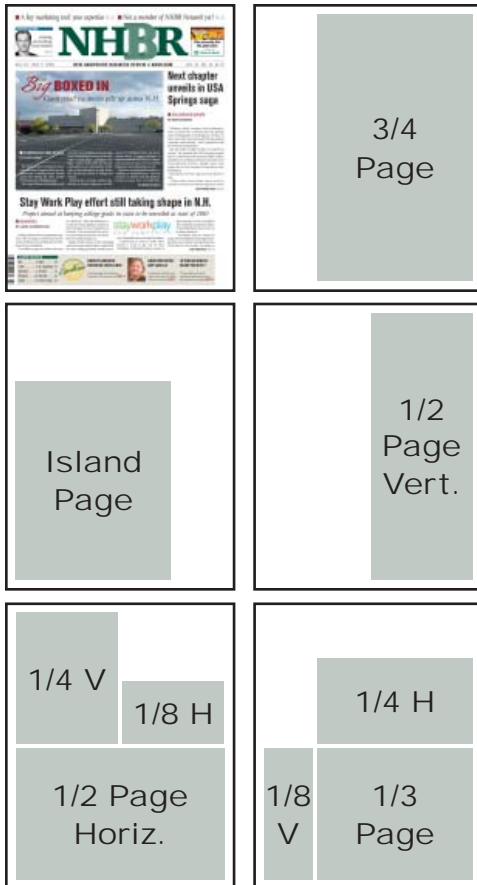


Every two weeks, NHBR provides advertisers the opportunity to reach more than 50,000 readers, business owners and decision makers throughout the Granite State with their marketing message — to promote their products, services and the benefits of doing business with their company.



BLACK & WHITE	1X	4-7X	8-12X	13-25X	26X
2 Page Spread	\$3,670	\$3,375	\$3,290	\$3,075	\$2,850
Full Page	\$2,265	\$1,990	\$1,865	\$1,725	\$1,550
3/4 Page	\$1,845	\$1,640	\$1,540	\$1,415	\$1,260
Island Page	\$1,455	\$1,280	\$1,210	\$1,090	\$985
1/2 Page	\$1,425	\$1,250	\$1,180	\$1,065	\$955
1/3 Page	\$955	\$860	\$800	\$700	\$655
1/4 Page	\$740	\$655	\$615	\$565	\$515
1/8 Page	\$390	\$360	\$330	\$310	\$280

FOUR COLOR	1X	4-7X	8-12X	13-25X	26X
2 Page Spread	\$3,940	\$3,725	\$3,640	\$3,450	\$3,225
Full Page	\$2,520	\$2,325	\$2,205	\$2,070	\$1,910
3/4 Page	\$2,155	\$2,000	\$1,900	\$1,795	\$1,655
Island Page	\$1,805	\$1,675	\$1,600	\$1,500	\$1,400
1/2 Page	\$1,775	\$1,645	\$1,570	\$1,470	\$1,380
1/3 Page	\$1,340	\$1,275	\$1,215	\$1,145	\$1,090
1/4 Page	\$1,165	\$1,090	\$1,060	\$1,010	\$960
1/8 Page	\$890	\$870	\$835	\$815	\$785

COVER POSITIONS	1X	4-7X	8-12X	13-25X	26X
Back Cover	\$3,165	\$2,845	\$2,715	\$2,645	\$2,440
Inside Covers	\$2,920	\$2,755	\$2,635	\$2,550	\$2,390

PRINT AD SIZE	WIDE	X	HIGH
2 Page Spread	21.6"	x	12.75"
Full Page	10.3"	x	12.75"
3/4 Page	7.68"	x	12.75"
Island Page	7.68"	x	9.10"
1/2 Page (Horizontal)	10.3"	x	6.29"
1/2 Page (Vertical)	5.06"	x	12.75"
1/3 Page	7.68"	x	6.29"
1/4 Page (Horizontal)	7.68"	x	4.15"
1/4 Page (Vertical)	5.06"	x	6.29"
1/8 Page (Horizontal)	5.06"	x	3.06"
1/8 Page (Vertical)	2.45"	x	6.29"

BUSINESS CONNECTIONS

A cost-effective way to reach 50,000+ business professionals is to run a business card sized ad (3.2" wide X 1.9" high) in every issue of NHBR for only \$80, or every other issue for \$85. Rates are per insertion. All ads appear in black & white.

INSERT QUOTES AVAILABLE

Call today about having your direct mail or marketing piece inserted directly into NHBR.

Rate Card No. 25: Rates effective September 1, 2009. All rates are per insertion and NET of agency commissions. **Guaranteed Position:** Add 25% to price of ad (Quarter Page minimum size for guaranteed position)

AD SUBMISSION GUIDELINES

NHBR is produced on a Macintosh platform and printed on web offset at 100 line screen. All advertisements should be produced actual size. It is recommended that you do not use four color/process black for areas of text in your ad.

Please use the following guidelines when creating your ad to ensure the highest quality reproduction in the publication.

MEDIA ACCEPTED

- CD/DVD.** Include a hard copy of the ad.
- Email.** Attachments under 10MB, send to ads@nhbr.com
- FTP Site.** Contact jhall@nhbr.com for log-in instructions.

Questions? Contact Jodie Hall, Production Manager at jhall@nhbr.com or 603-624-1442 ext. 122.

ACCEPTED PROGRAMS FOR SUBMISSIONS

PDF files. Flattened, CMYK or Grayscale, 200 dpi or higher, fonts embedded, exact dimensions.

Adobe InDesign CS3 (or below), QuarkXpress 6.5 (or below). All necessary files need to be collected and compressed into folders. Include all printer & screen fonts, images, and logos. All art files must be CMYK or Grayscale, 200 dpi or higher.

Adobe Illustrator CS3 (or below). Flattened, CMYK or Grayscale, 200 dpi or higher, fonts outlined, exact dimensions.

Adobe Photoshop CS3 (or below). EPS/TIF/JPG format, flattened, CMYK or Grayscale, 200 dpi or higher, fonts embedded/rasterized, exact dimensions.