

CALEDONIAN RECORD SINCE 1837

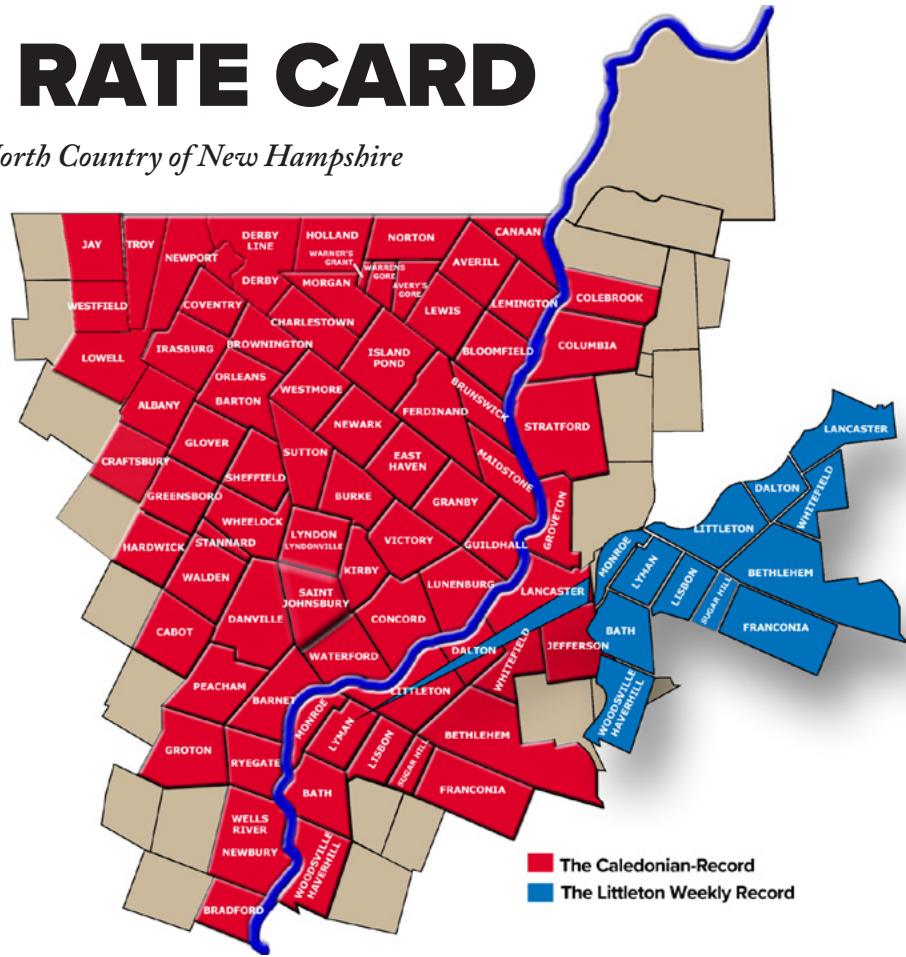
ADVERTISING RATE CARD

Serving Northeastern Vermont and The North Country of New Hampshire

Newspapers give advertisers significant local reach. We are the voice of the community.

Our products reach over 20,000 people every week, an unbeatable local reach!

Let us be your partner. People trust print advertising and we've been here for over 185 years. We want to help get customers through your door and increase the awareness of your business.



THE CALEDONIAN-RECORD PUBLISHING COMPANY INC.
 190 Federal St., St. Johnsbury, VT 05819
Phone: 802-748-8121 or 1-800-523-6397 NH/VT
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adv@caledonian-record.com (Advertising)
 news@caledonian-record.com (News)

www.caledonianrecord.com

King of the Road

Get a great rate on any truck, even if it's more than five years old. Apply online or call toll-free 1 800 660-5258.

NORTH COUNTRY
Your community credit union
www.northcountry.org



WEEKENDER, JANUARY 15 & 16, 2022

THE CALEDONIAN-RECORD

ESTABLISHED 1837

CALEDONIAN RECORD.COM

\$1.00

HARDWICK Police Officer In Trouble Following Investigation

BY TODD WELLINGTON

Joe Benning Running For Statewide Office

Long-Serving Northeast Kingdom Senator Announces Bid For Lieutenant Governor



BY DANA GRAY
Staff Writer

A Northeast Kingdom senator said Vermont needs an experienced, committed public servant and a moderate and centrist who can

senate seat, but he said the timing is right for him to run for Lt. Gov. "I think it's the right time and I'm assuming the significant challenge of courting voters throughout the state." Benning said he has no regrets about the work ahead of me and I'm willing to take that on," he

The Caledonian-Record

GENERAL RATE \$12.00

per column inch

OPEN RATE \$9.00

per column inch

MONTHLY VOLUME DISCOUNTS

Column Inches Used In a Calendar Month

50-150	10%
150-300	15%
300-500	20%
500-800	25%
800 & Over	30%

Advertisers using a minimum of 50 column inches per month eligible for above discounts. Discounts from the open rate are earned for payment by the 20th of the month following service, providing all previous bills are paid in full. Expiration date for discounts noted on bill. New accounts become eligible in the seventh month following fulfillment of the above criteria. The above discounts apply only to regular display advertising which does not include front page, classified, political or legal advertising.

REPEAT DISCOUNT

Ads that are 4 column inches in size or larger that are rerun within the same calendar week of a previous insertion with no copy changes will be given a 50% discount when scheduled with initial order. 50% of repeat lineage shall be counted toward monthly volume or annual bulk.

ANNUAL BULK CONTRACT RATES

Column Inches Used Annually

800	\$8.20
1200	\$7.65
2400	\$7.20
4800	\$6.70
7200	\$6.50
9600	\$6.05
12000	\$5.85
20000	\$5.60
28000+	\$5.40

Annual Bulk Discounts from the open rate are earned for payment by the 20th of the month following service, providing all previous bills are paid in full. The above discounts apply only to regular display advertising which does not include front page, classified, political or legal advertising.

NON-PROFIT RATE* \$7.20

*Restrictions apply, ask your sales rep

ASK ABOUT ANNUAL REVENUE BASED CONTRACTS!

Package Discounts for Retail, Classified, Online, Print Jobs & More !

FRONT PAGE \$60.00

Flat rate per column inch

4"-9" FRONT PAGE = \$50 Per Col Inch • 10"+ Front Page = \$40 Per Col Inch

FRONT PAGE BANNERS (Top of Front Page, 10.875" x 2")

Monday/Tuesdays \$349

Wednesday/Thursday/Friday \$449

Weekend Edition \$549

6 per year = 10% off	24 per year = 25% off
12 per year = 15% off	30 per year = 30% off
18 per year = 20% off	36 per year = 35% off

PREPRINTED INSERTS

Available for Thursday & Saturday insertions and the Wednesday before Thanksgiving

OPEN RATE \$245/full run

CONTRACT RATES

12 Yearly \$220/full run

24 Yearly \$209/full run

36 Yearly \$198/full run

48 Yearly \$180/full run

60 Yearly \$169/full run

72 Yearly \$159/full run

Full size and tab inserts accepted. No larger than 11" X 12". Other sizes subject to approval. Inserts over 16 pages broadsheet (32 tab) may be subject to surcharge.

Preprints must be delivered to:

CALEDONIAN-RECORD C/O CONCORD MONITOR

77 MERRIMACK ST. CONCORD, NH 03303

COLOR RATES

Process Color \$150

Flat rate. Discounts available based on size and number of insertions. Color Contract rates Available.

CLASSIFIED ADVERTISING

CLASSIFIED DISPLAY OPEN RATE \$10.35

per column inch

CLASSIFIED DISPLAY MONTHLY VOLUME

Column Inches Used in Calendar Month Discount

30-75 15%

75-125 20%

125-200 25%

200 & Over 30%

Advertisers using a minimum of 30 column inches every month of the year are eligible for the above discounts provided that payment is received by the 20th of the month following service and all previous bills are paid in full. The expiration date for these discounts will be noted on each bill. New accounts will become eligible in the seventh month following fulfillment of the above criteria.

7 CONSECUTIVE DAYS CLASSIFIED DISPLAY \$8.28

per column inch

Ad must run seven (7) consecutive days with no copy change and scheduled as such at the time of order.

CLASSIFIED LINE ADVERTISING

All classified line ads are charged by the word and subject to prepaid cash discounts. Initials, abbreviated words and phone numbers are counted as one word each. Special features available. To place your classified line ad, lease visit www.caledonianrecord.com

LEGAL & POLITICAL ADVERTISING

All legal political advertising at classified open rate of \$12.00 per col. in., per insertion.

DEPTH REQUIREMENTS

• Minimum ad size accepted, 1 column x 1 inch.

• Display ads must be at least as many inches deep as columns in width. Some exceptions.

• Ads over 18" in depth broadsheet will be charged as full page height.

CLOSING TIMES

• Retail and Classified Display - Noon 2 days prior, 10 AM Fri. for Mon., 3 PM Fri. for Tue.

• Classified Line - 2 days prior at 5 PM, 10 AM Fri. for Mon.

• Front Page - 4:00 PM 1 day prior - 1:00 PM Fri. for Sat., 4:00 PM Fri. for Mon.

• Preprinted Inserts - 1 week reservation. Materials should be delivered prepaid to our plant 3 days prior to publication. Holidays advance all deadlines by one day. Cancellation deadlines are the same as closing times.

MECHANICAL REQUIREMENTS

• Offset, halftone screen 85 line

• Broadsheet Page: 6 column X 21 inches, each column 1.708 inches wide with .125 inch between columns, 126 column inches per page. Page width in inches is 10.875; Double Truck 22.875 inches.

• Classified Page: 6 column X 21 inches, each column 1.708 inches wide with .125 inches between columns, 126 column inches per page. Page width in inches is 10.875.

• Tab Page: 6 columns X 11 inches, each column 1.583" wide with .125 inch between columns, 66 column inches per page.

PERSONNEL

Publisher Todd M. Smith

Glen Jardine

Advertising Director Susan Donna

Business Manager Susan Donna

TERMS OF PAYMENT

Rates on this card are applicable only to local advertisers and are noncommissionable. Agencies are responsible for payment of invoices for advertising placed by them on behalf of their clients. The 2% interest per month is charged on accounts that are 60 days old or older. Collection costs will be added.

ADVERTISING RATE POLICIES

Contract rates may be revised on 30 day written notice. These terms applicable to rate card No. 109a, effective February 1, 2022.

COPY REQUIREMENTS

• All advertising is subject to approval of the publisher and may be edited, altered or omitted.

• The publisher reserves the right to insert the word "advertisement" in any and all ads.

• The publisher assumes no financial responsibility for errors in advertisements except to the extent of reprinting that portion of an ad that appeared in error. Failure to honor position requests shall not be cause for rerun, refund or adjustment.

• The publisher assumes no responsibility for failure to publish an ad as scheduled.

SPECIAL CLASSIFICATIONS

• Political Advertising: General rate as shown, payment in advance. Position Charge: 50% premium when granted.

The Littleton Weekly Record

ADVERTISING RATES & INFORMATION

Several thousand copies distributed every Thursday via strategic drop locations in the towns of Lancaster, Whitefield, Dalton, Bethlehem, Littleton, Franconia, Sugar Hill, Monroe, Bath, Lyman, Lisbon, Groveton, Woodsville and Haverhill, N.H. and as a weekly insert to the Caledonian-Record in N.H. and St. Johnsbury and Lyndonville, VT.

RATES INCLUDE FULL PROCESS COLOR

LOCAL RATES

OPEN LOCAL RATE.....	\$8.20
GENERAL RATE	\$11.00
NON-PROFIT RATE	\$6.75

CONTRACT RATES

	Net Rate
13 Consecutive Weeks	\$7.60
26 Consecutive Weeks	\$7.10
52 Consecutive Weeks	\$6.50

Consecutive week contracts require a minimum of four (4) column inches per week. Discounts from the open rate are earned for payment by the 20th of the month following service, providing all previous bills are paid in full.

Pick Up from Caledonian-Record.....\$7.35

Applies to ads that are ten (10) column inches or more in size and are picked up from the Caledonian-Record and run with no copy changes within the same calendar month of the Caledonian-Record insertion.

MECHANICAL REQUIREMENTS

- Offset, halftone screen 85 line
- Tab Page: 6 columns X 11 inches, each column 1.583" wide with .125 inch between columns, 66 column inches per page. Page width in inches is 10.125".
- Ads may be two (2), three (3), four (4) or six (6) columns.
- Minimum ad size is four (4) column inches.

CLASSIFIED ADVERTISING

CLASSIFIED DISPLAY OPEN RATE.....\$10.35
per column inch

CLASSIFIED DISPLAY MONTHLY VOLUME

Column Inches Used in Calendar Month	Discount
30-75.....	15%
75-125.....	20%
125-200.....	25%
200 & Over.....	30%

Advertisers using a minimum of 30 column inches every month of the year are eligible for the above discounts provided that payment is received by the 20th of the month following service and all previous bills are paid in full. The expiration date for these discounts will be noted on each bill. New accounts will become eligible in the seventh month following fulfillment of the above criteria.

CLASSIFIED LINE ADVERTISING

All classified line ads are charged by the word and subject to prepaid cash discounts. Initials, abbreviated words and phone numbers are counted as one word each. Special features available. Please visit www.caledonianrecord.com to place your classified line ad.

LEGAL ADVERTISING

All legal advertising at classified open rate of \$11.00 per col. in., per insertion.

PREPRINTED INSERTS

Rates available upon request.

• FRONT PAGE BANNERS & FRONT PAGE STICKY NOTES

RATES AVAILABLE UPON REQUEST

• CUSTOM PRINTING AVAILABLE - FLYERS, INSERTS, BOOKLETS & MORE



Good Night Boss. Dick Hamilton, Organizer Of Old Man Memorial, Dies At 80. [Page 2](#)

YOUR AD HERE

TERMS OF PAYMENT

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ADVERTISING RATE POLICIES

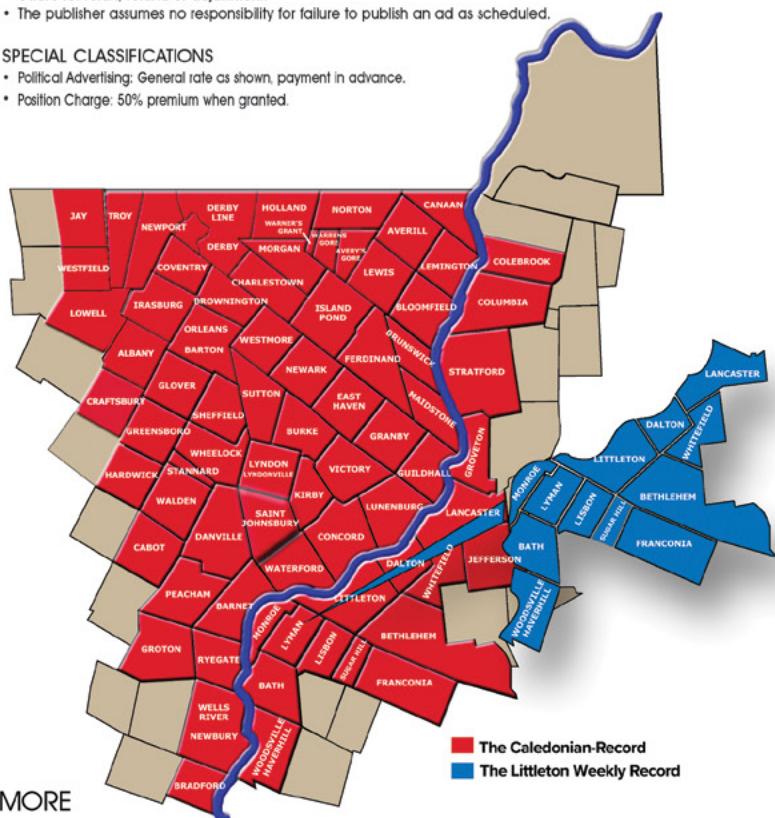
Contract rates may be revised on 30 day written notice. These terms applicable to rate card No. 109a, effective March 1, 2022.

COPY REQUIREMENTS

- All advertising is subject to approval of the publisher and may be edited, altered or omitted.
- The publisher reserves the right to insert the word "advertisement" in any and all ads.
- The publisher assumes no financial responsibility for errors in advertisements except to the extent of reprinting that portion of an ad that appeared in error. Failure to honor position requests shall not be cause for rerun, refund or adjustment.
- The publisher assumes no responsibility for failure to publish an ad as scheduled.

SPECIAL CLASSIFICATIONS

- Political Advertising: General rate as shown, payment in advance.
- Position Charge: 50% premium when granted.



Boost traffic to your website, boost brand awareness:

ADVERTISE ONLINE

On average, Caledonianrecord.com receives:

- Over 250,000 visitors per month
- Over 875,000 page views per month

We also have:

Over 29,000 Social Media Followers
Over 40,000 Email Newsletter Subscriptions

	Daily	Weekly	Monthly	12 Mo.
Large Impact Ad:	\$60	\$199	\$599	\$475/mo
Site-wide Banner	n/a	\$149	\$299	\$249/mo
Site-wide Tile Ads	n/a	\$150	\$225	\$199/mo
In-Story News Ads	n/a	\$100	\$199	\$179/mo
Mobile In Story Ad	n/a	\$99	\$225	\$199/mo
Mobile Top Banner	n/a	\$150	\$299	\$249/mo
Bottom Site-wide Banner	n/a	\$149	\$99/mo	\$99/mo
Email Newsletter Ads	- Based on duration - Contact for quote			

Run 2 positions at a time: -10% • Run 3 positions at a time: -20%

Site-Wide Large Impact Ad 1000x160

Large Ad rotates on top of every page. EXCLUSIVE TO TWO ADS!



73°
Clear

Search...

CARS JOBS DEALS

NEWS SPORTS OPINION COMMUNITY FEATURES CLASSIFIEDS E-EDITION ARCHIVES PHOTOS

Site-Wide Banner Ad 728x90

Rotates with other ads on home page & site-wide

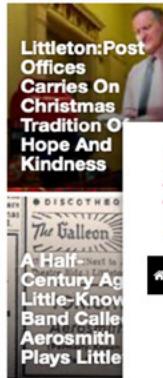
FEATURED LOCAL



Transfer Station Manager Goes Through Trash To Locate Ring



Local Man Promotes, Reflects Personally On Healthy Masculinity



Littleton: Post Offices Carries On Christmas Tradition Of Hope And Kindness



Mother & Daughter Deliver 'So Much Joy'



A Half-Century Ago Little-Known Band Called Aerosmith Plays Little

Site-Wide Tile Ad 300x250



NEWS SPORTS OPINION COMMUNITY FEATURES CLASSIFIEDS E-EDITION ARCHIVES PHOTOS

Site-Wide Banner Ad 728x90

Downtown St. Johnsbury Enhancement Project To Begin

f t e m

ST. JOHNSBURY — The planned Railroad Street Enhancement Project, after 15 years of delay, is headed for construction in September.

The St. Johnsbury Board of Selectmen on Monday, at a regular meeting in the Pomerleau Building, approved a \$769,780 construction contract with Barre-based Capitol Earthmoving. Work is scheduled to last 3 months and deliver new sidewalks and streetlights to downtown Railroad Street.

Construction will likely occur on weekdays from 6 a.m. to 5 p.m. Periodic sidewalk and parking space closures are expected, but the contractor must maintain access to all businesses and residences.

In-Story Ad 300x250

Rotates in stories in news and sports sections

"It's going to be tricky," said Town Manager Chad Whitehead.

The approved project represents a reduced scope versus initial designs. Selectmen, to account for years of inflation, eliminated the planned installation of three new streetlights in front of Passumpsic Savings Bank.

Site-Wide Tile Ad 300x250

Site-Wide Tile Ad 300x250

Rotates through sight in right hand column positions

Site-Wide Tile Ad 300x250

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