

Neighborhood News Inc. Retail Display Advertising Rates

Effective October 1, 2006

Advertisements may run in a single paper or combination. The Manchester Mirror is a tabloid paper.

Six-paper Buy (ALL of our papers)

\$45 open rate

6 ads in 13 weeks	\$43.90	26 ads in 52 weeks	\$40.70
12 ads in 52 weeks	\$42.25	52 ads in 52 weeks	\$39.25

Five-paper Buy

(Including Salem Observer OR Manchester Mirror)

\$40 open rate

6 ads in 13 weeks	\$38.90	26 ads in 52 weeks	\$35.70
12 ads in 52 weeks	\$37.25	52 ads in 52 weeks	\$34.25

Manchester Mirror

\$10 PCI OPEN RATE; \$7 when combined w/any paper(s)

6 ads in 13 weeks	\$9.50	26 ads in 52 weeks	\$8.75
12 ads in 52 weeks	\$9.00	52 ads in 52 weeks	\$8.50

Bow Times OR Bedford Bulletin (mailed free)

\$12.50 PCI OPEN RATE

6 ads in 13 weeks	\$12.00	26 ads in 52 weeks	\$11.25
12 ads in 52 weeks	\$11.50	52 ads in 52 weeks	\$11.00

Goffstown News OR Hooksett Banner OR Salem Observer

\$11.50 PCI OPEN RATE

6 ads in 13 weeks	\$10.75	26 ads in 52 weeks	\$9.65
12 ads in 52 weeks	\$10.25	52 ads in 52 weeks	\$9.00

Bow Times AND Bedford Bulletin

\$24 PCI OPEN RATE

6 ads in 13 weeks	\$22.90	26 ads in 52 weeks	\$20.75
12 ads in 52 weeks	\$21.75	52 ads in 52 weeks	\$19.65

Bow Times AND Goffstown News

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Bow Times AND Hooksett Banner

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Bow Times AND Salem Observer

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Bedford Bulletin AND Goffstown News

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Bedford Bulletin AND Hooksett Banner

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Bedford Bulletin AND Salem Observer

\$23 PCI OPEN RATE

6 ads in 13 weeks	\$21.95	26 ads in 52 weeks	\$19.85
12 ads in 52 weeks	\$20.85	52 ads in 52 weeks	\$18.85

Hooksett Banner AND Salem Observer

\$20 PCI OPEN RATE

6 ads in 13 weeks	\$18.95	26 ads in 52 weeks	\$17.10
12 ads in 52 weeks	\$18.00	52 ads in 52 weeks	\$16.25

Goffstown News AND Hooksett Banner

\$20 PCI OPEN RATE

6 ads in 13 weeks	\$18.95	26 ads in 52 weeks	\$17.10
12 ads in 52 weeks	\$18.00	52 ads in 52 weeks	\$16.25

Goffstown News AND Salem Observer

\$20 PCI OPEN RATE

6 ads in 13 weeks	\$18.95	26 ads in 52 weeks	\$17.10
12 ads in 52 weeks	\$18.00	52 ads in 52 weeks	\$16.25

Goffstown News, Hooksett Banner AND Salem Observer

\$25 PCI OPEN RATE

6 ads in 13 weeks	\$23.90	26 ads in 52 weeks	\$21.75
12 ads in 52 weeks	\$22.75	52 ads in 52 weeks	\$20.65

Bedford Bulletin, Goffstown News AND Hooksett Banner

\$26 PCI OPEN RATE

6 ads in 13 weeks	\$25.00	26 ads in 52 weeks	\$22.60
12 ads in 52 weeks	\$23.75	52 ads in 52 weeks	\$21.50

Bedford Bulletin, Goffstown News AND Salem Observer

\$26 PCI OPEN RATE

6 ads in 13 weeks	\$25.00	26 ads in 52 weeks	\$22.60
12 ads in 52 weeks	\$23.75	52 ads in 52 weeks	\$21.50

Bow Times, Goffstown News AND Hooksett Banner

\$26 PCI OPEN RATE

6 ads in 13 weeks	\$25.00	26 ads in 52 weeks	\$22.60
12 ads in 52 weeks	\$23.75	52 ads in 52 weeks	\$21.50

Bedford Bulletin, Hooksett Banner AND Salem Observer

\$26 PCI OPEN RATE

6 ads in 13 weeks	\$25.00	26 ads in 52 weeks	\$22.60
12 ads in 52 weeks	\$23.75	52 ads in 52 weeks	\$21.50

Bow Times, Hooksett Banner AND Salem Observer

\$26 PCI OPEN RATE

6 ads in 13 weeks	\$25.00	26 ads in 52 weeks	\$22.60
12 ads in 52 weeks	\$23.75	52 ads in 52 weeks	\$21.50

Bow Times, Bedford Bulletin AND Goffstown News

\$29 PCI OPEN RATE

6 ads in 13 weeks	\$27.95	26 ads in 52 weeks	\$25.20
12 ads in 52 weeks	\$26.50	52 ads in 52 weeks	\$23.95

Bow Times, Bedford Bulletin AND Hooksett Banner

\$29 PCI OPEN RATE

6 ads in 13 weeks	\$27.95	26 ads in 52 weeks	\$25.20
12 ads in 52 weeks	\$26.50	52 ads in 52 weeks	\$23.95

Bow Times, Bedford Bulletin AND Salem Observer

\$29 PCI OPEN RATE

6 ads in 13 weeks	\$27.95	26 ads in 52 weeks	\$25.20
12 ads in 52 weeks	\$26.50	52 ads in 52 weeks	\$23.95

Bow Times, Bedford Bulletin, Hooksett Banner AND Goffstown News

\$34 open rate

6 ads in 13 weeks	\$32.90	26 ads in 52 weeks	\$29.70
12 ads in 52 weeks	\$31.25	52 ads in 52 weeks	\$28.25

The Bow Times and The Bedford Bulletin are MAILED FREE.

The Goffstown News, The Hooksett Banner, The Manchester Mirror and The Salem Observer are DISTRIBUTED FREE.

Prepayment Discount of 10%

Neighborhood News Inc.

Classified Advertising Rates/Insert Rates

Effective October 1, 2006

*Classified ads run in a common section in The Bedford Bulletin, The Bow Times,
The Goffstown News, The Hooksett Banner, and The Manchester Mirror.
The Salem Observer has its own classified section.*

Classified Display Advertising in Bedford Bulletin, Bow Times, Goffstown News, Hooksett Banner AND Manchester Mirror

Open Rate (9 columns)
Four-paper combination..... \$22.50 PCI

FREQUENCY CONTRACT RATES FOR 5 PAPERS

6 ads in 13 weeks \$21.10 PCI
12 ads in 52 weeks \$20.30 PCI
26 ads in 52 weeks \$19.60 PCI
52 ads in 52 weeks \$18.60 PCI
ADD THE SALEM OBSERVER FOR AN ADDITIONAL \$7 PCI.

Guaranteed Classified Placement

Guaranteed page 25% additional

Classified Display Advertising in Salem Observer

Open Rate (9 columns)..... \$10.00 PCI

FREQUENCY CONTRACT RATES FOR SALEM OBSERVER

6 ads in 13 weeks \$9.50 PCI
12 ads in 52 weeks \$9.20 PCI
26 ads in 52 weeks \$8.90 PCI
52 ads in 52 weeks \$8.75 PCI

BUSINESS CARD DIRECTORY

*The Business Card Directory runs in the classified section of
The Bedford Bulletin, The Bow Times, The Goffstown News,
The Hooksett Banner AND The Manchester Mirror.
The Manchester Mirror's Business Card Directory can also be purchased
separately. The Salem Observer has its own Service Directory.*

Bedford Bulletin, Bow Times, Goffstown News, Hooksett Banner AND Manchester Mirror

6 weeks..... \$85/week	26 weeks..... \$55/week
13 weeks..... \$70/week	52 weeks..... \$45/week

The Manchester Mirror

6 weeks..... \$25/week	26 weeks..... \$15/week
13 weeks..... \$20/week	52 weeks..... \$10/week

Pre-printed Inserts

The Bedford Bulletin (mailed portion only)..... \$58 per 1,000
The Bow Times (mailed portion only) \$58 per 1,000
Up to 5,000 \$52 per 1,000
5,001 - 9,999 \$44 per 1,000
10,000 - 19,999 \$40 per 1,000
20,000 or more..... \$34 per 1,000

*Frequency discounts available. Inserts should be shipped directly to our
newspaper printer, call 314-0447.*

Split Runs Not available.

Color for Display & Classified Display Ads

One spot color .. \$150 additional Process color \$300 additional

THE SALEM OBSERVER SERVICE DIRECTORY

1 week..... \$22 per week
Quarterly..... \$18 per week*
* Includes business profile and photo.

Classified Line Advertising in Bedford Bulletin, Bow Times, Goffstown News, Hooksett Banner AND Manchester Mirror

1 week..... \$18.00
2 or more weeks..... \$15.00
Based on four-line minimum per insertion.
Each additional line is \$1.50 per week.
ADD THE SALEM OBSERVER FOR AN ADDITIONAL \$6 PCI.

Classified Line Advertising in Salem Observer

1 week \$10.50
2 or more weeks \$9.00
Classified line ads included on the Web.
(You can purchase line ads at www.salemobserver.com)

Free ads: "Free" or "Lost & Found" ads for two weeks.

Extras: Bordered line ad \$3.00 plus lineage charge.
Super bold type \$2.00 plus lineage charge.

Box Numbers: Confidential box numbers available at \$5.00
for pickup responses and \$10.00 for mailed responses.

NECAN: Neighborhood News Inc. is part of the New England
Classified Advertising Network. Line ads can be placed in 188
participating newspapers. Call (603)314-0447 for details.

Political advertising rate:..... Open rate.
Ads must be paid for in advance. Political ads must conform to all
state and federal requirements, which includes identification of per-
son or group paying for the ad.

Legal advertising rate: Open rate.

Novenas/St. Jude (1 col. x 2"): \$16.00

Card of Thanks (1 col. x 2"): \$16.00

Bedford Bulletin Postcard/Direct Mail

*Take advantage of direct-mail marketing and run your advertisement
on the back side of our postal requirement card. Delivered with
The Bedford Bulletin, the postal card reaches more than 7,300 postal
customers in Bedford.*

Cost for one time..... \$550
Cost for two or more times \$519
12-time contract..... \$475

Guaranteed Placement for Any Ad

Guaranteed page 25% additional
Guaranteed back page of section..... 50% additional

Prepayment Discount of 10%

Questions? Call 314-0447 and ask for a marketing consultant.

Neighborhood News Inc.

1. COMMISSION AND TERMS OF PAYMENT

- A. Advertising rates are billed net and are non-commissionable.
- B. New advertising accounts are cash with order until credit is established.
- C. Mastercard, Visa and Discover accepted.
- D. A finance charge of 1.5% per month (annual percentage rate of 18%) will be charged on unpaid balances.
- E. Returned checks will be subject to a \$30.00 fee.

2. ADVERTISING RATE POLICY

A verbal or written order received is considered acceptance of rates and conditions in effect at the time advertising is offered. All orders, artwork and copy are subject to approval of the marketing director.

- A. **EXTRA CHARGES** – Production time will be charged for advertisements designed and not used (up to 15% of cost of ad). Changes not in accord with original copy can be made only when time permits and by paying extra composition charges (\$20.00 minimum).
- B. **ACCEPTANCE OF ADS** – The newspaper reserves the right to reject an advertisement at any time.
- C. **INDEMNIFICATION** –

1. It is agreed that the newspaper shall not be liable for failure to print, publish or distribute all or any portion of an issue in which an advertisement is to appear if such failure is caused by circumstances beyond the control of the newspaper.
2. The newspaper will not be liable by reason of error, for which it may be responsible, beyond the actual space occupied by the item in which the error occurred. In case of typographical errors or omissions, the newspaper shall not be liable. The newspaper shall not be liable for print quality of ads with difficult composition.
3. The newspaper shall be under no liability for failure for any reason to insert an advertisement. Advertisements submitted after the deadline for proof service are submitted at the advertisers' own risk and the newspaper shall assume no liability for errors or omissions in such advertisements. The newspaper makes every effort to provide desired placements, but in no instance can this be guaranteed.

- D. **AGENCY RATE** – Agencies are billed at net rate. No agency commission discounts allowed. Insertion orders containing sequential liability clauses will not be accepted.

- E. **COMPOSITION CHARGES** – There is a \$30.00 per hour production charge for ads with difficult composition. Ad reproductions will be charged at \$10.00 each for laser prints and \$30.00 for electronic delivery. The newspaper shall not be liable for print quality of ads with difficult composition.

3. CLOSING TIMES / DEADLINES

Deadline for space reservations, camera-ready ads, Business Directory and classified in-column ads, ads on disk, and e-mailed ads is Monday at 5 p.m. Deadline for proofs is Friday at 3 p.m. For color ads or ads with difficult composition, deadline is Friday at 3 p.m. Ad cancellations made after Monday deadline may be subject to a service charge of 15% of cost of ad. Advertisements submitted after the deadline for proof service are submitted at the advertisers' own risk and the newspaper shall assume no liability for errors or omissions in such advertisements.

4. SPECIAL SERVICES

- A. Proofs – Upon request, proofs will be delivered provided all copy has been submitted by Monday at noon.
- B. Tearsheets – Available online @ www.yourneighborhoodnews.com
- C. Clip art services – Clip art is available for ads at no charge to advertisers.
- D. Co-op advertising – Verification, duplicate invoices or affidavits are handled promptly.

- 5. SPECIAL SECTIONS** - To obtain a current list of special sections, contact our marketing department at (603) 314-0447.

- 6. R.O.P. DEPTH REQUIREMENTS** - Advertisements over 19 inches will be charged at 20½ inches.

- 7. CONTRACT AND COPY REGULATIONS** - All contracts must be signed, processed, and/or filed prior to any account receiving any type of discount. Only one discount will apply per contract. Contracts for display ads may be rebilled at appropriate rate if terms are not met.

8. CLASSIFIED

- A. **CLOSING TIMES/DEADLINES** - Deadline for all classified advertisements is Monday at 5 p.m. prior to Thursday publication.
- B. **GENERAL RATE POLICY** - Classified in-column line ads
 1. Advertisers should check their ads the first day of publication. The newspaper will not be liable for typographical errors except to the extent of the cost of the ad for the first day of publication. Credit for typographical errors allowed for the portion of ad affected for one day's publication.
 2. The newspaper reserves the right to withhold publication of any advertisement that does not conform to its policies and assumes no responsibility for ads accidentally omitted.
 3. The newspaper also reserves the right to edit and determine the proper classification for all advertisements.

9. MECHANICAL MEASUREMENTS

*Broadsheet pages are 6 columns wide, 20.5 inches deep. Classified pages are 9 columns wide, 20.5 inches deep. Flexographic printing.

Standard Page	Inches	Classified Page	Inches
1 Column	1.83"	1 Column	1.16"
2 Columns	3.80"	2 Columns	2.46"
3 Columns	5.75"	3 Columns	3.80"
4 Columns	7.70"	4 Columns	5.11"
5 Columns	9.66"	5 Columns	6.40"
6 Columns	11.625"	6 Columns	7.70"
		7 Columns	9.00"
		8 Columns	10.32"
		9 Columns	11.625"

*The Manchester Mirror is a tabloid that is 5 columns wide and 11.625 inches deep.

10. CIRCULATION

Neighborhood News publishes six free, award-winning community weekly newspapers with a total circulation of 76,800.

The Bow Times/Concord Mirror: Mailed to every home in Bow, Dunbarton, Contoocook & Hopkinton. (6,400 mailed)
Total circulation of 8,400.

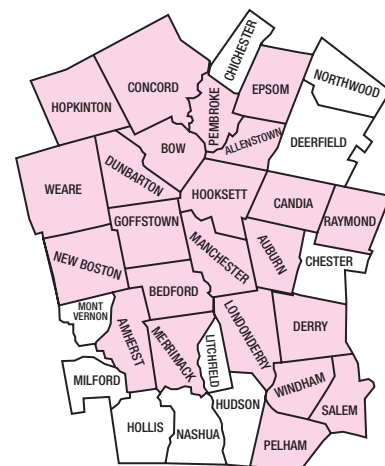
The Bedford Bulletin:
Mailed to every home in Bedford. (7,300 mailed)
Total circulation of 10,000 in Bedford, Amherst, Merrimack & Manchester.

The Goffstown News:
Circulation of 9,400 in Goffstown, Weare, New Boston, Dunbarton, Concord & Manchester.

The Hooksett Banner:
Circulation of 11,000 in Hooksett, Allentown, Pembroke, Candia, Auburn, Epsom, Raymond, Concord & Manchester.

The Manchester Mirror: Circulation of 30,000 in Manchester & suburbs.

The Salem Observer: Circulation of 8,000 in Salem, Pelham, & Windham.



Total Circulation: 76,800

■ PRIMARY MARKET
□ ADDITIONAL MARKETS