

Spectrum MONTHLY

Challenge Us To Grow Your Business!

POWERFUL LOCAL ADVERTISING

Spectrum Monthly is recognized by consumers across New Hampshire and Massachusetts as a reliable resource for saving on the products and services they use on a monthly basis. Advertisers from restaurants, retailers and fitness centers, to financial, personal and professional services of all types rely on Spectrum Monthly to deliver new customers while maintaining high visibility in their local markets.

Zoned distribution allows our advertisers to efficiently target the markets that will deliver the highest rate of return. Our flexible pricing and creative advertising options provide a range of innovative solutions that are without parallel in the industry.

OUR MISSION:

The Spectrum Monthly "Formula for Success" is to provide local businesses with a diverse, flexible and cost-effective advertising publication that combines the impact of direct mail with a reader-friendly format to yield a superior return on their advertising investment.

Proven RESULTS within a diverse group of advertisers.

The collage features logos for a wide variety of local businesses, including:

- Public Service of New Hampshire
- andover cosmetic DENTAL GROUP
- LASER GRAZE
- FREEDOM Zcycle
- little Sprouts
- HANNOUSH JEWELERS.
- Pecanilly
- glory
- LABOY
- LawnDawg
- DUNKIN' DONUTS
- HANNOUSH JEWELERS.
- Reptiles On The Move
- SB
- BEST FITNESS
- Hesser College
- KC'S
- World's Finest Fried Chicken
- Massage Envy
- IHOOP
- Fisher Cats
- MONARCHS
- BROWN FURNITURE
- RENT ONE Plus
- Trans-Media TRANSMISSION CLINIC
- U.S. NAVY
- Dairu Queen
- DUMPSTER DEPOT
- CASH CONVERTERS
- Prosourc Auto Glass
- PAPA JOHN'S
- GOT BOOKS
- Doyon's
- New Hampshire Freedom Cup
- MARKET
- Focus On Fitness
- LUPI*LUPI
- MARGARITAS
- PATS PEAK
- ALL TUNE LUBE
- HOOKSETT Fireworks
- SUPERTAN
- WOROUT CLUB
- City Fuel
- Goodale's Bike Shop
- Charmingfare Farm
- NEWPRO
- the Y
- Sticks
- RUG DEPOT
- CARPET ONE

In the foreground, a stack of Spectrum Monthly magazines is shown, featuring advertisements for:

- Cozy Custom Closets for \$50.00 OFF
- ORECK Cordless Iron
- SPIN CITY Training Studio
- Do You Have Back Pain? (New Medical Technology Treats Herniated & Degenerated Discs WITHOUT SURGERY!)
- NEWPRO Windows

Why Spectrum Outperforms

Shelf Life - 1 Full Month

Spectrum Monthly gives your business exposure through an entire month with one of the longest shelf lives of any advertising format. Consumers anticipate receiving their monthly copy and keep it as a constant resource until their next issue.

Loyal Readership

A 20 year history, name recognition, monthly contests and a wide variety of advertisers have made the publication one that thousands of loyal readers anticipate and utilize each month in their shopping and dining decisions.

Extensive Dining Section

Nearly everyone enjoys a dinner out, and Spectrum has become a leading source for dining and entertainment values. Everything from fast food to fine dining is offered to readers each month. Readership generated by this section benefits all advertisers.

20 Years of Success for Advertisers

Founded in 1991, Spectrum Monthly has grown from a one zone publication to one that reaches over 292,000 homes and represents more than 600 local businesses each month.

Over 96% Repeat Ratio

More than 96% of our advertisers run in each and every issue of Spectrum Monthly, and there are many who have never missed an issue since its debut.

Diversity of Advertising

Spectrum features advertising from more than 600 local businesses each month, offering readers a diversity of products and services. This diversity creates a true marketplace that our readers have come to rely upon.

Spectrum Exclusives

Highlight your advertisement by offering an exclusive offer in Spectrum Monthly

Inserts (pg. 10)



The "Outsert" (pg. 10)

Now Online!

Our advertisers now get the benefit of extending their reach to customers outside of the areas they've chosen to advertise. FREE for all Spectrum ad customers.

spectrummonthly.com



Monthly Contests

Spectrum's monthly contests add excitement and increase readership loyalty

The DAC (pg. 11)

THE FACTS

- Fully audited direct mail circulation to more than **292,000** homes
- Outstanding return on investment for display advertising
- **20 years** of delivering results
- Huge dining sections create readership and **shelf life**

READERSHIP + SHELF LIFE

= RESULTS!

RETURN ON INVESTMENT

SPECTRUM MONTHLY will generate new sales and develop new customer relationships for your business in a cost effective manner!

SALES GENERATED

A \$200 investment will require the following results to generate three times the revenue, or \$600.

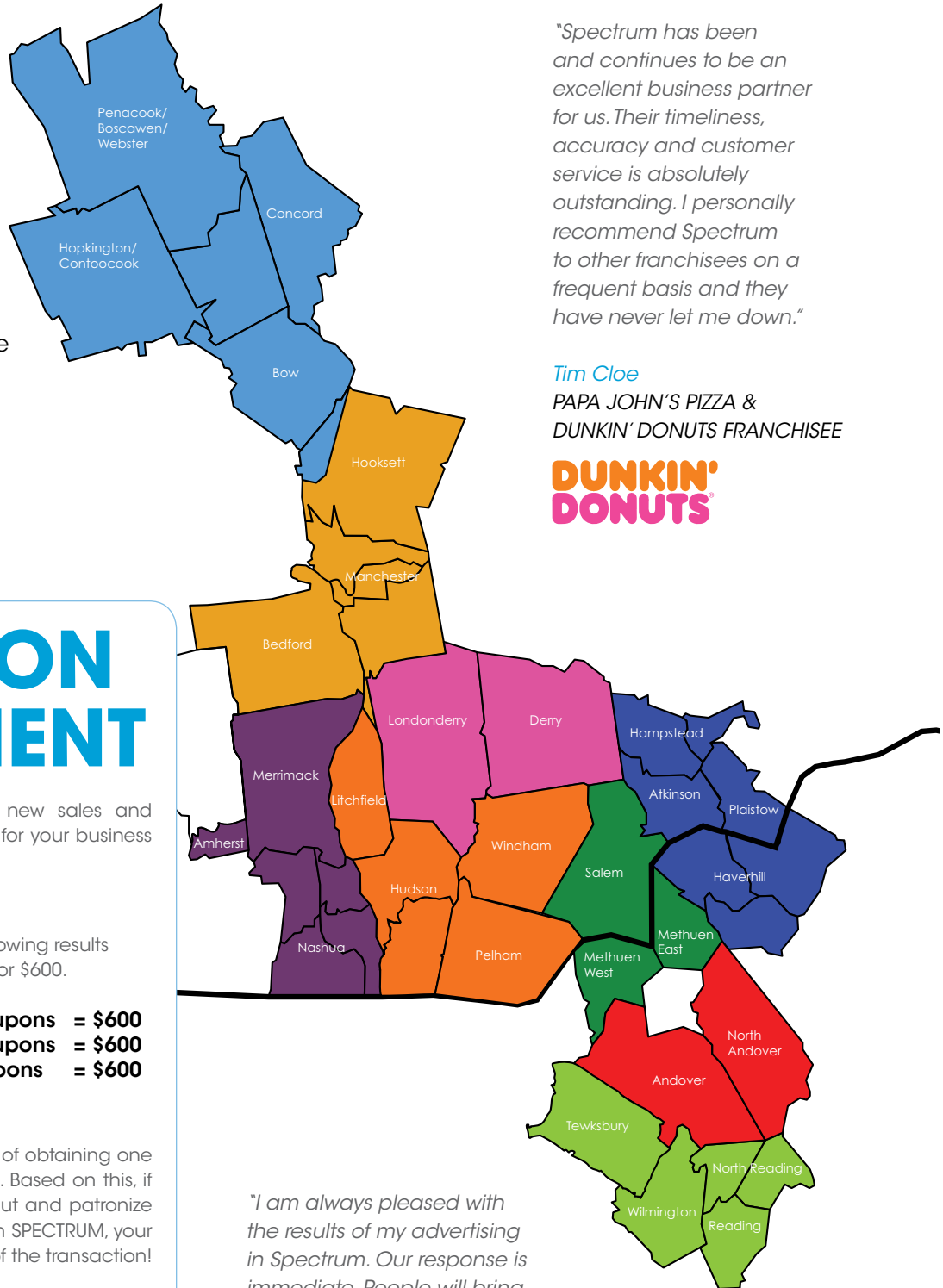
AVERAGE SALE: \$10 60 coupons = \$600
AVERAGE SALE: \$25 24 coupons = \$600
AVERAGE SALE: \$100 6 coupons = \$600

NEW CUSTOMERS

Retail statistics indicate that the cost of obtaining one new customer is between \$100-\$150. Based on this, if only FOUR new customers learn about and patronize your business as a result of one ad in SPECTRUM, your business will be on the positive side of the transaction!

COST PER 1000

One technique for evaluating advertising expense is to calculate the cost per thousand or cost per household. Using this standard, a one-zone quarter-page ad will be delivered for less than 2 CENTS per household. With a quarter-page ad delivered to all zones, the cost per household drops to less than one penny per household!



"Spectrum has been and continues to be an excellent business partner for us. Their timeliness, accuracy and customer service is absolutely outstanding. I personally recommend Spectrum to other franchisees on a frequent basis and they have never let me down."

Tim Cloe
 PAPA JOHN'S PIZZA &
 DUNKIN' DONUTS FRANCHISEE



"I am always pleased with the results of my advertising in Spectrum. Our response is immediate. People will bring in coupons and a copy of our ad the day it is out and for several weeks thereafter!"

Mark Smith
 LOBSTER TAIL OF WINDHAM, NH

CONCORD, NH AREA

ZONE 17 Concord North

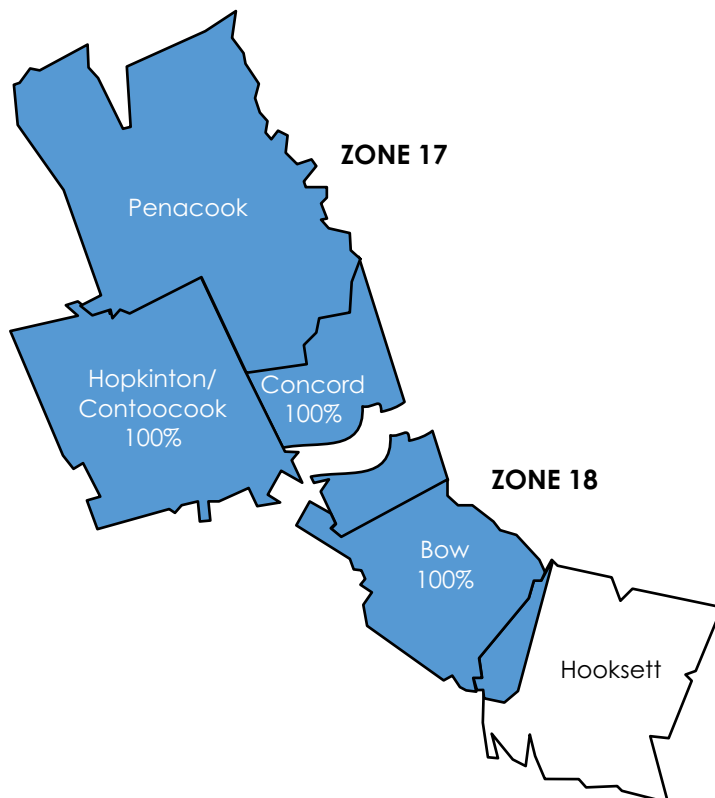
	Zip Code	Direct Mail	Rack Copies
Concord	03301	5,884	1,000
Hopkinton	03229	2,036	
Penacook	03303	3,656	
Total		11,576 +	1,000 = 12,576

ZONE 18 Concord East

	Zip Code	Direct Mail	Rack Copies
Concord	03301	7,316	1,000
Bow	03304	2,731	500
N. Hooksett	03106	813	
Total		10,860 +	1,500 = 12,360

TOTALS:

Direct Mail:	22,436
Rack Copies:	2,500
Area Total:	24,936



MANCHESTER, NH AREA

ZONE 1 Bedford/West Manchester

	Zip Code	Direct Mail	Rack Copies
Bedford	03110	7,614	1,000
Manchester	03102	3,531	500
Total		11,145 +	1,500 = 12,645

ZONE 2 Manchester/South Hooksett

	Zip Code	Direct Mail	Rack Copies
Manchester	03104	4,359	500
S. Hooksett	03106	4,338	500
Manchester	03102	3,916	500
Total		12,613 +	1,500 = 14,113

ZONE 3 Manchester City Zone A

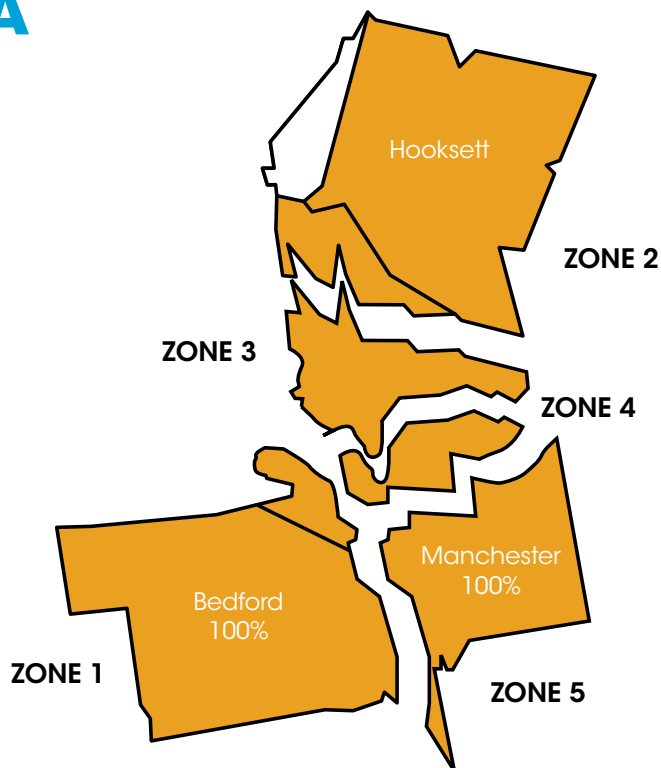
	Zip Code	Direct Mail	Rack Copies
Manchester	03101	1,013	500
Manchester	03102	4,803	500
Manchester	03104	6,745	500
Total		12,561 +	1,500 = 14,061

ZONE 4 Manchester City Zone B

	Zip Code	Direct Mail	Rack Copies
Manchester	03103	6,503	500
Manchester	03104	3,377	500
Manchester	03102	1,618	500
Manchester	03101	801	500
Total		12,299 +	1,000 = 13,299

TOTALS:

Direct Mail:	60,927
Rack Copies:	7,000
Area Total:	67,927



ZONE 5 Manchester South/East

	Zip Code	Direct Mail	Rack Copies
Manchester	03103	8,187	1000
Manchester	03109	4,122	500
Total		12,309 +	1,500 = 13,809

NASHUA, NH AREA

ZONE 6 Merrimack

	Zip Code	Direct Mail	Rack Copies	
Merrimack	03054	9,637	+	1,000 = 10,637

ZONE 7 Nashua/Amherst

	Zip Code	Direct Mail	Rack Copies	
Nashua	03063	7,036		1,000
Amherst	03031	1,229		500
Total		8,265	+	1,500 = 9,765

ZONE 8 Nashua South

	Zip Code	Direct Mail	Rack Copies	
Nashua	03062	10,958	+	500 = 11,458

ZONE 9 Nashua North

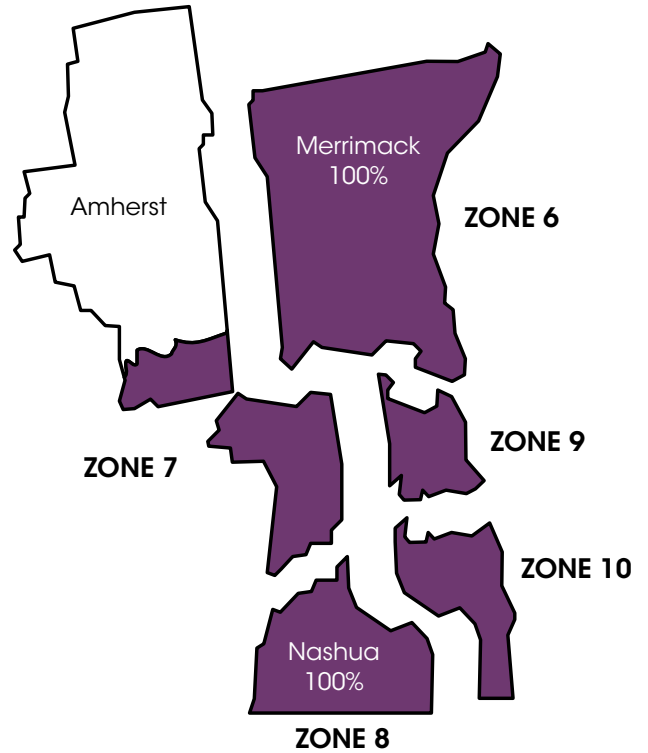
	Zip Code	Direct Mail	Rack Copies	
Nashua	03060	2,907		
Nashua	03064	6,068		1,000
Total		8,975	+	1,000 = 9,975

ZONE 10 Nashua Central

	Zip Code	Direct Mail	Rack Copies	
Nashua	03060	10,069	+	1,000 = 11,069

TOTALS:

Direct Mail:	47,904
Rack Copies:	5,000
Area Total:	52,904



HUDSON / LITCHFIELD PELHAM / WINDHAM, NH AREA

ZONE 15 Hudson / Pelham / Windham

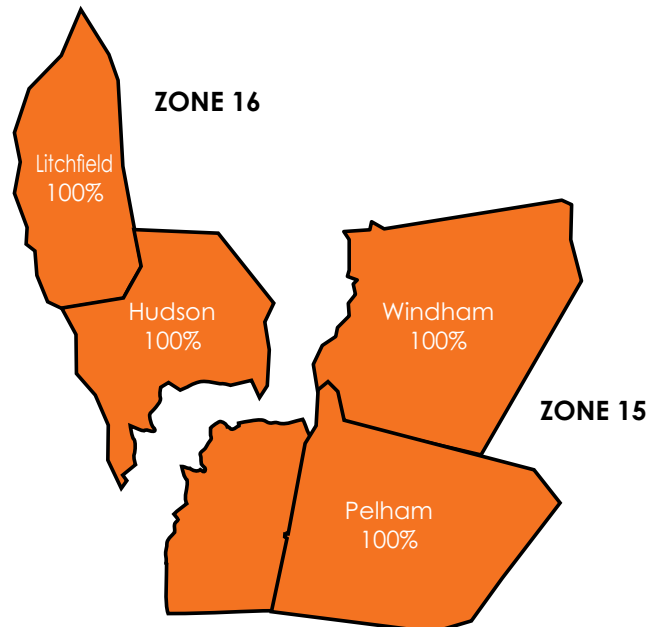
	Zip Code	Direct Mail	Rack Copies	
Hudson	03051	2,422		
Pelham	03076	4,276		
Windham	03087	4,580		
Total		11,278	+	0 = 11,278

ZONE 16 Litchfield / Hudson

	Zip Code	Direct Mail	Rack Copies	
Litchfield	03052	2,905		
Hudson	03051	6,823		
Total		9,728	+	0 = 9,728

TOTALS:

Direct Mail:	21,006
Rack Copies:	0
Area Total:	21,006



DERRY / LONDONDERRY, NH AREA

ZONE 13 Derry

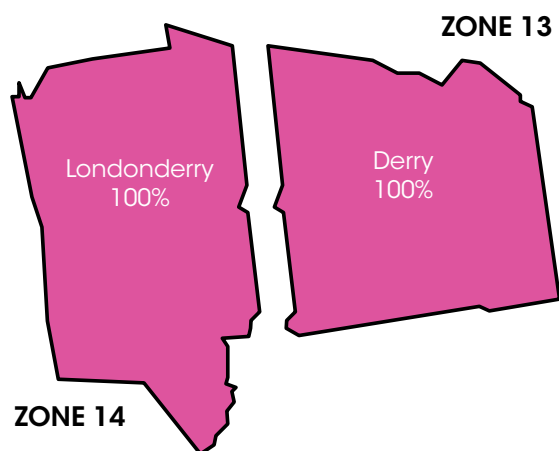
	Zip Code	Direct Mail		Rack Copies	
Derry	03038	13,241	+	500	= 13,741

ZONE 14 Londonderry

	Zip Code	Direct Mail		Rack Copies	
Londonderry	03053	8,235	+	500	= 8,735

TOTALS:

Direct Mail:	21,476
Rack Copies:	1,500
Area Total:	22,976



PLAISTOW / HAMPSTEAD / ATKINSON, NH & HAVERHILL, MA AREA

ZONE 26 Plaistow/Atkinson/Hampstead/Haverhill

	Zip Code	Direct Mail		Rack Copies	
Plaistow	03865	2,884		500	
Atkinson	03811	2,475			
Hampstead	03841	2,181			
E. Hampstead	03826	799			
Haverhill	01832	1,270		500	
Haverhill	01830	1,473			
Total		11,082	+	1,000	= 12,082

ZONE 27 Haverhill West

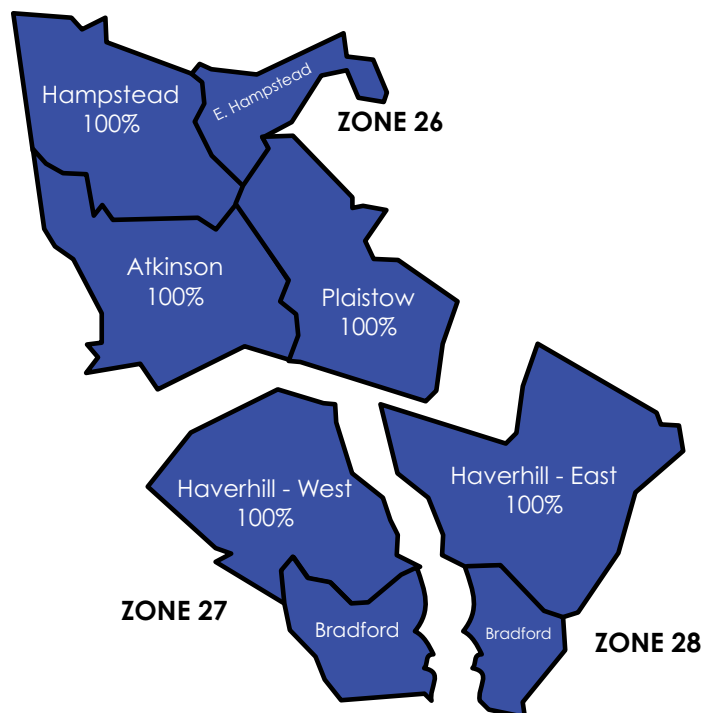
	Zip Code	Direct Mail		Rack Copies	
Haverhill	01832	7,783		1,000	
Haverhill	01835	2,900			
Total		10,683	+	1,000	= 11,683

ZONE 28 Haverhill East

	Zip Code	Direct Mail		Rack Copies	
Haverhill	01830	8,823		500	
Haverhill	01832	2,619		1,000	
Total		11,442	+	1,500	= 12,942

TOTALS:

Direct Mail:	33,207
Rack Copies:	3,500
Area Total:	36,707



SALEM, NH / METHUEN, MA AREA

ZONE 20 Salem

	Zip Code	Direct Mail	Rack Copies	
Salem	03079	9,895 +	1,000	= 10,895

ZONE 21 Salem/West Methuen

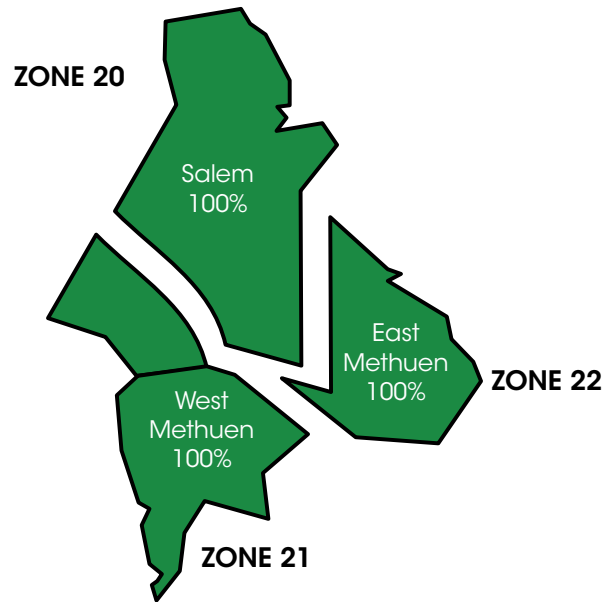
	Zip Code	Direct Mail	Rack Copies	
Salem	03079	1,580	500	
Methuen	01844	7,844	1,000	
Total		9,424 +	1,500	= 10,924

ZONE 22 East Methuen

	Zip Code	Direct Mail	Rack Copies	
Methuen	01844	10,244	1,000	= 11,244

TOTALS:

Direct Mail:	29,563
Rack Copies:	3,500
Area Total:	33,063



NO. ANDOVER/ANDOVER, MA AREA

ZONE 23 North Andover

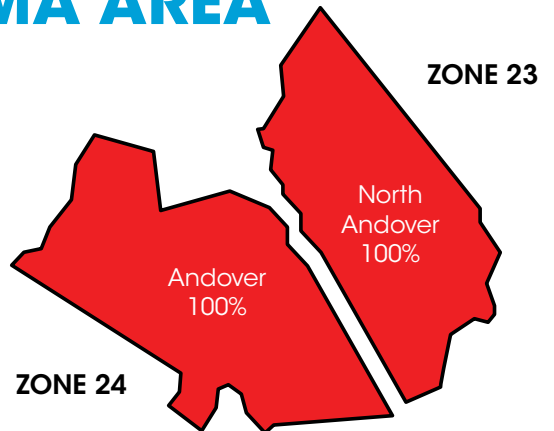
	Zip Code	Direct Mail	Rack Copies	
N. Andover	01845	10,858 +	1,000	= 11,858

ZONE 24 Andover

	Zip Code	Direct Mail	Rack Copies	
Andover	01810	12,350 +	1,000	= 13,350

TOTALS:

Direct Mail:	23,208
Rack Copies:	2,000
Area Total:	25,208



READING/WILMINGTON, MA AREA

ZONE 29 Tewksbury

	Zip Code	Direct Mail	Rack Copies	
Tewksbury	01876	11,011		= 11,011

ZONE 30 Wilmington/No. Reading

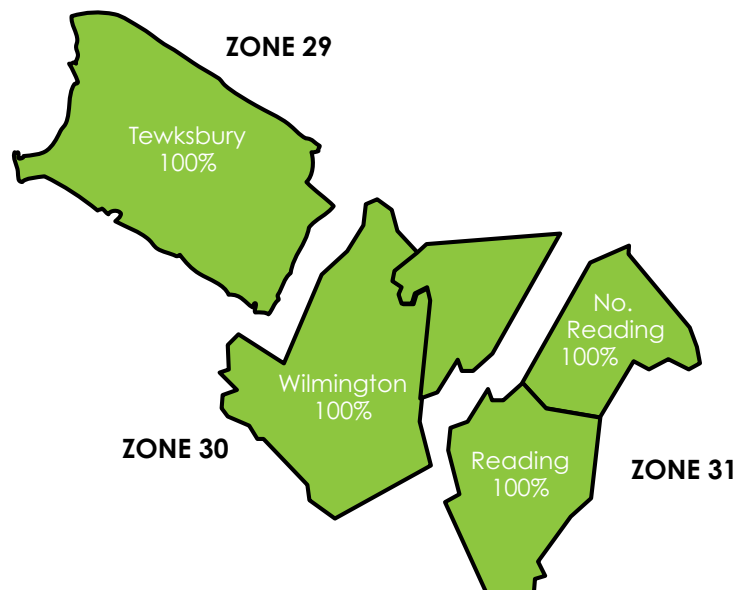
	Zip Code	Direct Mail	Rack Copies	
Wilmington	01887	7,643	1,000	
No. Reading	01864	3,442	500	
Total		11,085 +	1,500	= 12,585

ZONE 31 Reading/No. Reading

	Zip Code	Direct Mail	Rack Copies	
Reading	01867	9,114	1,000	
N. Reading	01864	2,135	500	
Total		11,249 +	1,500	= 12,749

TOTALS:

Direct Mail:	33,345
Rack Copies:	4,000
Area Total:	37,345



ZONE RECAP & RATES

ZONE FOOTPRINT	DIRECT MAIL	RACK COPIES	TOTAL AREA
Manchester, NH Area	60,927	7,000.....	67,927
Nashua, NH Area	47,904	5,000.....	52,904
Derry / Londonderry, NH Area.....	21,476	1,500.....	22,976
Hudson / Litchfield / Pelham / Windham Area.....	21,006	0.....	21,006
Salem, NH / Methuen, MA Area	29,563	3,500.....	33,063
No. Andover / Andover, MA Area.....	23,208	2,000.....	25,208
Concord, NH Area	22,436	2,500.....	24,936
Plaistow / Hampstead / Atkinson, NH & Haverhill, MA Area	33,207	3,500.....	36,707
Tewksbury / Reading / Wilmington, MA Area	33,345	4,000.....	37,345
TOTAL	293,072.....	29,000	322,072

DISPLAY ADVERTISING RATES

AD	SIZE	1 MONTH	FREQUENCY DISCOUNT (3 or more consecutive months)
1/8 pg. Additional Zone	3.685" W x 2.33" H	\$340 \$230	\$295 \$210
1/4 pg. Additional Zone	3.685" W x 4.81" H	\$475 \$300	\$395 \$250
1/2 pg. Additional Zone	7.5" W x 4.81" H	\$640 \$410	\$590 \$370
1/2 pg. Vertical	3.685" W x 9.75" H	Add \$50 for vertical ad	Add \$50 for vertical ad
Full pg. Additional Zone	7.5" W x 9.75" H	\$1120 \$725	\$1015 \$635

PREMIUM POSITIONS & COLOR

Nothing gets more attention than having your business placed on the cover of Spectrum Monthly. Increase your company's recognition, create additional excitement for your staff and be more visible than your competition.

CHOICE COLOR

Pricing: **Rate + \$95 per zone / per ad**

FRONT COVER

(Must be reserved in advanced due to limited availability.)
Place your business in front of thousands of consumers in your local market.

PROCESS FULL COLOR

Pricing: **Rate + \$175**
(Ad must run in a complete zone footprint)

Pricing: \$700 Per Footprint

(Available after 3 consecutive months of advertising. Cover design is limited to company photo, logo, website & tagline)

GUARANTEED POSITION

Pricing: **Rate + 15% when available**

Published circulation statistics are accurate as of the rate card publication date, however circulation may fluctuate slightly during the year. See your Spectrum Monthly representative for the most recent information. Spectrum Monthly assumes no liability for typographical errors, minor omissions or legality of content supplied. Advertisers are encouraged to receive proof copies of all advertising submitted. Spectrum Monthly is a registered trademark of Spectrum Monthly & Printing, Inc.

SPECTRUM INSERTS

With Spectrum Monthly's insert program, your business can take advantage of direct home delivery of a free standing piece at rates that are much lower than the cost of an individual direct mailing.

Spectrum inserts can be as small as a business card, or as large as a full size newspaper—but may not exceed 11" x 14" flat. Spectrum is delivered to the post office in wrapped bundles, so there is no chance of your insert falling out.

Insert the full circulation, an entire town or zip code, or only the area immediately surrounding your business. We'll work with you to design a suitable customized inserting plan. Forget getting lost in the newspaper, make a real impression with a Spectrum Monthly insert.



Target By: Area/Zone or Zip Code

PRINT & INSERT

BLACK INK, ONE SIDE (500 Piece Minimum)		
8.5" x 11"	20# White Stock	6.5¢ per piece
8.5" x 11"	80# White Gloss	7.5¢ per piece
11" x 17" FOLDED	60# White Stock	9¢ per piece
11" x 14" FLAT	60# White Stock	9¢ per piece
11" x 17" FOLDED	80# White Gloss	11¢ per piece
11" x 14" FLAT	80# White Gloss	11¢ per piece

ADDITIONAL COLORS: Up to 8 colors, add \$90 per color

PRE-PRINTED INSERTION RATES

UP TO 4 PAGES	
0 - 10,000	6.5¢ per piece
10,000+	5.5¢ per piece
20,000+	4.5¢ per piece

Folding and inserts within inserts are available if desired. Ask us for rates on oversize pieces of more than four pages. Inserting contract rates available!

Upgrade to full color (both sides): \$375

SAVE \$345!

SPECTRUM "OUTSERTS"

GREAT EXPOSURE!

Wrapped Around the Cover

An "outsert" is one of Spectrum's most powerful advertising placements. Stitched directly to the outside cover of each Spectrum Monthly publication, your message is kept in front of your local market for the entire shelf-life of the publication. Keeping a visible message in front of your prospective customers for up to an entire month and giving them a method to respond immediately is a proven strategy to deliver results. This format is limited to one advertiser per zone each month. Ask us for samples, special contract discounts, and reservation information.

9.5¢ PER PIECE

(FULL FOOTPRINTS)

Derry-Londonderry
Salem-Methuen
Andover-North Andover
Tewksbury-Reading-Wilmington
Plaistow-Haverhill
Concord
Hudson-Litchfield-Pelham-Windham

7¢ PER PIECE

(FULL FOOTPRINTS)

Manchester
Nashua

FULL COLOR INCLUDED!



OUTSERTS MUST BE RESERVED IN ADVANCE DUE TO LIMITED AVAILABILITY

DETACHED ADDRESS CARD

Get virtually the same "mail moment" as solo mail with a fraction of the cost. The DAC (Detached Address Card) is a free standing direct mail piece that delivers separately in the mailbox along with Spectrum Monthly and is limited to only one per issue in each zone.

A Detached Address Card (DAC) offers your business the opportunity for a free standing direct mail piece that is delivered outside of Spectrum Monthly. Spectrum's address label is printed on one side, while the other side of the 5 x 8 1/2 inch card can carry your message for a fraction of the cost of solo mail.

This popular advertising format is available in each zone to one advertiser per month! One low rate includes design, printing and postage. Ask us for samples, special contract discounts, and reservation information.



DELIVERED SEPARATELY IN THE MAILBOX!

PLAIN STOCK:

Black & One Color (10,000+)
8¢ per piece

UPGRADE TO FULL COLOR
 For Only \$250

GLOSSY STOCK:

Black & One Color (10,000+)
9.5¢ per piece

(fronts)

(back)



Detached Address Card

8¢ - 9.5¢

Compare the Best Value in the Mailbox!
WOW! SAVE 73%

Solo Mail (Standard Class)

35¢

"DAC" MUST BE RESERVED IN ADVANCE DUE TO LIMITED AVAILABILITY

"Our flyers are always well-designed and the printing is awesome. We get a huge response from our insert program. We enjoy working with Spectrum to fulfill our marketing objectives."

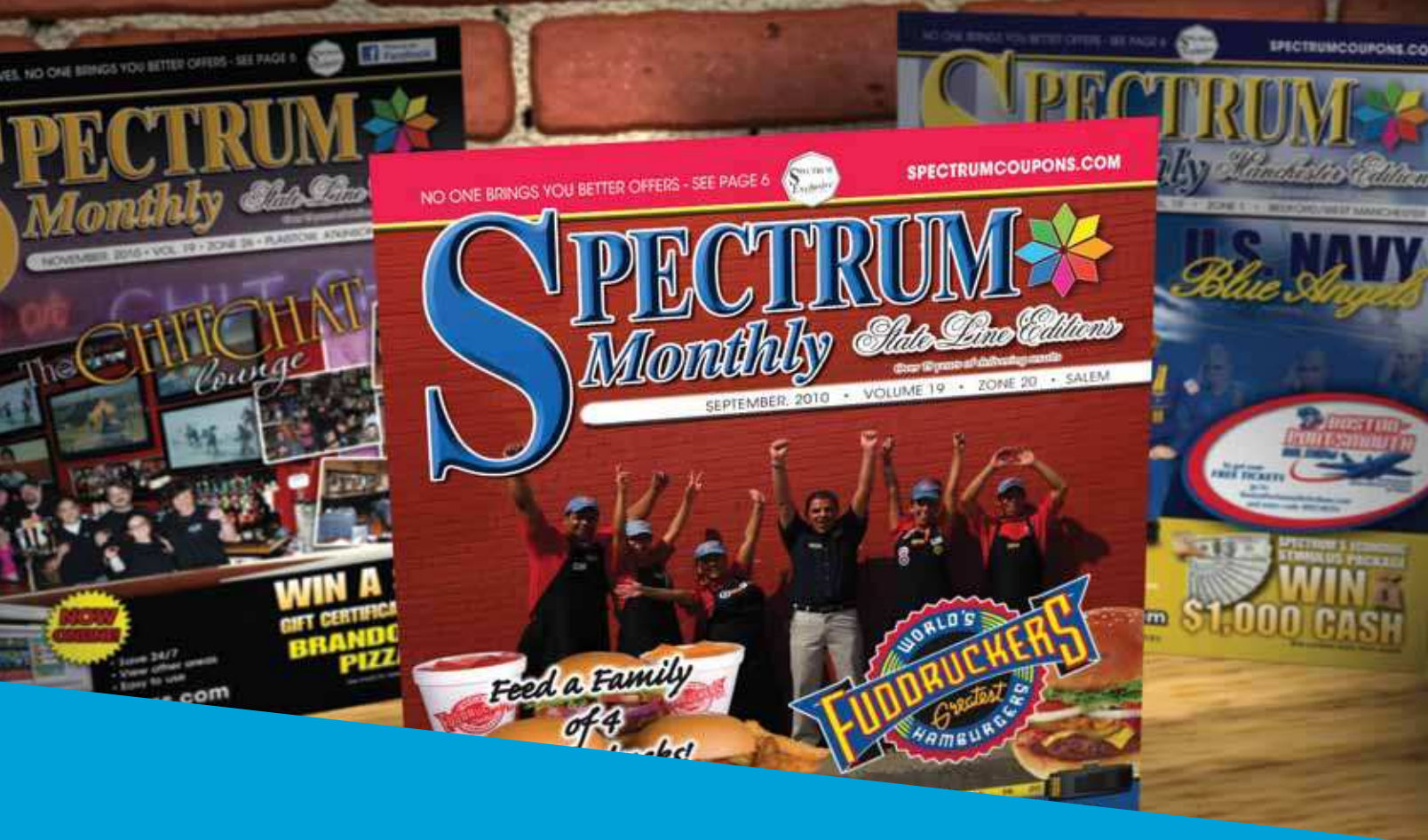
-CORRIVEAU ROUTHIER

"When we were first approached by Spectrum, I wasn't sure it was the right type of advertising for our business. But, we still gave it a try. Nearly six years and countless sales later, we run every month, and refer our business associates to the publication as well."

Dick Horan
 PRECISION IMPORTS

"Brooks Siding, Windows and Doors continues to achieve great results with Spectrum and we maximize our advertising dollars by taking full advantage of the Detached Address Card mailings. Spectrum's quality, knowledgeable staff and mix of advertising vehicles has helped us grow our business and reach a diverse group of customers."

Mark
 BROOKS SIDING, WINDOWS & DOORS, SALEM, NH



Marketing RESULTS... Because Nothing Else Matters!

Direct Mail

Printing

Large Format Signs

Promotional Products & Branded Apparel

Graphic Design

Email Marketing

Web Design

Trucking & Logistics

