



Retail Advertising Rates

Open Rates

Daily Papers

Sunday Eagle-Tribune	\$43.65 PCI
The Eagle-Tribune	\$41.25 PCI
Essex County Newspapers*	\$49.95 PCI
The Salem News	\$40.95 PCI
The Daily News of Newburyport	\$23.95 PCI
Gloucester Daily Times	\$21.95 PCI

*The Salem News, The Daily News of Newburyport and Gloucester Daily Times.

Weekly Papers

Andover Townsman	\$22.75 PCI
Haverhill Gazette	\$12.75 PCI
Carriage Towne News	\$20.50 PCI
Derry News	\$22.30 PCI

Color Rate

	Retail Min.	Classified Min.	ET, SN, ECN	GT, NT, Weeklies
Black plus one color	15"	Quarter page	\$360	\$335
Black plus two colors	15"	Quarter page	\$435	\$410
Black plus three colors	15"	Quarter page	\$535	\$510

Contract and combination discounts apply to color rate.

Multiple-Day Combination

Ads 6 column inches or larger published in one daily or Sunday paper may run up to an additional six times in the same paper within the next six days with no copy changes at a 45% discount on open rate. Non-contract advertisers receive a 40% discount.

Market Power Plus Combinations

	Discount on open rate		Discount on open rate
Daily/Daily Combination	10%	Two Weeklies	15%
Daily plus one Weekly	15%	Three Weeklies	20%
Daily plus two Weekly Papers	20%	Four Weeklies	25%
Daily plus three Weekly Papers	25%		
Daily plus four Weekly Papers	30%		

Discounts apply to weekly rate only when applicable. 6" minimum required for Daily/Daily or Daily/Weekly combinations. 3" minimum required for Weekly/Weekly combinations. Additional discounts available for repeat dates, zones or contract commitment.

Special Classifications

	Front Page	Premium Position Rates
Sunday Eagle-Tribune	\$57.50 PCI	\$57.50 PCI
The Eagle-Tribune	\$54.50 PCI	\$54.50 PCI
Essex County Newspapers	n/a	\$66.00 PCI
The Salem News	\$54.50 PCI	\$54.50 PCI
The Daily News of Newburyport	\$31.75 PCI	\$31.75 PCI
Gloucester Daily Times	\$29.65 PCI	\$29.65 PCI
Andover Townsman	\$45.50 PCI	\$29.58 PCI
The Haverhill Gazette	\$25.50 PCI	\$16.60 PCI
Derry News	\$26.75 PCI	\$26.75 PCI
Carriage Towne News	\$33.75 PCI	\$27.35 PCI

Sunday Comics

Published in Sunday Eagle-Tribune only. Spadea (two-page comic wrap), \$4,644 and gatefold, \$2,580 available.

All reservations and copy due Monday, five weeks prior to publication.

Eagle-Tribune Zone Rate

Zone advertising available in Wednesday and Sunday editions only. Minimum 6 column inches.

Zone	Open Rate
Central	\$26.65 PCI
North / East	\$17.70 PCI

Multiple-Day Zone Combinations

Zone/Zone. Ads published on one zone day may repeat on the next zone day at a 40% discount net from the applicable zone rate, but must appear in the same zone or zones with no copy change.

Zone/ROP. Ads published in one zone edition may run up to an additional six times within 6 days of zoned ad with no copy change in any daily edition full run at a 45% discount on open rate.

Non-contract advertisers receive a 40% discount.

Contract Rates

Revenue Contracts

	Discount on open rate
\$5,000-\$14,999	5%
\$15,000-\$29,999	10%
\$30,000-\$69,999	15%
\$70,000-\$139,999	20%
\$140,000-\$229,999	25%
\$230,000-\$469,999	30%
\$470,000+	35%

All revenue invested in any products will count toward revenue contract fulfillment. One revenue contract will be valid for all products. Contract rates require signed contract, and payment must be made by the 25th of the month following service. Contract advertisers who do not comply with terms will be charged retroactively to rate actually earned.

Frequency Contracts

Daily/Weekly

Consecutive Weeks	Discount on open rate	Nonconsecutive Weeks	Discount on open rate
6 weeks	5%	13 ads	5%
13 weeks	10%	26 ads	10%
26 weeks*	15%	52 ads	20%
39 weeks	20%	78 ads	25%
52 weeks	30%		

Frequency contracts are specific to individual papers. 2" minimum required with frequency contracts.

Frequency rates require signed contract and payment by the 25th of the month following service.

*Available every other week.