

# Advertising Planning Sheet Instructions

Just follow the descriptions below each numbered step. Save a copy then either call us at 603-672-9444, or email: [ads@amherstcitizen.com](mailto:ads@amherstcitizen.com) to confirm proper use of spreadsheet and we will verify!

## Advertising Planning Sheet

### Ad Schedule/Budget Plan – Volume 18

The Amherst Citizen • PO Box 291, Amherst, NH 03031 • 603-672-9444

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#### Scheduled Plan

DISPLAY ADS	Cols.	Inches	TOTAL	Type In	Addt'l	TOTAL
Issue Date	Wide	Deep	Col. In.	Rate	Color Credits	
September 8, 2009			0	\$0.00		\$0.00
September 22, 2009			0	\$0.00		\$0.00 Fall Section*
October 13, 2009			0	\$0.00		\$0.00
October 27, 2009			0	\$0.00		\$0.00
November 10, 2009			0	\$0.00		\$0.00 Holiday Tab**
November 24, 2009			0	\$0.00		\$0.00
December 1, 2009			0	\$0.00		\$0.00
December 15, 2009			0	\$0.00		\$0.00
January 12, 2010			0	\$0.00		\$0.00
January 26, 2010			0	\$0.00		\$0.00
February 9, 2010			0	\$0.00		\$0.00
February 23, 2010			0	\$0.00		\$0.00
March 9, 2010			0	\$0.00		\$0.00
March 23, 2010			0	\$0.00		\$0.00 Spring Section*
April 13, 2010			0	\$0.00		\$0.00
April 27, 2010			0	\$0.00		\$0.00 R.E. Tab**
May 11, 2010			0	\$0.00		\$0.00
May 25, 2010			0	\$0.00		\$0.00
June 8, 2010			0	\$0.00		\$0.00
June 22, 2010			0	\$0.00		\$0.00 Summer Sect*
July 27, 2010			0	\$0.00		\$0.00
August 31, 2010			0	\$0.00		\$0.00
<b>TOTAL COL. IN.</b>			<b>0</b>	<b>TOTAL DISPLAY ADS</b>		<b>\$0.00</b>
No. Ads			<b>1</b>	Ave./Ad		<b>\$0.00</b>

  

<p><b>Newspaper Column Widths</b></p> <p>Column Width (Inches) 2.1"      1X</p> <p>Columns Wide (Inches) 4.25"      3X</p> <p>Columns Wide (Inches) 6.425"      6X</p> <p>Columns Wide (Inches) 8.625"      12X</p> <p>Columns Wide (Inches) 10.81"      22X</p> <p>Columns Wide (Inches) 13"      22X</p>	<p><b>Freq:</b></p> <p><b>Rates:</b></p> <p>1X <b>\$12.95</b> (1 ad at any time - no contract)</p> <p>3X <b>\$12.25</b> (3+ ads placed within 3 months)</p> <p>6X <b>\$11.50</b> (6+ ads placed within 6 months)</p> <p>12X <b>\$10.75</b> (12+ ads placed within 12 months)</p> <p>22X <b>\$10.00</b> (22 ads placed within 1 year)</p>
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**Spot Color Ink:** \$50 add'l per color  
**Four Color Process:** \$125 additional, regardless of size

**\*Special Section** prices are the same as Standard newspaper sizes and rates  
**\*\*Tabloid Supplement** sizes and prices are available separately. (click here)  
 For info on Webads please call or email.

**Contact:** Jim Wales/Adv.Dir.  
 The Amherst Citizen  
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 603-672-8153 FX  
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[www.amherstcitizen.com](http://www.amherstcitizen.com)

**1**  
Type in number of inches deep (or tall) ad measures.

**2**  
Type in number of columns wide ad measures. Select options from "Column Widths" below.

**3**  
Type in price of extra color under "Color" column.

**4**  
Select desired rate under "Rates:" and then replace "Type In" at top of column with rate selected. Type in new rate when changing frequency from 1X to 3X, 6X, 12X or 22X.

**5**  
Cost per ad is shown under "TOTAL" column, and summed up here.

**6**  
SAVE a copy of this budget plan, and email with ad files to email address shown here.