

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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THE KEARSARGE Shopper®

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

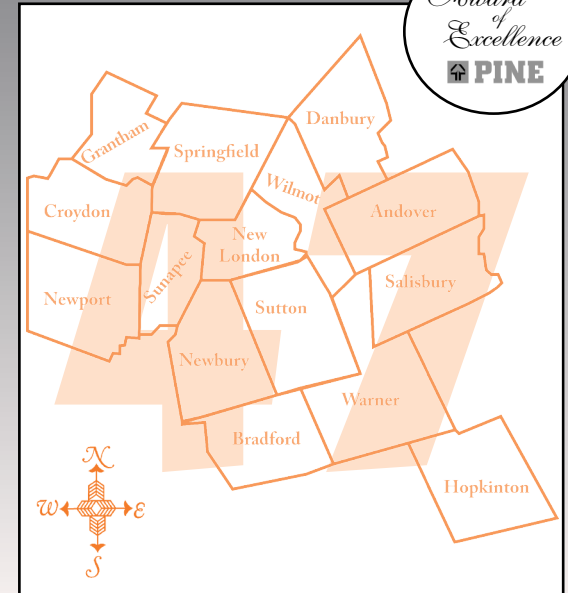
ECHO communications
inc.

Since 1971
47 Years of Service

THE KEARSARGE
Shopper®
Since 1971 47 years of your advertising

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

Award
of
Excellence
PINE



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

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)

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.

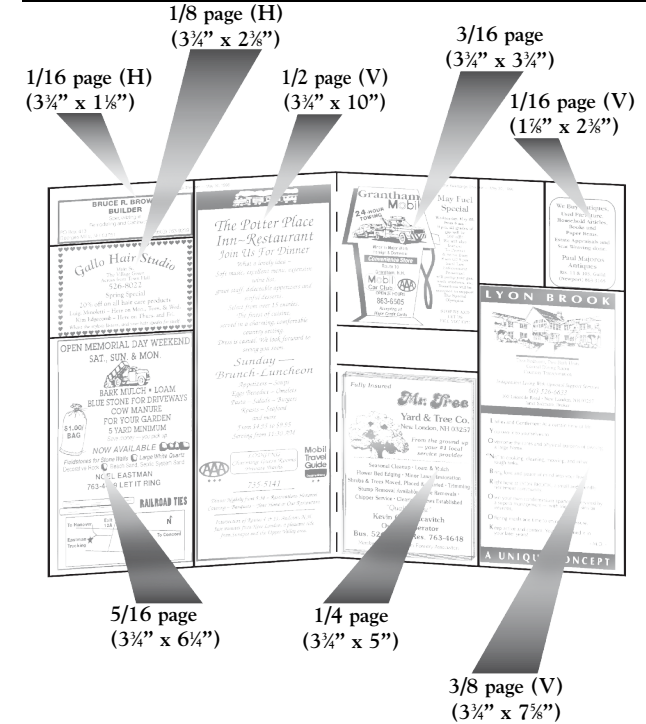
PLACEMENT: \$45.00 per ad; B&W ads only.

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.



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.