

## PERSONNEL

Publisher: Jim Foudy  
 Advertising Director: Joel Morse  
 Graphics Director: Rita Turcotte  
 Preprint Manager: Pam Connert  
 Web Manager: Patty Masure

## 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 must be paid in advance and is subject to an extra day's deadline.

## DEPTH REQUIREMENTS

Minimum ad depth: 2"

**Broadsheet:** All ads over 19" deep will be built and charged full column depth, 20 inches.

**Tabloid:** All ads over 9" deep will be built and charged full column depth, 11 inches.

## COPY REQUIREMENTS

Advertising which simulates editorial matter must be marked "advertisement" and be approved in advance.

## 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.
<b>BULLETIN</b> .....	Monday, 11 a.m.
<b>SUMMIT</b> .....	Friday, 4 p.m.
<b>HAMPSHIRE LIFE</b> .....	Tuesday, 11 a.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 three working days prior to regular advertising deadlines.

## AD SUBMISSION

We accept camera-ready ads electronically on cd, or via AdTransit, 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.

## MECHANICAL SPECIFICATIONS

The Gazette is a 48" web publication.

### DISPLAY

**Broadsheet** (6 col. per page) • 11" wide x 20" deep

Inches in decimals:

1 column.....	1.7292
2 columns.....	3.5833
3 columns.....	5.4375
4 columns.....	7.2917
5 columns.....	9.1458
6 columns.....	11

**Tabloid** (5 col. per page) • 9.1458" wide x 11" deep

Column measure same as Gazette.

### CLASSIFIED DISPLAY

**Broadsheet** (9 col. per page) • 11" wide x 20" deep

Inches in decimals:

1 column.....	1.1852
2 columns.....	2.412
3 columns.....	3.6389
4 columns.....	4.8657
5 columns.....	6.0926
6 columns.....	7.3194
7 columns.....	8.5463
8 columns.....	9.7731
9 columns.....	11

## 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

**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.

**PRINT AND DELIVER** rates on request.

## SPECIAL CLASSIFICATIONS

### GAZETTE or BULLETIN

In Memoriam, per column inch ..... \$22.05

Legal Notice, per column inch..... \$20.00

## BUSINESS DIRECTORY

### GAZETTE/BULLETIN COMBINATION

13 weeks (1 pictorial) ..... \$51.50 per week

26 weeks (2 pictorials)..... \$47.40 per week

52 weeks (4 pictorials)..... \$44.30 per week

### GAZETTE BUSINESS DIRECTORY

13 weeks (1 pictorial) ..... \$41.20 per week

26 weeks (2 pictorials)..... \$36.00 per week

52 weeks (4 pictorials)..... \$31.95 per week

### BULLETIN BUSINESS DIRECTORY

13 weeks (1 pictorial) ..... \$27.80 per week

26 weeks (2 pictorials)..... \$25.75 per week

52 weeks (4 pictorials)..... \$23.70 per week



## Gazette Locations

### MAIN OFFICE

115 Conz Street, Northampton, MA 01060

413-584-5000 • FAX: 413-585-5293

sales@gazettenet.com

8:00 a.m.-5:00 p.m. • Monday-Friday

### AMHERST OFFICE

9 East Pleasant Street, Amherst, MA 01002

413-549-2000 • FAX: 413-549-8181

### EASTHAMPTON OFFICE

67 Main Street, Easthampton, MA 01027

413-527-4000 • FAX: 413-527-4090

DAILY HAMPSHIRE  
**GAZETTE**  
 GAZETTENET.COM

# CONNECTING WITH OUR COMMUNITIES



DAILY HAMPSHIRE  
**GAZETTE**  
GAZETTENET.COM

AMHERST  
**BULLETIN**  
amherstbulletin.com

Hampshire Life  
**THE SUMMIT**

# Display Advertising Rates

## RETAIL (ROP)

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

Gazette/Bulletin Combination	Gazette	Bulletin
<b>OPEN RATE</b> ....	\$34.35.....	\$21.65 .....

### BULK RATES

100"	\$30.05.....	\$18.45 .....	\$15.00 .....
250"	\$29.00.....	\$17.75 .....	\$14.45 .....
500"	\$28.65.....	\$17.55 .....	\$14.25 .....
1000"	\$27.55.....	\$16.75 .....	\$13.95 .....
5000"	\$27.25.....	\$16.70 .....	\$13.60 .....

### FREQUENCY RATES

#### 13 Consecutive Weeks

2"	\$27.25.....	\$16.70 .....	\$13.55 .....
10"	\$26.15.....	\$16.00 .....	\$13.60 .....
20"	\$24.75 .....	\$15.15 .....	\$12.35 .....
30"	\$23.70.....	\$14.50 .....	\$11.80 .....
120"	\$23.00.....	\$14.10 .....	\$11.45 .....

#### 52 Consecutive Weeks

2"	\$25.80.....	\$15.80 .....	\$12.85 .....
10"	\$24.05.....	\$14.75 .....	\$12.00 .....
20"	\$22.65.....	\$13.90 .....	\$11.30 .....
30"	\$21.95.....	\$13.45 .....	\$10.95 .....
120"	\$21.60.....	\$13.20 .....	\$10.75 .....

<b>PICKUP RATE</b> .....	\$14.50 .....	\$11.45 .....
	Bulletin into Gazette	Gazette into Bulletin

**GAZETTE REPEAT RATE** ....\$10.80 per column inch for identical reruns of Gazette ads which are 6 column inches or more. Both insertions must occur within 6 publishing days. Repeat rate does not apply to Hampshire Life, the Amherst Bulletin, or toward contract fulfillment.

## CLASSIFIED DISPLAY

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

Gazette/Bulletin Combination	Gazette	Bulletin
<b>OPEN RATE</b> ....	\$25.60.....	\$15.75 .....

### BULK RATES

100"	\$22.05.....	\$13.55 .....	\$10.95 .....
250"	\$21.50.....	\$13.25 .....	\$10.70 .....
500"	\$21.00.....	\$12.90 .....	\$10.40 .....
1000"	\$20.50.....	\$12.60 .....	\$10.20 .....
5000"	\$20.00.....	\$12.25 .....	\$9.95 .....

### FREQUENCY RATES

#### 13 Consecutive Weeks

2"	\$19.75.....	\$12.10 .....	\$9.80 .....
10"	\$19.00.....	\$11.65 .....	\$9.40 .....
20"	\$18.45.....	\$11.35 .....	\$9.15 .....
30"	\$17.95.....	\$11.00 .....	\$8.95 .....
180"	\$17.40.....	\$10.70 .....	\$8.65 .....

#### 52 Consecutive Weeks

2"	\$19.00.....	\$11.50 .....	\$9.30 .....
10"	\$18.50.....	\$11.30 .....	\$9.00 .....
20"	\$17.95.....	\$10.90 .....	\$8.75 .....
30"	\$17.45.....	\$10.55 .....	\$8.55 .....
180"	\$16.35.....	\$9.60 .....	\$8.30 .....

<b>PICKUP RATE</b> .....	\$11.10 .....	\$8.85 .....
	Bulletin into Gazette	Gazette into Bulletin

**GAZETTE REPEAT RATE** ....\$7.85 per column inch for identical reruns of ads which are 6 column inches or more. Both insertions must occur within 6 publishing days. Repeat rate does not apply to the Amherst Bulletin or toward contract fulfillment.

## HAMPSHIRE LIFE

Tabloid inserted in Friday's Gazette

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

<b>OPEN RATE</b> .....	\$21.65 .....
<b>BULK RATE</b> (100" or more).....	\$18.45 .....
<b>FREQUENCY RATES</b> 13x.....	\$16.55 .....
52x.....	\$15.35 .....

## THE SUMMIT

Tabloid inserted in Thursday's Gazette and mailed to non-subscribers in Easthampton, Westhampton and Southampton

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

<b>FREQUENCY RATES</b> 1x.....	\$11.10 .....
13x .....	\$9.25 .....
52x.....	\$8.25 .....
<b>REPEAT RATE</b> into The Summit .....	\$8.25 .....

## COLOR

### SINGLE PRODUCT COLOR RATES

	1x/yr	6x/yr	12x/yr	52x/yr
1 color + black	\$160...	\$135...	\$120...	\$105
Each additional color	\$160...	\$135...	\$120...	\$105

### PROCESS COLOR PER INCH

Ads 3"- 10" .....	\$12.50 per column inch
Ads 3"- 10" (12x) .....	\$10.50 per column inch

**Effective  
January 1,  
2012**

