



2007 SPECIAL PROMOTION CALENDAR

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	Special Sections	Publication Date	Deadline	Special Pages	Publication Date	Deadline
January	Advertiser Coupon Book Health and Fitness Auto Buyer's Guide 55+: The Good Life Careers	Monday, Jan. 15 Monday, Jan. 22 Friday, Jan. 26 Sunday, Jan. 28 Sunday, Jan. 28	Friday, Jan. 5 Friday, Jan. 12 Wednesday, Jan. 17 Friday, Jan. 19 Friday, Jan. 19			
February	Wedding Planner President's Auto Sales Event President's Day Savings Tab Quarterly Coupon Book Vendor Tab	Monday, Feb. 5 Friday, Feb. 16 Sunday, Feb. 18 Friday, Feb. 23 TBA	Friday, Jan. 26 Wednesday, Feb. 7 Friday, Feb. 9 Wednesday, Feb. 14	Valentine's Day	Thur. 2/1, Sat. 2/3, Mon. 2/5, Tues. 2/6	Mon. 1/29
March	Bracketbucks Business Outlook	Sunday, Mar. 18 Sunday, Mar. 25	Friday, Mar. 9 Friday, Mar. 16	St. Patrick's Day Easter Gifts & Dining Easter Services Guide	Mon. 3/5, Wed. 3/7, Fri. 3/9, Sun. 3/11 Thur. 3/29, Sat. 3/31, Sat. 3/31, Tues. 4/3	Thur. 3/1 Mon. 3/26 Wed. 3/28
April	Spring Home and Garden Recycle Tab Jack Kerouac Section Women's Magazine	Friday, Apr. 6 Sunday, Apr. 22 TBA Wednesday, Apr. 25	Wednesday, Mar. 28 Friday, Apr. 13 Monday, Apr. 16	Easter Gifts & Dining	Sun. 4/1, Tues. 4/3	Mon. 3/26
May	Spring Home and Garden Ask The Expert Grad Tab Quarterly Coupon Book Destination Lowell	Friday, May 4 Wednesday, May 9 Friday, May 18 Friday, May 25 Sunday, May 27	Wednesday, Apr. 25 Monday, Apr. 30 Wednesday, May 9 Wednesday, May 16 Friday, May 18	Mother's Day	Thur. 5/3, Sat. 5/5, Sun. 5/6, Tues. 5/8	Mon. 4/30
June	Summer Restaurant Guide Best of Merrimack Valley Intros-Business Profile Section Spinners Preview Women's Magazine	Sunday, June 3 Thursday, June 7 Thursday, June 14 TBA Wednesday, June 27	Friday, May 25 Tuesday, May 29 Tuesday, June 5 Monday, June 18	Father's Day	Fri. 6/8, Sun. 6/10, Mon. 6/11, Wed. 6/13	Tues. 6/5
July	BBQ Section and Contest Folk Festival 55+: The Good Life	Sunday, July 1 Thursday, July 26 Sunday, July 29	Friday, June 22 Tuesday, July 17 Friday, July 20			
August	Back To School Women's Magazine Quarterly Coupon Book	Thursday, Aug. 2 Wednesday, Aug. 29 Friday, Aug. 31	Tuesday, July 24 Monday, Aug. 20 Wednesday, Aug. 22	Teacher's Announcements	Sun. 8/12, Sun. 8/19, Sun. 8/26	Wed. 8/8
September	Auto Buyer's Guide Fall Home Improvement Women's Expo	Thursday, Sept. 13 Friday, Sept. 21 Wednesday, Sept. 26	Tuesday, Sept. 4 Wednesday, Sept. 12 Monday, Sept. 17	Apple/Pumpkin Guide	Wednesdays	Fridays
October	Physician's Guide Fall Home Improvement Fall Restaurant Guide Pet Calendar Women's Magazine	Monday, Oct. 1 Friday, Oct. 19 Wednesday, Oct. 24 Monday, Oct. 29 Wednesday, Oct. 31	Friday, Sept. 21 Wednesday, Oct. 10 Monday, Oct. 15 Friday, Oct. 19 Monday, Oct. 22	Apple/Pumpkin Guide	Wednesdays	Fridays
November	Gift Guide 1 Quarterly Coupon Book Holiday Happenings — Insert Wraps	Monday, Nov. 26 Friday, Nov. 30 Friday, Nov. 30	Friday, Nov. 16 Wednesday, Nov. 21 Wednesday, Nov. 21	Thanksgiving Dining Christmas Tree Directory Gift Certificate Guide	Thur. 11/8, Thur. 11/15 Thur. 11/22, Sat. 11/24, Mon. 11/26, Wed. 11/28 Fri. 11/30 Thur. 11/29	Mon. 11/5 Mon. 11/19 Mon. 11/26
December	Gift Guide 2 Women's Magazine Last Minute Gift Ideas	Wednesday, Dec. 5 Wednesday, Dec. 19 Thursday, Dec. 20	Monday, Nov. 26 Monday, Dec. 10 Tuesday, Dec. 11	Christmas Tree Directory Gift Certificate Guide Holiday Gift Ideas Holiday Worship Guide New Year's Eve Party Guide Holiday Greeting Cards	Sat. 12/1, Wed. 12/5, Fri. 12/7 Thur. 12/6, Thur. 12/13, Thur. 12/20 Fri. 12/7, Fri. 12/14, Fri. 12/21 Thur. 12/13, Sat. 12/15 Thur. 12/13, Mon. 12/17, Wed. 12/19, Thur. 12/20, Wed. 12/26 Tues. 12/25	Wed. 11/28 Mon. 12/3 Tues. 12/4 Mon. 12/10 Mon. 12/10 Thur. 12/20

CLASSIFIED ADVERTISING RATE CARD



YOUR CITY • YOUR REGION • YOUR WORLD

THE SUN

P.O. Box 1477 • Lowell, Massachusetts 01853
Telephone: 978-458-7100 • Fax: 978-970-4723 • lowellsun.com



**A MediaNews Group Newspaper
PO BOX 1477, Lowell, MA 01853
978-458-7100**

**www.lowellsun.com
Established: Daily 1878; Sunday 1949**

Member of Audit Bureau of Circulation, Advertising Checking Bureau, New England Newspaper Association and Northeast Classified and Newspaper Association of America. *The Sun* is published every weekday afternoon, Saturday morning and Sunday morning. *The Sun* publishes an AM edition on New Year’s Day, Washington’s Birthday, Patriot’s Day, Memorial Day, July 4th, Labor Day, Columbus Day, Veteran’s Day, Thanksgiving Day & Christmas Day.

1. PERSONNEL

Mark O’Neil, President & Publisher 978-970-4807
Kendall M. Wallace, Chairman of the Board 978-970-4801

John Habbe, Chief Financial Officer 978-970-4808
Andrea Mendes, New Media Manager 978-970-4739

Deborah Phinney, Vice President of Advertising, 978-970-4760
Rob Mason, Classified Call Center Manager, 978-970-4779

Betty Bukala, National Recruitment 978-970-4745
Krystina Gignac, National Recruitment 978-970-4759

2. MAILING ADDRESS/INTERNET TELEPHONE/FAX/HOURS

Classified Advertising Department
15 Kearney Sq.
Lowell, MA 01852
CLASSIFIED LINE 978-458-3311
SWITCHBOARD 978 458-7100
CLASSIFIED FAX 978 970-4700
Toll Free 866-896-4979

Hours: Monday through Thursday, 8:00am to 5:30 pm,
Friday 8:00am to 5:00pm
The Sun Home Page www.lowellsun.com

2a. Representatives

Metro-Suburbia, Inc. - Headquarters, NYC 212-697-8020
and other offices nationwide.

3. COMMISSION/TERMS OF PAYMENT

All local classified advertising rates are non commissionable. National advertising rates are commissionable. A 15% commission is available to recognized agencies placing national rate classified advertising. No cash discount. Prepayment with order unless credit has been established. All advertising is due and payable according to terms on the invoice/statement.

4. ADVERTISING RATE POLICIES

Contracts: Local classified contract rates are available upon signing an advertising agreement for a period of 13 to 52 consecutive weeks and completing a credit application. Contract is in effect thereafter unless a written cancellation is received. Contracts cancelled prior to the minimum period will be rebilled at the local open rate. The agreement is not transferable and does not apply to joint advertising agreements or full page or frequency contracts.

Prepaid Policy: Transient customers of The Sun must prepay all advertisements or complete credit application. Upon approval you can be billed for business transaction. All seasonal classifications must be prepaid.
Payments: Charge for each advertisement, including co-op, is fully due when publication is accomplished and all advertising statements are due when rendered irrespective of discount, if any noted. Discount, if any, is a courtesy allowance not allowable unless discount rules are fully and strictly complied.

Credit: New advertisers must establish credit before insertion of copy. MasterCard, Visa, American Express and Discover accepted.
Finance Charges: A finance charge of 1.5% per month (18% annual rate) will be assessed on balances over 30 days.
Rate Revision: The Sun reserves the right to revise its rates at any time. Written notice of rate change will be given to contract advertisers at least 30 days in advance. Contract holders, in turn, by 30 day written notice to The Sun can cancel their contract without liability for future obligations.
Composition: Composition will be charged at \$15.00 net per column inch on all advertising set on order and not run within 20 days or for changes not in accord with original copy.
Rejection of Copy: The Sun reserves the right to reject any advertising and such rejection shall not be construed as a breach of an advertising contract. The Sun will not deviate from its published rates.

Advertiser Responsibility: The advertiser agrees to assume sole responsibility for statements contained in print and on-line for its advertisement and indemnifies The Sun against any and all liability, loss or expense arising at or claims for libel, unfair trade practice, unfair competition, infringement of trademarks, names or patents, copyrights and proprietary rights and all violations of the right of privacy resulting from the publication of the advertiser’s copy.
Responsibility For Errors: The publisher assumes no responsibility for errors in any advertisement but usually will reprint without charge that part of any advertisement in which an error, on our part, occurs. The publisher assumes no responsibility for any advertisement that fails to run as scheduled. It is the responsibility of the advertiser to notify The Sun immediately if such an error occurs. In the case of advertisements ordered for more than one insertion, correction or credit can be allowed ONLY on the first insertion. Claims for credit allowances or billing adjustments will be considered only if presented within 15 days of the billing date.

Cancellation: No daily or Sunday advertising may be canceled, altered, or postponed after deadline for scheduled publication.
Scheduled Insertion: Acceptable daily or Sunday advertising received up to deadline may anticipate insertion in scheduled editions but no warranty is given or implied.
Preprinted Inserts/TMC Program: Please consult advertising management for rates.
Proofs: Proofs will not be shown on ads 20 inches or less. Ads requiring a proof must be submitted by 4pm the day before published deadline. Proof corrections must be submitted by 3pm the business day before publication.

5. CLASSIFIED ADVERTISING RATES
Local In Column Rates Per Line, Per Day

3 days.....	\$6.50
5 days.....	\$4.35
7 days.....	\$4.15
14 days.....	\$4.10
21 days.....	\$4.05
30 days.....	\$4.00

10 Inch
3 Days a Week
13 weeks.....\$19.05 per inch
26 weeks.....\$18.60 per inch
52 weeks.....\$18.15 per inch

5 Days a Week
13 weeks.....\$18.55 per inch
26 weeks.....\$18.15 per inch
52 weeks.....\$17.80 per inch

Noncommercial/Private Party All ads to be prepaid. MasterCard, Visa, American Express, Discover, check or cash accepted. Minimum of 4 lines.

Box Charge: \$60.00 per order/replies picked up. \$75.00 per order/replies mailed.
Line Contract Rates: Rates are per line per day: 4 lines, 30 day minimum open \$3.00; 3 months, \$2.75; 6 months, \$2.40; 12 months \$2.30.
Funeral Service Directory Rate: \$11.50 per inch, per day, 1 month minimum commitment.

Local Display Rates: Based on Classified Measure. All display ads 4 inch minimum.
Without Minimum Contract
Open Rate.....\$29.50 p.c.i
2 Day Combo..\$47.20 p.c.i.*
1st day.....\$29.50 p.c.i
2nd day.....\$17.70 p.c.i
*Sunday plus one weekday, no changes in copy.
3 Day Combo..\$61.90 p.c.i.*
1st day.....\$29.50 p.c.i
2nd day.....\$17.70 p.c.i
3rd day.....\$14.75 p.c.i
*Provided the same ad runs 3 times, unchanged, within a 6 day period. 7 days if the 7th day is Saturday.
4 Day Combo..\$76.65 p.c.i.*
1st day.....\$29.50 p.c.i
2nd day.....\$17.70 p.c.i
3rd day.....\$14.75 p.c.i
4th day.....\$14.75 p.c.i
*Provided the same ad runs 4 times within 7 day period. Rates are based on open rate plus 2nd, 3rd and 4th day where applicable. Repeat rates are net rates. First day rate may be lower based upon bulk contract.

With Minimum Contract
Open Rate.....\$26.95 p.c.i
2 Day Combo..\$43.15 p.c.i.*
1st day.....\$26.95p.c.i
2nd day.....\$16.20 p.c.i
3 Day Combo..\$56.65 p.c.i.*
1st day.....\$26.95p.c.i
2nd day.....\$16.20 p.c.i
3rd day.....\$13.50 p.c.i
4 Day Combo..\$70.10 p.c.i.*
1st day.....\$26.95 p.c.i
2nd day.....\$16.20 p.c.i
3rd day.....\$13.50 p.c.i
4th day.....\$13.50 p.c.i
*Provided the same ad runs 4 times within 7 day period. Rates are based on open rate plus 2nd, 3rd and 4th day where applicable. Repeat rates are net rates. First day rate may be lower based upon bulk contract.

Bulk Contracts
Contract level: without daily minimum
Open Rate.....\$29.50
250 classified inches...\$28.25
600.....\$27.60
900.....\$27.00
1,200.....\$26.05
2,000.....\$25.60
3,500.....\$24.80
5,000.....\$24.05
7,500.....\$23.60
10,000.....\$22.95
12,500.....\$22.40
15,000.....\$21.90
20,000.....\$21.55
25,000.....\$21.15
30,000.....\$20.70
Contract with daily minimum
Open Rate.....\$27.00
250 classified inches...\$25.85
600.....\$25.20
900.....\$24.45
1,200.....\$23.90
2,000.....\$23.10
3,500.....\$22.40
5,000.....\$21.70
7,500.....\$21.15
10,000.....\$20.65
12,500.....\$19.80
15,000.....\$19.50
20,000.....\$19.15
25,000.....\$18.65
30,000.....\$18.25
Line Ads: \$3.00 per line with any display contract.

Display Frequency Discounts*
5 Inch
3 Days a Week.....
13 weeks.....\$19.25 per inch
26 weeks.....\$19.05 per inch
52 week.....\$18.60 per inch

5 Days a Week
13 weeks.....\$19.05 per inch
26 weeks.....\$18.60 per inch
52 weeks.....\$18.10 per inch

10 Inch
3 Days a Week
13 weeks.....\$19.05 per inch
26 weeks.....\$18.60 per inch
52 weeks.....\$18.15 per inch

5 Days a Week
13 weeks.....\$18.55 per inch
26 weeks.....\$18.15 per inch
52 weeks.....\$17.80 per inch

*All display frequency discounts based on minimum 13 week contract.

Frequency rates available on a contract basis within 12 calendar months. Failure to complete contract will revert rate back to the nearest earned applicable rate. Multiple page discounts will be applied upon publication. No other discounts on this card will apply. Discount is calculated off the open column inch rate.

Special Pages
PAGE ONE - (6 COL. x 1”) SAU inches
One time.....\$148.00 per inch.
One time per week for 26 weeks.....\$109.00 per inch.
One time per week for 52 weeks...\$88.00** per inch.

LEAD PAGE, SPORTS, BUSINESS OR LOCAL * - (6 col. x 1” only)
One time.....\$99.00 per inch.
One time per week for 26 weeks.....\$94.00 per inch.
One time per week for 52 weeks...\$88.00** per inch.
Four color (if available) \$100 additional charge.
* Local only has other sizes available.
**Deduct 2 1/2% for each additional day on 52 week schedule.

Second Impression Ad 60% Off Open Rate: The same ad, same size will appear elsewhere in the same publication.

5a. Local Help Wanted/Recruitment
Non-Contract Help Wanted
Open Rate per inch.....\$35.10 1st day*
This rate is non-commisionable.....\$22.80 2nd day*
4” Minimum.....\$19.35 3rd day*
\$19.35 4th day*

*Provided ads run within a 7 day period. Local line rates apply to the above. Display rate includes your ad on lowellsuncareers.com for 15 days.

Contracts - 1,000 inches. \$33.80
(Above based on inches used in a 12 month period.

5b. Local In Column Help Wanted Rates
Per line, per day, 5 line minimum
3 days.....\$7.45
5 days.....\$5.05
7 days.....\$4.85
14 days.....\$4.75
21 days.....\$4.60
30 days.....\$4.45

6. NATIONAL CLASSIFIED RATES (See National Rate Card)

7. COLOR RATES/DATA
1 Page
1 color.....\$260.00 net
2 color.....\$468.00 net
3 color.....\$572.00 net
Minimum of 31.5” for color advertisements.157.5” for double truck.

8. MAKEUP REQUIREMENTS
In Column: 4 line minimum (5 lines in help wanted), all in column ads are published set type and computer measured on a set line basis.
Display: 4 inch minimum. Multiple column ads (except 9 col. ads) must be as many inches deep as columns wide and are accepted in inch and half inch depths only.
Screens: Halftones and screens at 85 lines will result in the best reproduction. Minimum 10 point type for reversed ad. Agate reverse ads are not accepted.
Borders: Borders are available for in column advertising for one column ads only.
Logos: Logos are available for in column advertising. All logos must be original copies.

9. CONTRACT & COPY POLICIES
• Advertising copy is accepted subject to approval of the Publisher. We accept only standard abbreviations, a copy of which is available upon request and require proper punctuation. We reserve the right to edit, reject or classify advertisements in appropriate classifications. If rejected, any consideration paid will be returned to the advertiser and all parties will be released.

• All position requests are at the option of the Publisher. In no event will an adjustment, rerun or refund be issued for the position in which the advertisement has been published unless a position charge of 30% of the total ad cost has been paid.

• Credit for errors shall not exceed the cost of the portion of the ad affected. Publisher’s liability for errors in multiple insertion ads will not exceed beyond the first business day the ad is published. Claims for adjustments must be made within seven days of publication. The Publisher assumes no responsibility for the failure to publish an ad as scheduled.

• The Sun will not accept any advertisements that shows a preference based on race, color, religion, place of birth, age, sex or sexual preference.

• Ads offering “Work at Home” or envelope stuffing are not acceptable unless cleared by the Publisher.

• Ads asking respondents to send money are not acceptable unless cleared by the Publisher. Ads that are accepted must appear in the publication classification.

• Cancellations, change of insertion dates and/or corrections must conform to published deadlines.

• The Publisher may require payment in full of any outstanding balance before accepting copy for publication.

• Advertisements for Real Estate, Rental or Help Wanted must run properly classified, in the classified section.

• Advertisements for Commercial property for sale may run in the business section upon request. Retail Rates Apply.

• New automobile advertisements may run ROP upon request.

• Used automobile advertisements may run in sports or classified sections.

• All day care advertisements must contain a state of Massachusetts provider number.

• Massachusetts license and registration for Home Improvement categories are required.

• All advertisements similar to editorial style must be marked advertising.

• Minimum size display ad is 1 column wide by 4 inches deep in classified.

• Ads occupying more than 18” in depth will be billed full column rates.

• Sideways advertising will be accepted only if full column depth. Upside down advertising is not accepted.

• Rentals will be published beginning with the city(s) where they are located. “900” Number advertisements must be approved and placed under a publication classification in classified or as a display. Price of call and minimum time, if applicable, must appear in advertisement in type size as per policy.

• Strip ads are accepted as long as they are 9 classified columns wide and a minimum of 2 inches deep. Front page and section lead pages minimum 1” deep, and 6 column SAU maximum.

• Insertion orders on contracts containing liability disclaimers are not accepted. Agencies are responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients.

10. DEADLINES
In Column

For Monday.....5:00 PM on Friday
For Tuesday.....4:00 PM on Monday
For Wednesday.....4:00 PM on Tuesday
For Thursday.....4:00 PM on Wednesday
For Friday.....4:00 PM on Thursday
For Saturday.....12:00 Noon on Friday
For Sunday.....3:00 PM on Friday

Display
For Monday.....12:00 Noon on Friday
For Tuesday.....4:00 PM on Friday
For Wednesday.....12:00 Noon on Monday
For Thursday.....12:00 Noon on Tuesday
For Friday.....12:00 Noon on Wednesday
For Saturday.....10:00 AM on Thursday
For Sunday.....12:00 Noon on Thursday

Holiday Deadlines: Deadlines Advance by 24 Hours.

11. MECHANICAL REQUIREMENTS

Classified Measure:
1 Column.....1.119 inches 6 Columns.....7.216 inches
2 Columns.....2.338 inches 7 Columns.....8.436 inches
3 Columns.....3.558 inches 8 Columns.....9.655 inches
4 Columns.....4.777 inches 9 Columns.....10.875 inches
5 Columns.....5.997 inches

Tabloid Section Measure
1 Column.....1.729 inches 4 Columns.....7.216 inches
2 Columns.....3.558 inches 5 Columns.....9.046 inches
3 Columns.....5.387 inches Page width.....5 columns
Page depth.....11.6 inches Full depth charge above 9.5”
Full Page: 9 columns by 21 inches. Total 189 inches.

Double Truck: 18 2/3 columns by 21 inches. Total 392 inches. Advertising copy can be submitted electronically at adroom@lowellsun.com or either the ADSEND, AD DIRECT system or Fast Channel.

14. SPECIAL CLASSIFICATION RATES

Public Notices
\$3.80 per line \$38.00 per inch (9 col. format, approximately 9 lines per inch.)
St. Jude’s, Church Ads for Services
Per column inch \$31.70
2 pt. black border maximum allowed
In Memoriams, Card of Thanks, and Mass Notices
\$41.45 per column inch plus \$15.60 photo charge.

Funeral Notices
\$5.20 per line plus \$15.60 if photo used. Funeral home may include logo at \$5.20 per line charge.
Obituaries
\$31.20 per column inch plus \$15.60 photo charge.
Announcements (Wedding, Anniversaries, etc.)
\$26.00 per column inch plus \$15.60 photo charge.

Public Service Rate: A 15% discount off the open or applicable contract rate, including zoned editions, for local advertising will be given when the copy is placed by a recognized and/or accredited religious or public service organization. The copy must be directed toward public service or for charitable purposes. The Sun does not offer a nonprofit rate.