

GateHouse Media Newspaper Statement Program

1,380,000 Annually

Media Rate: \$50/M



GateHouse Media, Inc. is one of the largest publishers of locally-based print and online media in the United States, serving local audiences of more than 10 million per week through hundreds of community publications and local websites. The company, which publishes 90 daily and 289 weekly newspapers, is accepting inserts into its monthly billing statements.

CONSUMER PROFILE

- 55% Female
- Age Range: 35-54
- HH Income: \$102,300
- 78% Homeowners
- Married
- Families

PROGRAM NOTES

- 100% home-delivered
- Minimal duplication
- Minimum paper stock: 20#
- Maximum paper stock: 80#
- Glossy paper stock not accepted
- Gatehouse requires an insert order form to be completed and submitted for all orders
- Inventory codes are required for orders distributing to Halifax and Local Media Group

PROGRAM USAGE

- AARP
- Life Insurance

PROGRAM SPECS

Source

Newspaper Subscribers

Minimum Quantity

100,000

Maximum Size

3 ½" x 8 ½"

Minimum Size

3" x 5 ½"

Maximum Weight

.15 oz.

Maximum Inserts

3



All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.



To inquire about advertising opportunities in this program, please contact:

Sandra Roscoe | Phone: 203.448.4810 | Fax: 203.748.6600 | sandra.roscoe@plusme.com