

Delivering Your Message

As you well know, our 32nd annual Gourmet Festival & Auction was postponed due to the contagious virus for which we have never seen the likes of during our lifetime. And, with this unique circumstance, our team members and board of directors at the Front Door Agency worked tirelessly in unchartered waters to implement our first-ever virtual event!

Although we were not able to come together for our largest fundraiser of the year, comprising nearly 20% of our annual budget in helping us to provide support, education and services to assist homeless families in need, I am writing today on behalf of the many clients we serve, to thank you for your assistance in promoting The Front Door Agency's 32nd Gourmet Event. I would also like to thank (The Telegraph) for being one of our most supportive media partners.

Although The Telegraph had waded through late changes and processes to accommodate the new format, your persistence to help promote the Gourmet Festival through the Sunday print publication and guiding us to "retrofit" that ad for the Thursday digital edition for our required move to an online event, was more than appreciated! So many people mentioned seeing our auction online as a banner ad. Thank you for working with us!

Behind every person we help is a caring person like you. Your efforts, along with Roy (Briand) and your staff make it possible for the Front Door Agency to continue our mission to offer support and services to aid individuals and families who transition from crisis to self-sufficiency. Our staff and Board of Directors are deeply committed to this mission, but it only happens with the hard work and support of people like you. Last year, the Front Door Agency helped more than 1,200 people in the Greater Nashua area. Thank you again for making the investment of time in transforming our client's lives. I hope we can count on The Telegraph and our continued relationship for next year's Sunday, March 21, 2021, event!

Sheree Sevigny Corporate Relations/Special Events Manager The Front Door Agency







GRANITE
(Slick Stock Quarterly
Magazine)
Mailed to more than 12,000
households in Greater Nashua
with an income
of \$120,000-plus.

Website

www.nashuatelegraph.com

Average Monthly Pageviews **755,219**

Average Monthly User Sessions **269,515**

Average Monthly Unique Users **570,023**





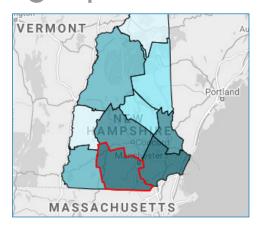


2020 Statistics

AudienceDemographic

Hillsborough County

417,025
MEDIAN INCOME
\$78,978



POPULATION BY AGE

Under 18: 20.4 percent 18 to 24: 58.7 percent 65 and Over: 15.7 percent Median Age: 41.1

HOUSEHOLD STATISTICS

Households: 159,200 Persons Per Household: 2.53

COMPUTER & ONLINE ACCESS

Households with a Computer: 93.3 percent Households with Broadband Internet Access: 88.2 percent

EMPLOYMENT

Total employers: 11,013 Total Employment: 186,614

Merrimack County

151,391 MEDIAN INCOME \$72,478



POPULATION BY AGE

Under 18: 19.2 percent 18 to 24: 57.9 percent 65 and Over: 18.2 percent Median Age: 42.8

HOUSEHOLD STATISTICS

Households: 57,843 Persons Per Household: 2.47

COMPUTER & ONLINE ACCESS

Households with a Computer: 91.2 percent Households with Broadband Internet Access: 85.3 percent

EMPLOYMENT

Total employers: 4,109 Total Employment: 64,695

PrintAdvertising – SampleRetail&ClassifiedPricing



Double Truck13 columns by 21 inches
Ask your rep about pricing



Full Page 6 columns by 21 inches

Sunday rate: \$1,732



3/4 Page 6 columns by 15.5 inches

Sunday rate: \$1,395



Half Page (V) 3 columns by 21 inches

Sunday rate: \$1,065



Half Page (H) 6 columns by 10.5 inches

Sunday rate: \$1,065



Sunday rate: \$550

Retail&ClassifiedMechanicalMeasurements

1 Column	1.5625 inches	4 Columns	6.625 inches
2 Columns	3.25 inches	5 Columns	8.3125 inches
3 Columns		6 Columns	10 inches

Deadlines

The deadline for The Sunday Telegraph is 4 p.m. the Wednesday before publication, unless your advertisement in camera ready. Camera ready advertisements will be accepted until 5 p.m. the Thursday before publication.

PrintAdvertising – SampleRetail&ClassifiedPricing



1/4 Page (H) 6 columns by 5 inches

Sunday rate: \$550



1/8 Page (V) 3 columns by 5 inches

Sunday rate: \$285



1/8 Page (H) 6 columns by 2.5 inches

Sunday rate: \$285



1/12 Page 2 columns by 5 inches

Sunday rate: \$190



Front Page Banner 6 columns by 2.5 inches Sunday rate: \$435

OpenandNonprofitRates&ColorCharges

Rates apply only to the modular sizes shown. Non-modular advertising is available on a per column inch basis at the open rate of \$26 pci.

The nonprofit rate is \$20.50 pci.

Frequency discounts cannot be applied to non-modular advertising.

All media trades will be calculated using open-rate pricing.

COLOR CHARGES ARE AN ADDITIONAL \$95 PER AD AT THE OPEN RATE.



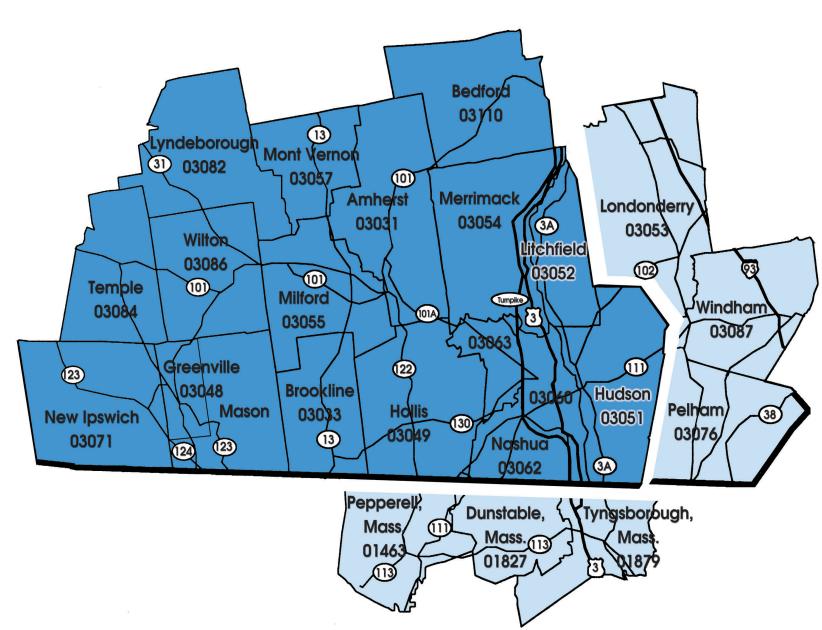
FrequencyPackages

CONSECUTIVE WEEK PACKAGES

AD SIZE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$5,544	<i>\$7,</i> 180	\$7,560	\$9,825
3/4 Page	\$4,464	\$5,860	\$6,325	\$7,810
1/2 Page	\$3,400	\$4,160	\$4,535	\$5,290
1/4 Page	\$1,760	\$2,1 <i>7</i> 5	\$2,395	\$2,835
1/8 Page	\$900	\$1,080	\$1,200	\$1,530
1/12 Page	\$600	\$720	\$800	\$1,020
Color Price Per Ad	\$80	\$70	\$50	\$50

Signed contract required. Consecutive week packages require that at least one ad be published every week in consecutive weeks for the number of weeks contracted.

CirculationArea



FAST FACTS

- No. 1 Newspaper media is more trusted by consumers than both local television and social media.
- 8 in 10 adults took action after seeing a newspaper print ad in the last month.
- 8 in 10 adults read a newspaper each month, with our multimedia options. Today, newspaper digital media reaches more Americans than ever.
- 2X as fast as the internet audience in the past year, the newspaper digital audience grew.
- **92 percent** of women ages 25-44 read newspaper digital media the highest among any age or gender group.
- 88 percent encounter news on Facebook, where our newspaper has a strong presence, with more than 13,500 followers. Social media is the most common way millennials find news.

ClassifiedAdvertising

SUNDAY ISSUE RATES

FREQUENCY	RAIE PER INCH
8 issues	\$10
4 issues	
2 issues	\$15.70
1 issue	\$18.30

LINE RATES

FREQUENCY	RATE
1 issue	. \$11.21
3 issues	
4 issues	. \$10.83
8 issues	. \$10.44

* Minimum 4 lines.

BUSINESS & SERVICES DIRECTORY

SIZE	. MONTHLY.	6 MONTH	. 1 YEAR
1 block	\$275	\$230	\$195
1 block with color	\$315	\$260	\$225
1x2 block	\$345	\$285	\$240
1x2 block with color	\$385	\$320	\$275
2x2 block with color	\$450	\$375	\$330

- All rates are monthly.
- Block size is 2.265 x 1 inch.
- Publishes every Sunday.



PLACE YOUR AD

Place ads at classifiedsnh.com, call 603-594-6555, fax 603-882-5138 or email classifieds@nh.com.

Apartment Wanted
Auto Wanted
Business Opportunity
Child Care
Cycles/Mopeds
Employment
Information
Livestock
Loans

Personals
Pets
Recreational Rentals
Roommates
Self Employment
Services & Supplies
Situations Wanted
Snowmobiles

No refunds on cash orders. Charged ads will be billed for the number of weeks runs. Prepayment is required for the above classifications.

PreprintAdvertising

FULL COVERAGE RATES

TAB PAGES	. STD. PAGES	TELEGRAPH
SS	N/A	\$39
4	2	\$42
8	4	\$45
12	6	\$50
16	8	\$55
20	10	\$57
24	12	\$62
28	14	\$66
32	16	\$70
36	18	\$74
40	20	\$78
44	22	\$82

FRONT-PAGE ADHESIVE NOTES

RUN DAY	OPEN RATE	3 OR MORE
SUNDAY	\$85 CPM	\$80 CP <i>M</i>

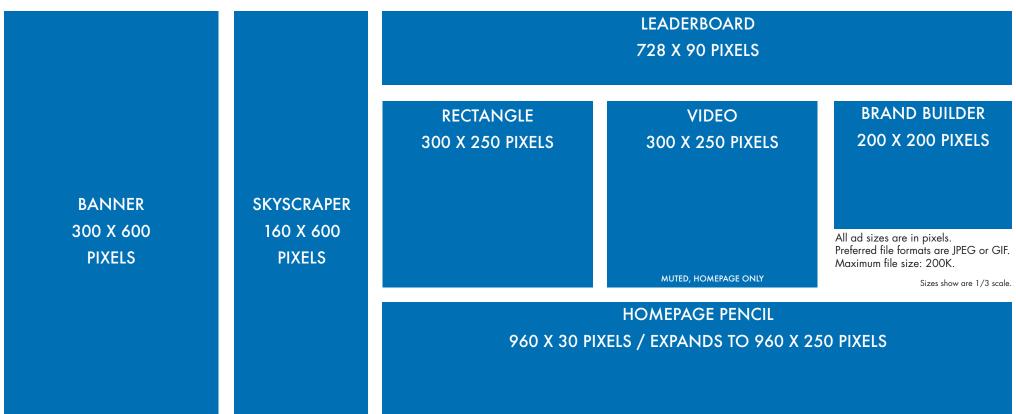
Minimum quantity 9,500. Adhesive note size is 3 inches by 2.5 inches on white paper with ink color.



PREPRINT NOTES

- All preprints are inserted in plant.
- Reservations should be made not less than 14 days in advance of the scheduled Sunday insertion date.
- Standard and tabloid sections are accepted based on sizes not exceeding 12.5" x 11.25". Acceptance of preprints that do not meet size requirement must be quarterfolded; contact The Telegraph advertising management. Minimum size is 5.5" x 6.5". Multi-page inserts may require upcharge if they must be hand inserted.
- Materials must be delivered freight prepaid to Receiving Door 6 c/o Eagle-Tribune Publishing, 100 Turnpike Street (Route 114), North Andover, MA 01845, not less than 10 days prior to scheduled insertion date. Must be delivered on skids (max. height 52" with skid, max. width 48").
- Hours: 8 a.m. to noon and 1 to 5 p.m. Monday through Friday.
- Sunday/Sunday Select combined full run required.
- Total market saturation options are available.
- \bullet Polybag dimensions 9" x 21" daily , 9" x 23" Sunday. Full run, home delivery only.

DigitalAdvertising



DIGITAL ADVERTISING

AD	SIZE	RATE	COST PER 100K IMPRESSIONS
BANNER+MOBILE	300 X 600 OR 300 X 250 PX	\$15 CPM	\$1,500
LEADERBOARD+MOBILE	728 X 90 OR 320 X 100 PX	\$12 CPM	\$1,200
RECTANGLE+MOBILE	300 X 250 OR 300 X 250 PX	\$12 CPM	\$1,200
RICH MEDIA	VARIES	\$18 CPM	\$1,800



BrandBuilders

 $2 \times 3 - 12 \text{ ads}$

People buy from businesses they think of first. Businesses they know and trust. Use our Brand Builders program and become that business.

- Reach More than 25,000 Sunday readers of The Telegraph and more than 150,000 visits each month at www.nashuatelegraph.com.
- Frequency The more often you place your name in front of the public, the better your opportunity to gain their business.
- Time Are customers in your pipeline? Build business for the future. Successful businesses are so because their advertising message is consistent.

PACKAGES

12 MONTHS 2 x 2 - 12 ads 2 x 3 - 12 ads	MONTHLY INVESTMENT \$436 \$568	WEEKLY INVESTMENT \$109 \$142
6 MONTHS	MONTHLY INVESTMENT \$5.4.5	WEEKLY INVESTMENT \$136.25

PACKAGES INCLUDE – 4 ADS IN THE SUNDAY TELEGRAPH • 4 ADS IN THE CABINET • 4 ADS IN THE MERRIMACK SUNDAY SELECT • 4 ADS IN THE HOLLIS BROOKLINE SUNDAY SELECT FOR A TOTAL OF 12 ADS EACH MONTH. PACKAGES ALSO INCLUDE DIGITAL AND COLOR.

\$1*77*.50

\$710

SpecialSections



FEBRUARY
WINTER SURVIVAL GUIDE



MARCH
DOWN THROUGH THE YEARS



APRIL COMMUNITY GUIDE



MAY MOTOR MANIA



JULYLADDERS OF LEADERSHIP



SEPTEMBER FOOTBALL



OCTOBERBEST OF GREATER NASHUA



NOVEMBER COOKBOOK

MechanicalMeasurements(Tabloid)

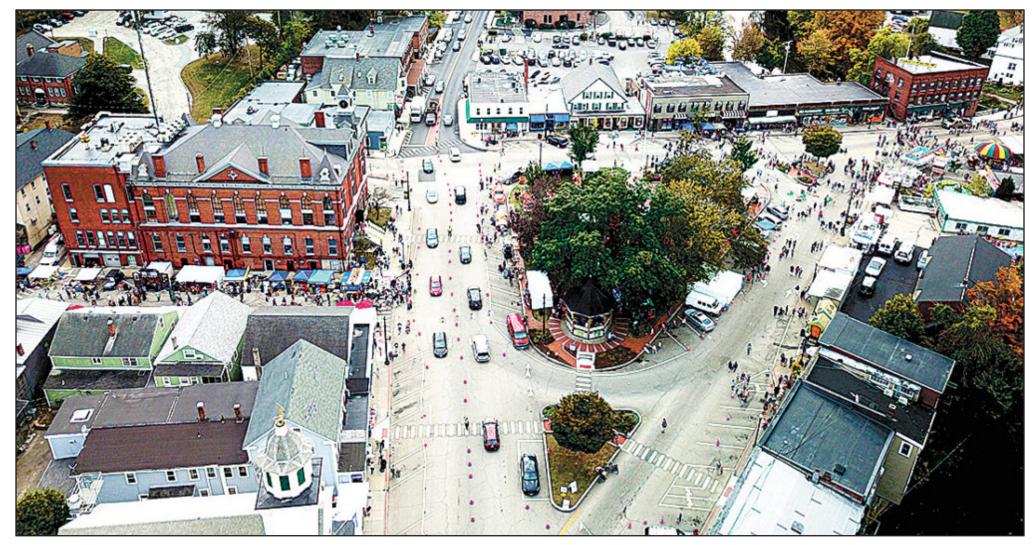
1 Column	1.5625 inches	5 Columns	8.3125 inches
2 Columns		6 Columns	10 inches
3 Columns	4.9375 inches	Doubletruck (Overall)	21.334 x 10
4 Columns	6.625 inches	Doubletruck (With Folio) 21.334 x 9.6667

Terms&Conditions

- A. The Telegraph reserves the right to edit or reject any advertisement.
- B. In the event an ad is accidentally omitted from publication, the publisher's liability for such omission or error shall not exceed the charge by publisher for the ad which is omitted or in error.
- C. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.
- D. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement or trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.
- E. Notice of typographical or other errors must be made before the second insertion. Claims for refunds or credit for more than one insertion will not be recognized unless notice of the error is given prior to second insertion. All requests for credit must be made during the same billing period in which ad appeared.

- F. All advertising accepted on a cash-with basis unless credit has been established previously.
- G. All advertising credit balances must be taken in kind (i.e., through additional advertising) and must be taken in one year.
- H. The Telegraph reserves the right to cancel any agreement or make any rate revision upon 30 days written notice. The advertiser may cancel any contractual agreement without adjustment charge at any date upon which new and increased rates are made effective by The Telegraph.
- I. The Telegraph will not extend credit for advertising orders or space reservations that claim sequential liability.
- J. The Telegraph does not accept brokered advertising.

THE CABINET • 2021 MEDIA GUIDE



THE CABINET - ROP AND FREQUENCY RATES

AD SIZE	OPEN RATE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$695	\$2,360	\$3,330	\$4,170	\$5,420
1/2 Page	\$395	\$1,340	\$1,895	\$2,370	\$3,080
1/4 Page	\$295	\$1,000	\$1,415	\$1 <i>,77</i> 0	\$2,300
1/8 Page	\$195	\$660	\$935	\$1,1 <i>7</i> 0	\$1,520
1/16 Page	\$95	\$325	\$455	\$570	\$740
Color Price Per Ad	\$95	\$80	\$70	\$50	\$50

MERRIMACK & H-B SUNDAY SELECTS • 2021 MEDIA GUIDE

SUNDAY SELECT

MERRIMACK EDITION

SUNDAY SELECT

HOLLIS & BROOKLINE EDITION

ONE SUNDAY SELECT – ROP AND FREQUENCY RATES

AD SIZE	OPEN RATE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$595	\$2,025	\$2,855	\$3,570	\$4,640
1/2 Page	\$360	\$885	\$1,245	\$1,560	\$2,025
1/4 Page	\$240	\$815	\$1,150	\$1,440	\$1,870
1/8 Page	\$120	\$410	\$575	\$720	\$935
Color Price Per Ad	\$95	\$80	\$70	\$50	\$50

TWO SUNDAY SELECT - ROP AND FREQUENCY RATES

AD SIZE	OPEN RATE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$460	\$1,565	\$1,470	\$2,760	\$3,585
1/2 Page	\$2 <i>75</i>	\$935	\$1,320	\$1,650	\$2,145
1/4 Page	\$1 <i>75</i>	\$665	\$840	\$1,050	\$1,365
1/8 Page	\$90	\$310	\$435	\$540	\$705
Color Price Per Ad	\$95	\$80	\$70	\$50	\$50

MechanicalMeasurements

1 Column	5 Columns
2 Columns	6 Columns
3 Columns	Doubletruck (Overall)
4 Columns 6.625 inches	Doubletruck (With Folio)