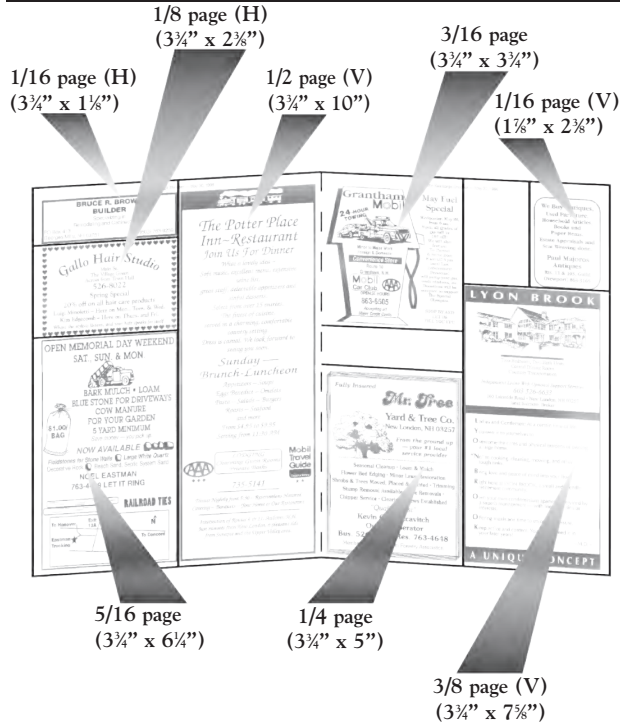


THE KEARSARGE Shopper®

Since 1971 47 years of your advertising



GLOSSARY OF TERMS:

PDF FILES: *Postscript Delineated Files* or “.pdf” files are press ready as supplied. Minimum resolution at 300 dots per inch (dpi). Changes to these files may incur **ADDITIONAL DESIGN FEES**.

COPY CHANGE: Changes made to multiple-run ad. All changes must be received by the deadline.

‘Til Further Notice (TFN): Ad space reservation that runs **EVERY WEEK**, indefinitely. FREQUENCY RATES apply.

Every Other Week (EOW): Ad space reservation that runs **EVERY OTHER WEEK**.
Less than 3x – Individual Insertion rates apply.
More than 3x – FREQUENCY RATES apply.

Every Other Week ‘Til Further Notice (EOW/TFN): Ad space reservation that runs **EVERY OTHER WEEK – INDEFINITELY**. FREQUENCY RATES apply.

Space Available: All ads taken after the deadline of **NOON WEDNESDAY, THE WEEK BEFORE PUBLICATION**. No guarantee that these ads will be published.

Run Of Paper (R.O.P.): Ad placement is up to ECHO Communications. When special placement can be accommodated, fees apply. We may not accept placement for Color ads.

The Kearsarge Shopper®:

IS THE #1 DISPLAY ADVERTISING PUBLICATION:

Serving the Kearsarge-Lake Sunapee Region weekly.

REACHES 20,140 ADDRESSEES WEEKLY:

Distribution by **Direct Mail**, 40,000 readers.

PROVIDES VALUE:

Total Market Coverage, guaranteed.

- **To Advertisers:**
 - The Readers.
 - The Budget:
 - A quarter page ad costs \$121.10 (2018 rates).
 - To reach Contoocook/Hopkinton with 2,620 addressees (5,240 readers) Less than 4.7 cents/address (2.4 cents/reader) The other 17,520 addressees (**35,040 readers**) **FREE**.
 - Reach the people who live and shop locally - after the recreational visitors return home.
 - An advertising plan to meet any budget.
- **To Readers:** You have the information you need to plan your week.
 - Attractive format, easy to read.
 - Clean and durable (good fire starter too).
 - Creative.

HOW TO PLACE YOUR AD IN The Kearsarge Shopper®:

CALL OUR CUSTOMER SERVICE PROFESSIONALS:

603-526-9131

BEFORE the **DEADLINE:**

NOON, WEDNESDAY, WEEK BEFORE PUBLICATION.

THEN SEND US YOUR AD COPY:

- E-mail: theshopper@echocominc.com (SUBJECT: KS – 11/23 {the date of publication})
- Fax: 603-526-6062
- Drop off at our office.
- Mail

The Kearsarge Shopper®

59 Pleasant Street, P.O. Box 2300

New London, NH 03257-2300

603-526-9131 * FAX 526-6062

Office Hours: M-F 8:30am – 4:00pm

www.echocominc.com * theshopper@echocominc.com

**If it doesn't say KEARSARGE –
It's not "THE Shopper"™**

DISTRIBUTION

Total Market Coverage: 20,140 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,025)*	Newbury (1,030)
Andover – East (140)	New London (2,525)
Bradford (1,050)	Newport (3,870)
Contoocook (2,620)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (550)
Danbury (570)	Springfield (360)
Elkins (195)	Sunapee (1,515)
Georges Mills (300)	Sutton – North (320)
Grantham (1,695)	Sutton – South (160)
Guild (95)	Warner (1,435)
Hopkinton (Contoocook)	Wilmot (650)

710 additional copies distributed at 32 locations in the Lake Sunapee Region including Colby-Sawyer College (when in session) and Dartmouth-Hitchcock Medical Center.

*Number of addressees per town (11/07/17).

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Illustrations used herein are for design purposes only and do not necessarily depict the actual items offered by the advertisers.

This publication is distributed by U.S. Mail and assumes no responsibility for delays in delivery by the U.S. Postal Service.

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THE KEARSARGE
Shopper

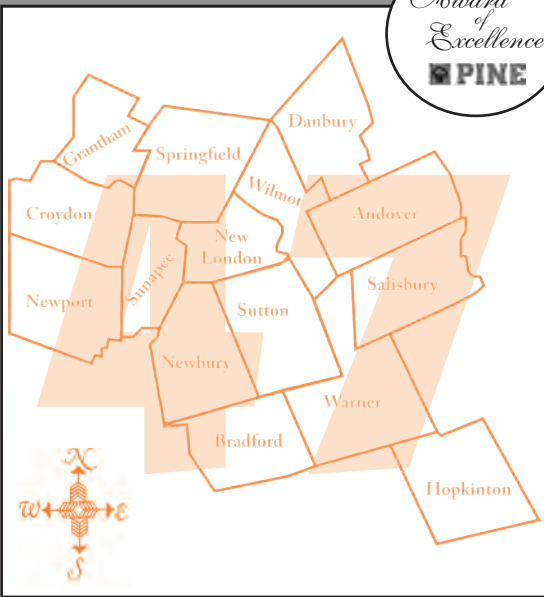
is created, printed and mailed locally
in New London, NH by:

ECHO communications
inc.

Since 1971
47 Years of Service



A WEEKLY DISPLAY
ADVERTISING PUBLICATION
SERVING THE
KEARSARGE-LAKE SUNAPEE
REGION



ADVERTISING RATES

EFFECTIVE FEBRUARY 1, 2018

DEADLINE / AD COPY
WEDNESDAY NOON

KEARSARGE SHOPPER® RATES

EFFECTIVE FEBRUARY 1, 2018

AD SIZE	Width x Height (Inches) Orientation is Horizontal unless Noted (V=Vertical)	SINGLE INSERTION	FREQUENCY RATE
FULL PAGE	(7.667" w x 10.167" h)	\$455.70	\$410.10 (1640.40)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	361.60	325.40 (1301.60)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	243.50	219.20 (876.80)
THREE-EIGHTHS PAGE	(7.667" w x 3.764" h), (5.736" w x 5.042" h), V (3.792" w x 7.611" h)	190.60	171.50 (686.00)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	166.00	149.40 (597.60)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	121.10	109.00 (436.00)
THREE-SIXTEENTHS PAGE	(3.792" w x 3.764" h), (5.736" w x 2.486" h), V (1.861" w x 7.611" h)	95.10	85.60 (342.40)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	64.00	57.60 (230.40)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	34.10	30.70 (122.80)
PERSONAL (Non-Commercial)	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	21.00	PREPAID
COLOR:			
FULL PAGE	(7.667" w x 10.167" h)	\$1110.00	\$999.00 (3996.00)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	940.00	846.00 (3384.00)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	616.00	554.40 (2217.60)
THREE-EIGHTHS PAGE	(7.667" w x 3.764" h), (5.736" w x 5.042" h), V (3.792" w x 7.611" h)	505.00	454.50 (1818.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	331.00	297.90 (1191.60)
THREE-SIXTEENTHS PAGE	(3.792" w x 3.764" h), (5.736" w x 2.486" h), V (1.861" w x 7.611" h)	263.00	236.70 (946.80)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	175.00	157.50 (630.00)

NEW 2018
NEW 2018

FRONT or BACK COVER:

BLACK & WHITE	(3.75" w x 4.167" h)	\$170.20	Six & 12 Month Contract *
COLOR	(3.75" w x 4.167" h)	340.00	Six & 12 Month Contract *

* Call For Availability

MECHANICAL SPECIFICATIONS:

AD DIMENSIONS: Width X Height (in inches).
 PRINTING: Sheet fed Offset, 50 lb. white opaque, free sheet
 RESOLUTION: **B&W/Grayscale** - 150 line screen or better
C-M-Y-K color - 200 line screen or better
ALL COLOR ADS C-M-Y-K '.pdf' files only

COPY SUBMISSIONS: written (in person), fax, mail, or e-mail.
 Our contact information is on the reverse. No copy taken over the phone.

PUBLICATION DATE: Wednesday each week except when there is a mid-week holiday.

POLITICAL ADS: Must be paid in advance and display the name of the fiscal agent (who paid for the ad).

HOUSING RENTAL ADS: Subject to the Federal Fair Housing Act.

ADDITIONAL DESIGN FEES:
 Changes to '.pdf' files: \$10.00 minimum
 Design/Creative services: \$90.00 per hour (ask for estimate)

CANCELLATIONS: May not be accommodated after the deadline.

PLACEMENT: \$45.00 per ad; B&W ads only.

RATES: All (discounts) apply to the Single Insertion Rate
FREQUENCY (10%): Buying four, or more, consecutive weeks (same size ad).
 Frequency rates are pre-paid, except for established accounts, and are **Non-refundable**.
PRINT READY FILES (5%): AKA '.pdf' files
NON-PROFIT (15% B&W/10% Color): Available to qualified 501(c)3 organizations.
AGENCY: Please call. Special conditions apply.

SUBSCRIPTIONS: Paid in advance and non-refundable.
 1 week: \$10.00; 6 Weeks: \$36.00; 13 Weeks \$68.00;
 26 weeks \$110.00; 1 year \$174.00.

PAYMENT: Cash, Check or Credit Card
PERSONAL ADS: Pre-payment required
NON-ESTABLISHED ACCOUNTS: Pre-payment required.
ESTABLISHED ACCOUNTS: Approved Credit Application on file Invoices issued monthly, after service has been rendered, and are due upon receipt.