

The Telegraph

It's Your Community.



MEDIA GUIDE 2026

PRINT / DIGITAL / MOBILE

110 Main Street, Suite 1 / Nashua, NH / 603-594-2741 • 603-882-5183 (fax) / www.nashuatelegraph.com

SAMPLE RETAIL & CLASSIFIED PRICING

	<p>Double Truck 13 columns by 21" Ask your rep about pricing</p>		<p>Full Page 6 columns by 21" Sunday rate: \$1,965.00</p>		<p>3/4 Page 6 columns by 15.5" Sunday rate: \$1,575.00</p>		<p>Half Page (H) 6 columns by 10.5" Sunday rate: \$1,215.00</p>		<p>Half Page (V) 3 columns by 21" Sunday rate: \$1,215.00</p>		
	<p>1/4 Page (V) 3 columns by 10.5" Sunday rate: \$635.00</p>		<p>1/4 Page (H) 6 columns by 5" Sunday rate: \$635.00</p>		<p>1/8 Page (V) 3 columns by 5" Sunday rate: \$327.00</p>		<p>1/8 Page (H) 6 columns by 2.5" Sunday rate: \$427.00</p>		<p>1/12 Page 2 columns by 5" Sunday rate: \$218.00</p>		<p>Front Page Banner 6 columns by 2.5" Sunday rate: \$520.00</p>

RETAIL & CLASSIFIED MECHANICALS

1 Column.	1.5625 inches
2 Columns.	3.25 inches
3 Columns.	4.9375 inches
4 Columns.	6.625 inches
5 Columns.	8.3125 inches
6 Columns.10 inches

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

OPEN & NONPROFIT RATES

Rates apply only to the modular sizes shown. Non-modular advertising is available on a per column inch basis at the open rate of \$26.75.

The nonprofit rate is \$21.10 pci.

Frequency discounts cannot be applied to non-modular advertising.

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

COLOR CHARGES

Color charges are an additional \$99 per ad at the open rate.

CONSECUTIVE WEEK PACKAGES

AD SIZE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$5,675.00	\$7,338.00	\$7,725.00	\$9,835.00
3/4 Page.	\$4,574.00	\$5,992.00	\$6,461.00	\$7,820.00
Half Page	\$3,660.00	\$4,470.00	\$4,875.00	\$5,460.00
Qtr Page.	\$1,925.00	\$2,362.00	\$4,110.00	\$2,930.00
Eighth Page	\$990.00	\$1,168.00	\$1,655.00	\$1,585.00
1/12 Page	\$665.00	\$790.00	\$875.00	\$1,060.00
Color Price	\$95.00	\$90.00	\$70.00	\$65.00
Per Ad				

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.



THE CABINET - ROP & FREQUENCY RATES

AD SIZE	OPEN RATE	4 WEEKS	6 WEEKS	8 WEEKS	12 WEEKS
Full Page	\$710.00	\$1,375.00	\$3,345.00	\$4,285.00	\$5,425.00
Half Page	\$415.00	\$1,355.00	\$1,910.00	\$2,395.00	\$3,085.00
Qtr Page.	\$315.00	\$1,015.00	\$1,430.00	\$1,795.00	\$2,300.00
Eighth Page	\$200.00	\$675.00	\$950.00	\$1,195.00	\$1,525.00
1/12 Page	\$215.00	\$340.00	\$470.00	\$595.00	\$745.00
Color Price	\$100.00	\$90.00	\$80.00	\$60.00	\$55.00
Per Ad					



SUNDAY ISSUE RATES

FREQUENCY	RATE PER INCH
8 issues	\$10.35
4 issues	\$14.27
2 issues	\$16.22
1 Issue	\$18.89

LINE RATES

FREQUENCY	RATE
8 issues	\$10.80
4 issues	\$11.20
2 issues	\$11.45
1 Issue	\$11.54

* Minimum 4 lines.

BUSINESS & SERVICES DIRECTORY

SIZE	MONTHLY	6 MONTH	1 YEAR
1 block	\$290.00	\$242.00	\$205.00
1 block with color	\$330.00	\$372.00	\$235.00
1 x 2 block	\$365.00	\$297.00	\$250.00
1 x 2 block with color	\$399.00	\$332.00	\$385.00
2 x 2 block with color	\$465.00	\$387.00	\$340.00

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



BRAND BUILDERS

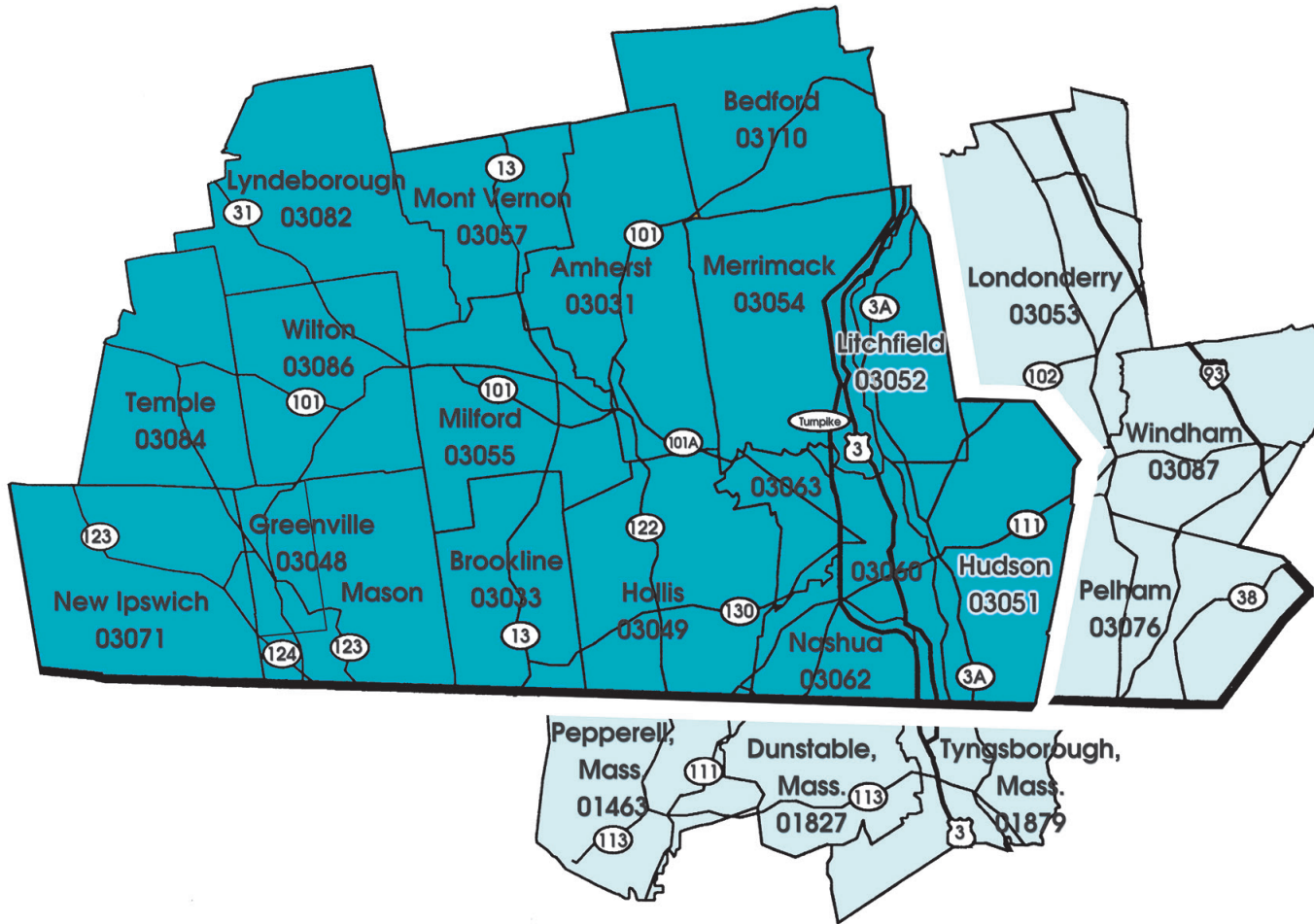
People buy from businesses they think of first. Businesses they know and trust. Use our Brand Builders program and become that business.

- **Reach** – More than 7,475 Sunday readers of The Telegraph and more than 250,000 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.

PACKAGES

12 MONTHS	MONTHLY INVESTMENT	WEEKLY INVESTMENT
2 X 2 – 8 ads	\$353.00	\$88.25
2 X 3 – 8 ads	\$490.00	\$122.50
6 MONTHS	MONTHLY INVESTMENT	WEEKLY INVESTMENT
2 X 2 – 8 ads	\$467.00	\$116.75
2 X 3 – 8 ads	\$745.00	\$186.25

Packages include 4 ads in the Sunday Telegraph and 4 ads in the Cabinet. Packages also include digital and color.



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.

PRINT READERSHIP

7,475

AVERAGE MONTHLY PAGEVIEWS

466,667

AVERAGE MONTHLY USER SESSIONS

195,000

SESSIONS BY DEVICE

49.8% Mobile
47.1 Desktop
3.1 Tablet

FULL COVERAGE RATES

TAB PAGES	STD. PAGES	TELEGRAPH
SS	N/A.	\$40.00
4	2	\$43.00
8	4	\$45.00
12.	6	\$50.00
16.	8	\$55.00
20	10.	\$57.00
24	12.	\$62.00
28	14.	\$66.00
42	16.	\$70.00
36	18.	\$74.00
40	20	\$78.00
44	22	\$82.00

FRONT-PAGE ADHESIVE NOTES

RUN DAY	OPEN RATE	3 OR MORE
SUNDAY.	\$95 CPM	\$85 CPM



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.
- Polybag dimensions 9" x 21" daily , 9" x 23" Sunday. Full run, home delivery only.



Let our website help drive traffic to your business or event and your online presence.

NashuaTelegraph.com receives more than **825,000 pageviews** per month, making it the perfect online platform to reach your customers.

DIGITAL DISPLAY SAMPLE PACKAGES

Leaderboard on the homepage for 12 months at 30,000 impressions

\$250 per month

Banner on the local news page for six months at 13,500 impressions

\$120 per month

Rectangle scheduled run of site for three months at 75,000 impressions

\$515 per month

AD SIZE	TARGETED	RUN OF SITE	OPEN RATE
Leaderboard (728 x 90 pixels)	100K – \$12 cpm	Custom proposal	Custom proposal
Banner (300 x 600 pixels)	200K – \$10 cpm	Custom proposal	Custom proposal
Rectangle (300 x 250 pixels)	300K – \$8 cpm	Custom proposal	

** Ads can be frequency, location on the site, day, time and geo targeted. Discount occurs with volume.*

Get noticed on our daily headlines and obituaries email blast, which reaches more than 15,000 people every morning.

DAILY HEADLINES NEWSLETTER

AD POSITION	SIZE	12 MONTHS	6 MONTHS	3 MONTHS
First	320 x 100	\$435.00	\$619.00	\$670.00
Second	320 x 250	\$435.00	\$520.00	\$570.00
Third	300 x 250	\$385.00	\$490.00	\$520.00

OBITUARIES NEWSLETTER

AD POSITION	SIZE	12 MONTHS	6 MONTHS	3 MONTHS
Top	320 x 100	\$530.00	\$620.00	\$670.00
Bottom	320 x 250	\$380.00	\$590.00	\$520.00

BREAKING NEWS NEWSLETTER

AD POSITION	SIZE	12 MONTHS	6 MONTHS	3 MONTHS
Top	320 x 100	\$530.00	\$620.00	\$670.00
Bottom	300x 250	\$380.00	\$470.00	\$520.00



- 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

