This is not in addition to agency discount.)

7) Color Rates

Spot Color \$50 • Full Color \$150; volume discount

8) Special Ad Units

Saturate Ads - Minimum of four identical ads in one issue. Full-price for the first ad and the rest are half price. Minimum size 2 col. inches

9) Website Advertisement -

Give us a call or ask your advertising representative.

10) Special Services & Charges

Ad design, typesetting and paste up of ad is a service with no charge when an ad is purchased in the Addison Independent. Clip art services available to use in the design of your ads.

Guaranteed Placement Charge - 15% over the cost of the ad. This will buy placement on a particular page but not a particular position on the page. Page 3A (third page of the paper), 5A (opposite editorial) and 1B (front cover of sports section) are paid position only. 1B ads must be 5" in depth.

11) Special Pages/Features

Town news: grouped in town news section with town headings.

Other pages and sections: Auction, auto, calendar, classified, editorial, entertainment, farm, legal, obituary, real estate, sports, television listing, state-wide news.

Special supplements and pages list available.

12) Smallest ad sold

is 1 col. x 1" - No 1/4" increments.

13) Contract Policy:

Advertisers billed at contract rate who fail to fulfill contract terms will be charged retroactively. All contract discounts are cancelled if account is not paid within 90 days. Contracts are renewed annually.

14) Deadlines

Monday edition - Thursday noon

Thursday edition - Monday 5:00

Proof ad - Full business day before deadline

15) Mechanical Measurements

We are SAU

Thurs. Page Size: 6 columns x 21 inches

Mon. Page Size: 5 columns x 13 1/4 inches

COLUMN SIZE

1 column 2 1/16 inches (2.06)

2 columns 4 1/4 inches (4.25)

3 columns 6 3/8 inches (6.37)

4 columns 8 5/8 inches (8.62)

5 columns 10 3/4 inches (10.75)

6 columns 13 inches

16) Special Classification Rates

Legal Advertising \$7.75/col. inch.

hard copy rate

Legal Advertising \$7.25/col. inch.

emailed rate

Agenda Rates \$5.50/col. inch.

Camera ready discount does not apply

17) Classified Rates

Word Ads: 25¢ per word

Minimum \$2.50 per ad. Minimum two insertions. 10% discount after first run on consecutive ads. Cash or credit card.

** A surcharge of \$1.00 for an additional listing on the Addison Independent web site is added automatically.*

Classified Display: \$12.50 col. inch

Website price is 15% of cost of ad

15% re-run discount

1 column 1 5/16 inches **3 column** 4 1/4 inches

2 columns 2 3/4 inches **4 column** 5 3/8 inches

Other sizes available