

# St. Albans MESSENGER RETAIL RATES

281 North Main Street, St. Albans, Vermont 05478 - [www.samesessenger.com](http://www.samesessenger.com)

Published evenings and Sat Morning (except Sun). Office Hours: 8:00 a.m. to 5:00 p.m. Mon - Fri.

To place your advertisement, call (802) 524-9771 ext. 104, 24 hour Fax (802) 527-1948

E-mail: [ads@samesessenger.com](mailto:ads@samesessenger.com)

**Effective January 1, 2012**

(Open Rate \$18.00)  
**ANNUAL EARNED  
BULK RATES**

Annual Lineage Levels	Earned Rate per col. inch
60" .....	\$12.70
120" .....	\$11.30
250" .....	\$10.80
500" .....	\$10.50
1,000" .....	\$9.80
1,500" .....	\$9.55
2,000" .....	\$8.85
2,500" .....	\$8.25
3,500" .....	\$8.10
5,000" .....	\$7.25
7,000" .....	\$7.00
10,000" & up .....	\$6.60

**Signed lineage Contracts:** for 12-consecutive-months, scheduled in the daily Messenger, and the Messenger Extra. Special section advertising may apply, if not under a separate rate structure. Repeat ads apply to volume commitments only at same percentage of discount. Classified and preprint advertising does not apply.

**Weekly-Repeat Discount:** repeating the same ad earns 30% off the contract rate for the second insertion; 40% off the third insertion; 50% off the fourth, fifth, and sixth insertions within a six-consecutive-day publication period.

**4-Week-Repeat Discount:** When the same ad is scheduled six or more times during any four-week period, earn a 50% discount on every ad after the first.

## DISPLAY SPECIALS

- **Non-Profit Rate:** \$10.50 per column inch.
- **Daily - Page 1 Messenger:**  
\$90 for 6 col. x 1/2 inch: \$180 for 6 col. x 1 inch
- **Daily - Page 3 Coupon:** \$38 for 2 column x 3":  
3 minimum ad purchase necessary
- **Market Review (Monday-Friday):**  
(2.75" x 2") \$38/wk x 6 wks minimum;  
(5.5"x2") \$68/wk x 6 wks minimum

- **Health & Wellness (Tuesday):** (3.56" x 2") \$38/wk;  
26 wks-\$30/wk; 52 wks-\$25/wk
- **Celebrations Page (Saturday):** (3" x 3.75")  
\$48/wk; 13 wks-\$40/wk; 26 wks-\$34/wk
- **Anniversary/Grand Opening:**  
1/8 pg. min, scheduled min 8 times - \$82.50 each (color extra);  
1/4 pg. scheduled 4 times - \$165 each (color extra);  
1/2 pg. scheduled 2 times - \$295 each (color extra);  
Full pg. scheduled 2 times - \$750 each (full color)

## COLOR RATES

one color .....	\$75/Ad
two colors .....	\$150/Ad
three colors .....	\$300/Ad

## 30 - CONSECUTIVE DAILY RATES

- 1) \$4.25/col. inch -min 2 col." scheduled/day.\*
  - 2) \$4.25/col. inch-min. 1 col." scheduled/day.\*  
with additional 20 col." scheduled.
  - 3) \$4.75/col. inch Political Adv. min. 1 col." scheduled /day.\*
- \* *Minimum of 50 column inches in 30 days*

## LOCAL WEEKLY RATES

	52 Consecutive Weeks		26 Consecutive Weeks		13 Consecutive Weeks	
	Rate	Annual Inches	Rate	Semi-Annual Inches	Rate	Quarterly Year Inches
3-5	\$8.00	52 to 260	\$8.70	26 to 130	\$9.25	13 to 65
6-10	\$7.55	312 to 520	\$8.35	156 to 260	\$9.10	78 to 130
11-20	\$7.05	572 to 1040	\$7.95	286 to 520	\$8.70	143 to 260
21-40	\$6.70	1092 to 2080	\$7.50	546 to 1040	\$8.10	273 to 520
41-70	\$6.10	2132 to 3640	\$7.10	1066 to 1820	\$7.70	533 to 910
71-100	\$5.50	3692 to 5200	\$6.65	1846 to 2600	\$7.10	923 to 1300
101-175	\$4.90	5252 to 9100	\$5.90	2626 to 4550	\$6.70	1313 to 2275
176 +	\$4.50	9152 +	\$5.30	4576 +	\$6.40	2288 +

Weekly Repeat Discounts - repeating the same ad earns 30% off the base rate for the second insertion; 40% off the third insertion; 50% off the fourth insertion, fifth and sixth insertions scheduled within a six-consecutive day publication period.

## PREPRINT RATES

\$45/M: 1 sheet (10 1/2" x 14" max)	\$65/M: 24 Flex./12 tab./6 br.	\$85/M: 48 Flex./24 tab./12 br.
\$55/M: 8 Flex./4 tab./2 br.	\$70/M: 32 Flex./16 tab./8 br.	\$95/M: 56 Flex./28 tab./14 br.
\$60/M: 16 Flex./8 tab./4 br.	\$75/M: 40 Flex./20 tab./10 br.	\$100/M: 64 Flex./32 tab./16 br.

Higher rates apply if per piece weight is more than 2.5 oz. **Frequency Rates:** with minimum 5000 scheduled: 25+/year less 10%

## WE PRINT FLYERS!

\$50/M, print & distribution 8 1/2 x 11; 1 ink/1 side; 2 sided multicolor pricing also available. **Minimum 3,000 per run at \$55/M.**

## MECHANICAL REQUIREMENTS

6 col. format, Maximum depth 20.5"

1 col.: 1.69"	2 col.: 3.56"
3 col.: 5.41"	4 col.: 7.28"
5 col.: 9.14"	6 col.: 11"

We cover northwest vermont...  
**St. Albans**  
**MESSENGER**

*Oldest Evening Newspaper in Vermont*

Published Daily Monday - Saturday  
 Over 15,000 daily readership

THE ST. ALBANS MESSENGER  
**Extra**

Published Every Saturday  
 Delivered by the U.S. Postal Service  
 to occupied homes in Franklin and Grand Isle Counties  
**50,000 readership every week!**

**M** **ADVERTISE ON  
 SAMESSSENGER.COM**

Take your message to the next level by promoting your business in both the St. Albans Messenger and on [www.samesessenger.com](http://www.samesessenger.com). Choose from a variety of buttons, banners, boxes, and custom ad sizes

to effectively share information with over

**52,000 visitors**  
 to [samesessenger.com](http://samesessenger.com) each month.

*Ask for separate rate card for pricing and packages*

**GENERAL RATE POLICIES**

**Advertising simulating news copy** must be slugged "Advertisement". Publisher reserves the right to change advertising rates upon 30-days notice.

**Cash-in-advance** payment is effective until credit approved. Accounts 60 days in arrears will lose their earned rate discount; credit privileges will be suspended.

**Political Advertising** will be labeled as such, pre-payment is required.

All rates are net charges. Commissionable rates are not applicable.

**Major Holidays** - No publications Sundays, Memorial Day, July 4th, Labor Day, Thanksgiving, Christmas, or New Years Day.

**MESSENGER RETAIL DISPLAY DEADLINES**

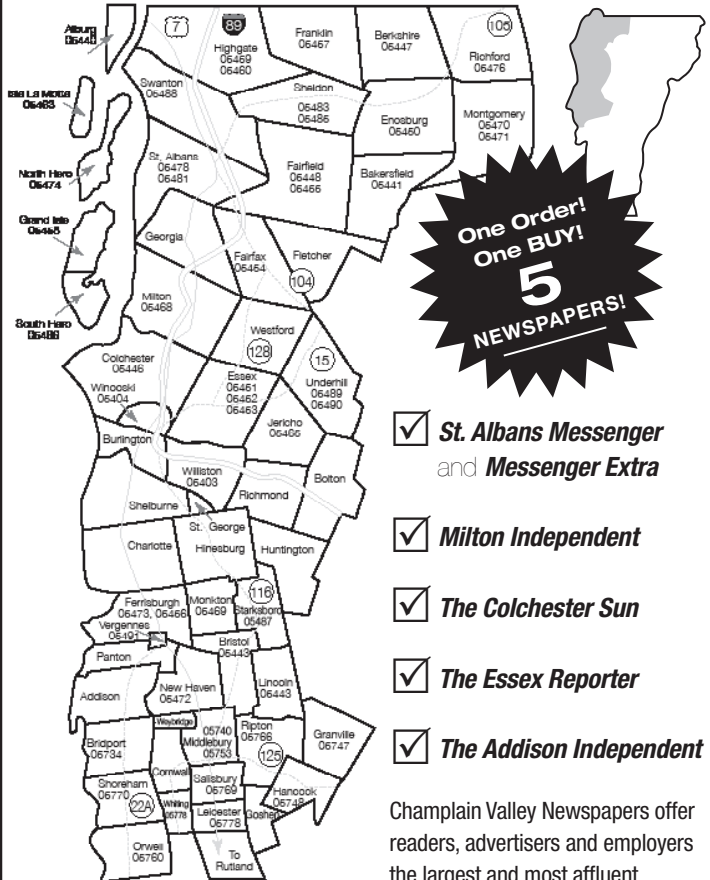
Monday ..... 5pm Thurs  
 Tuesday-Friday (2 days prior) ..... 5pm  
 Saturday ..... 5pm Wed  
 Saturday EXTRA (1 week prior) ..... Noon Thurs

For ads requiring outside proofs, allow for a minimum 24 hour weekday deadline. For special section deadlines, contact the advertising director.

**CHAMPLAIN VALLEY  
 NEWSPAPER GROUP**

*A privately owned Vermont based newspaper group*

Over **142,000** household readers from  
 Chittenden, Franklin, Grand Isle, and Addison Counties...



**One Order!  
 One BUY!  
 5  
 NEWSPAPERS!**

- St. Albans Messenger**  
and **Messenger Extra**
- Milton Independent**
- The Colchester Sun**
- The Essex Reporter**
- The Addison Independent**

Champlain Valley Newspapers offer readers, advertisers and employers the largest and most affluent readership in the Champlain Valley.

ADDISON INDEPENDENT	MILTON INDEPENDENT
\$10.75/c.i.,	\$10.00/c.i.,
9.00/c.i. (non profit)	8.50/c.i. (non profit)
ESSEX REPORTER	COLCHESTER SUN
\$10.00/c.i.,	\$10.00/c.i.,
8.50/c.i. (non profit)	8.50/c.i. (non profit)

**Call (802) 524-9771**  
 for scheduling  
 and pricing information.

**Weekly ad publication  
 deadline  
 5:00pm Fridays.**