



Founded 1756 by D. Fowle • Editor: S. Fowle
 PO Box 756, Portsmouth, N.H. 03802 • (603) 433-9898 • www.nhgazette.com • editors@nhgazette.com

Advertising Rates & Terms for Typical Sizes

Terms:

The *Gazette* publishes on alternate Fridays, and is on the street two full weeks. Our advertising deadline is 5 p.m. on the Friday two weeks prior to the publication date.

Basic rate is \$16 per inch. Local businesses get a 50% discount. We bill at the end of the month, typically for two insertions. New advertisers pay in advance.

All ads are presumed to run until cancelled, so please be sure to pick a size that's small enough to fit your budget painlessly.

We reserve the right to refuse any ad for no particular reason.

File Formats:

We prefer to use .pdf files, but we can also work with .eps, .jpg, and .tif files.

Ad Makeup:

We generate basic ads without charge. Fancier services are available for a negotiated price.

Schedule & Deadlines for 2012

Deadline:	For Paper of:
April 6	April 20
April 20	May 4
May 4	May 18
May 18	June 1
June 1	June 15
June 15	June 29
June 29	July 13
July 13	July 27
July 27	August 10
August 10	August 24
August 24	September 7
September 7	September 21

1.92 inches
 (1 29/32 inches)

One Inch - \$16
 (\$8 with local discount)

Two Inch - \$32
 (\$16 with local discount)

Four Inch - \$64
 (\$32 with local discount)

4 inches wide

Four Inch - \$64
 (\$32 with local discount)