

RATE INFORMATION

New and One-Time Advertisers:

First and One-Time Advertisers must prepay initial advertisement

Prompt Payment Rates:

Advertising rates are based on receipt of payment within 30 days of billing date. See contract for late payment rates.

Special Position:

Guaranteed positions are available at 15% premium.

Frequency Discounts:

Frequency discounts apply only to consecutive issues.

Major Credit Cards Accepted:

Visa, Mastercard, Discover, AmEx

Cancellations: Neither the Advertiser nor its agency may cancel after the space deadline. No cancellations or changes will be accepted thereafter. Orders for covers may not be cancelled less than 30 days preceding closing date.

If by copy deadline, Publisher has not received copy changes, Publisher reserves the right to repeat the Advertiser's most recent advertisement it has published, charging the advertiser and/or its agency for any space reserved by them. No advertisement will be cancelled without written confirmation by Advertiser or agency.

Around
CONCORD
community • culture • lifestyle

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is an extraordinary publication uniquely tailored to provide insightful reporting, heart-of-the-matter photography, arts, culture, and thoughts about our wonderful community. With an emphasis on fine writing and original thought from local contributors, AROUND CONCORD is designed to reach an upscale professional reader with a signature mix of topics to both inform and entertain.

Over 7,000 copies are distributed by mail and sold at several retail locations throughout Concord, Canterbury, Bow and Hopkinton. Your advertising message will be seen in our extremely attractive format by an influential and affluent local consumer.

AROUND CONCORD is targeted to the 35+ age demographic which represents 53% of the total population with an average household income of \$79,000+ throughout the magazine's area.

These are the consumers that control the discretionary dollars so desired by those businesses that focus on that segment of the retail market.

community • culture • lifestyle

JOHN MATTES ADVERTISING SALES MANAGER
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ADVERTISING INFORMATION



Concord Monitor
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603-369-3242 | 603-228-8238

www.aroundconcord.com

RATES

	FREQUENCY	1X	4X
COVERS	Inside Front	N/A	\$1,080
	Inside Back	N/A	\$1,080
	Outside Back	N/A	\$1,190
Full Page		\$950	\$885
2/3 Page		\$885	\$825
1/2 Page		\$730	\$705
1/3 Page		\$595	\$530
1/6 Page		\$360	\$340

ONLINE RATES

Front Page Banner	\$200 per quarter
Online Business Listing	\$50 per quarter

ADVERTISING DEADLINES

ISSUE	SPACE & COPY DEADLINES
Spring	February
Summer	May
Fall	August
Winter	October

AD SIZES

FULL PAGE BLEED
8.5" WIDE
11" HIGH

FULL PAGE
7.25" WIDE
10" HIGH

BACK COVER
8" WIDE
8.5" HIGH

2/3 PAGE
4.83" WIDE
10" HIGH

1/2 PAGE (H)
7.25" WIDE
4.75" HIGH

1/2 PAGE (V)
4.83" WIDE
7.25" HIGH

1/3 PAGE (H)
4.83" WIDE
5" HIGH

1/3 PAGE (V)
2.40" WIDE
10" HIGH

1/6 PAGE (H)
4.83" WIDE
2.5" HIGH

1/6 PAGE (V)
2.40" WIDE
5" HIGH

FACTS

Dimensions: 8 1/2" x 11"

Frequency: Quarterly

Circulation:

Rates are based on an average circulation of 7,300.

Availability:

Around Concord is mailed free to selected households in Concord, Canterbury, Bow, Loudon, Hopkinton, North Manchester and several other towns. It is also available at several retail locations as well as distributed to local hotels and inns.

Demographics:

Adults 35+, middle to upper income, college educated

MECHANICAL SPECIFICATIONS

Ad Specifications:

High resolution production CMYK PDFs are preferred. All images must be at least 300 dpi. Embed all fonts. Please use the ad size specified here at your page size in your design program. Crop marks are only necessary on full page bleed page files. Set your PDF settings to CMYK. Other formats accepted: 300 dpi TIFF or EPS, with fonts embedded & images linked.

Full-Page Bleed:

Bleed is only available for full-page ads. They are based on the trim size to 8.375" width and 10.875" height and add .125 of bleed around the entire page. Also set your margins for at least .375" around the page - the area inside the margin becomes your "live" area for type. Be sure to proportionally extend your graphics out to the bleed marks. When saving your PDF, set the page larger than the bleed area, select crop marks, and be sure you can see the crop marks on the final PDF.

Around Concord Ad Design:

Around Concord has an experienced designer who can help you out with the layout, look and feel of your ad. Location photography is available. Your concepts and ideas can be executed professionally. See your sales representative for information.