

AROUND CONCORD is an extraordinary publication uniquely tailored to provide insightful reporting, heart-of-the-matter photography, arts, culture and thoughts about our wonderful community. With an emphasis on fine writing and original thought from local contributors, **AROUND CONCORD** is designed to reach an upscale professional reader with a signature mix of topics to both inform and entertain. Over 5500 copies are distributed by both mail and sold at several retail locations throughout Concord, Canterbury, Bow and Hopkinton. Your advertising message will be seen in our extremely attractive format by an influential and affluent local consumer.

AROUND CONCORD is targeted to the 35+ age demographic which represents 53% of the total population with an average household income of \$79,000+ throughout the magazine's area. These are the consumers that control the discretionary dollars so desired by those businesses that focus on that segment of the retail market.

RATE INFORMATION

New and One-Time Advertisers

First and one-time Advertisers must prepay initial advertisement.

Prompt Payment Rates

Advertising rates are based on receipt of payment within 30 days of billing date. See contract for late payment rates.

Special Position

Guaranteed positions are available at a 15% premium.

Frequency Discounts

Frequency discounts apply only to consecutive issues.

Major Credit Cards Accepted

ADDITIONAL SERVICES

Production services are available. Materials are due on copy deadline and are subject to production charges for conversions, reverses, combinations, negative work, stripping, typesetting and/or author's alterations.

OFFICES

AFTERMATH PUBLISHING, LLC
8 Old Coach Road
Bow, NH 03304

Phone: 603-344-3456
Fax: 603-452-7767
Cell: 603-344-3456
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Please send all advertising inquiries, orders and correspondence to the business office.

CANCELLATIONS

Neither the Advertiser nor its agency may cancel after the space deadline. No cancellations or changes will be accepted thereafter. Orders for covers may not be cancelled less than 30 days preceding closing date.

If by copy deadline, Publisher has not received copy changes, Publisher reserves the right to repeat the Advertiser's most recent advertisement it has published, charging the Advertiser and/or its agent for any space reserved by them. No advertisement will be cancelled without written confirmation by Advertiser or agency.

AFTERMATH PUBLISHING, LLC

Around
CONCORD
community · culture · lifestyle



ADVERTISING RATE SHEET

FACTS

Dimensions: 8-7/8 x 11-1/2

Frequency: Quarterly

Circulation: Rates based on an average circulation of 5,500

Availability:

AROUND CONCORD is mailed free to selected households in Concord, Canterbury, Bow and Hopkinton. It is also available for sale at Borders in Concord and other fine bookstores as well as distributed to local hotels and inns.

Demographics: Adults 35+; Upper income; College educated

RATES

	Frequency	1x	4x
COVERS	Inside Front	NA	\$1,175
	Inside Back		\$1,175
	Outside Back		\$1,295
FULL PAGE	B&W	\$885	\$820
	4-Color	\$1,035	\$965
2/3 PAGE	B&W	\$795	\$695
	4-Color	\$965	\$895
1/2 PAGE	B&W	\$650	\$615
	4-Color	\$795	\$765
1/3 PAGE	B&W	\$490	\$440
	4-Color	\$645	\$575
1/6 PAGE	B&W	\$330	\$305
	4-Color	\$390	\$370

AROUND CONCORD ON-LINE

Front Page On-Line: Quarterly Investment: \$200.00

On-Line Business Directory: Quarterly Investment: \$50.00

ADVERTISING DEADLINES

Issue	Space Deadline	Copy Deadline
WINTER	October 4	October 11
SPRING	January 30	February 7
SUMMER	April 3	April 10
FALL	July 8	July 15

On Stands -

November, February, May and August

MECHANICAL SPECIFICATIONS

Grayscale Materials

High Resolution Production Grayscale PDFs preferred. All images in the file must be at least 300 dpi. Be sure all fonts are embedded. Please use the ad size as specified here as your page size in your design program. Crop marks are only necessary on full bleed page files. Set your PDF settings to Grayscale. Other formats accepted: 300 dpi TIFF or EPS.

Color Materials

High Resolution Production CMYK PDFs preferred. All images in the file must be at least 300 dpi. Be sure all fonts are embedded. Please use the ad size as specified here as your page size in your design program. Crop Marks are only necessary on full bleed page files. Set your PDF settings to CMYK. Other formats accepted: 300 dpi TIFF or EPS.

Full-Page Bleed

Bleed is only available for full-page ads in CMYK color. They are based on the trim size of the magazine. Set your design program page size to 8.875" (width) and 11.5" (height) and add .125" of bleed amount around the entire page. Also, set your margins for at least .375" around the page - the area inside the margin becomes your "live area" for type. Be sure to proportionally extend your background graphic out to the bleed marks. When saving your PDF, set the page size larger than the bleed area, select crop marks and be sure you can see the crop marks on the final PDF.

Around Concord Ad Design

Around Concord has an experienced designer who can help you with the layout, look and feel of your ad. Production charges: \$30.00 small change, \$65.00 1/6 page, \$85.00 1/3 page, \$105.00 1/2 page or larger.

AD SIZES

<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>Full Page 7.875 x 10.525</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>2/3 Page 5.1875 x 10.525</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/2 Page(H) 7.875 x 5.125</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/2 Page (V) 5.1875 x 7.75</p> </div>
<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/3 Page (H) 5.1875 x 5.125</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/3 Page (V) 2.4375 x 10.525</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/6 Page (H) 5.1875 x 2.537</p> </div>	<div style="background-color: white; padding: 10px; border: 1px solid white;"> <p>1/6 Page (V) 2.4375 x 5.125</p> </div>