Above rates apply if paid in advance or net 30 for billed accounts.

Full Page .......................................................... $848.63
Centerfold (Full Color Included) ......................... $2116.98

Over 40 Inches in a Calendar month $10.95 per column inch

Effective Sept. 1, 2015

CLASSIFIED RATES

Word Rate - $9.50 for 20 words, 10¢ per word over 20 words.
Line Rate - $2.00 per line.

 Classified Block Ads - Call office for rates or visit our website.

LEGAL RATE

$1.65 per line

Display Legal Rate - (For ads 2 or more columns wide) $10.75 per inch.

PROBATE NOTICE - $50.00

LIQUOR PERMIT - $120.00 (2 Insertions)

NATIONAL RATE

$14.25 per column inch. Subject to agency discount of 15%.

OBITUARY RATE

$11.00 per column inch.

INSERTS

$485.00 per insertion. Reduced contract rates available: ($460 for 12 weeks, $435 for 26 weeks, and $350 for 52 week commitment.) Call us with insertion date as early as possible for reservation.

Maximum folded size: Finished piece (insert folded, quarter folded or flat) cannot exceed 8 1/2 x 11". (Note: Unusually heavy inserts may be subject to a higher rate due to the weight.) Inserts are to be delivered directly to our printer at The StepSaver/Observer, 213 Spring Street, Southington, CT 06489. Clearly mark or label each box “The Cheshire Herald” and the date it is to be inserted.

COLOR RATES PER AD

1-9.5" - $30 • 10-14.5" - $35 • 15-19.5" - $40 • 20-29.5" - $50
30-39.5" - $75 • 40-59.5" - $105 • 60-77" - $135 • Full Page - $155

PROOF ADS

Proofs of advertisements are shown for correction only. Revisions of any kind are subject to additional costs based on time required for such revisions and will be made providing revisions will not delay publication. Ads which the advertiser wishes to see before their publication must be received by 3 p.m. on the Friday before publication. Copy changes on proofs must be received by 3 p.m. on the Monday prior to publication.

PREFERRED POSITION

Add 15% for specific page and/or for location on page (1/4 page minimum), when granted. We will try to accommodate position when possible. Position will not be granted if it delays the publication of The Cheshire Herald.

Policy All Classifications:
Publisher reserves the right to reject any advertising whether wholly or in part if deemed unsuitable. Publisher liability for errors/omissions in copy shall not exceed the cost of the space in which the error/omission occurs in the first insertion. Advertisers must inform The Herald of that portion of the ad that is incorrect after the first insertion or be liable for the succeeding errors that are printed in future ads. In no event shall The Cheshire Herald be liable for consequential damages of any kind. No cash adjustment.
Billing Terms:
Statements are payable upon receipt on approved credit. A signed, completed credit application must be submitted and approved before any credit will be extended, otherwise, cash in advance. We accept Visa, MasterCard, American Express and Discover credit cards. Issuance of credit is at the sole discretion of the publisher. All cards of thanks, liquor notices and social notices require cash with order. All statements must be paid in full by the end of the month following ad insertion. Interest of 1.5% per month (18% per annum) will be charged on past due accounts. Any accounts with outstanding balances are subject to immediate cancellation of credit.

Effective Sept. 1, 2015

www.CheshireHerald.com

Local Display Advertising Rates

Statements are payable upon receipt on approved credit. A signed, completed credit application must be submitted and approved before any credit will be extended, otherwise, cash in advance. We accept Visa, MasterCard, American Express and Discover credit cards. Issuance of credit is at the sole discretion of the publisher. All cards of thanks, liquor notices and social notices require cash with order. All statements must be paid in full by the end of the month following ad insertion. Interest of 1.5% per month (18% per annum) will be charged on past due accounts. Any accounts with outstanding balances are subject to immediate cancellation of credit.

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FREQUENCY RATES AVAILABLE

Frequency discount is provided to customers with a signed contract on file. Customers must have a signed, approved, credit application. Payments are accepted by check, Visa, Mastercard, American Express or Discover Card. Prices effective Feb. 2016.