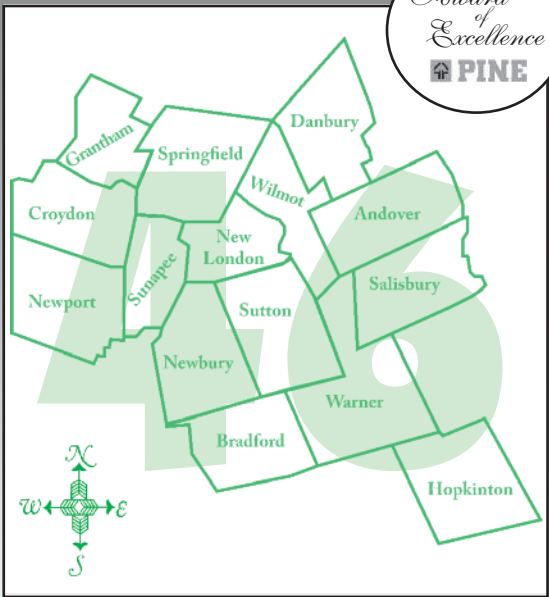


Since 1971
46 Years of Service



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



ADVERTISING RATES

EFFECTIVE JANUARY 1, 2017

DEADLINE / AD COPY
WEDNESDAY NOON

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

KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2017

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)	\$442.00	\$397.80 (1591.20)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	350.70	315.60 (1262.40)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	236.20	212.60 (850.40)
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)	184.90	166.40 (665.60)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	161.00	144.90 (579.60)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	118.70	106.80 (427.20)
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)	93.20	83.90 (335.60)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	63.20	56.90 (227.60)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	33.70	30.40 (121.60)
PERSONAL (Non-Commercial)	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	20.00	PREPAID
COLOR:			
FULL PAGE	(7.667" w x 10.167" h)	\$1077.00	\$969.30 (3,877.20)
THREE-QUARTER PAGE	NEW 2017 (7.667" w x 7.611" h), V (5.736" w x 10.167" h)	912.00	820.80 (3283.20)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	598.00	538.20 (2152.80)
THREE-EIGHTHS PAGE	NEW 2017 (7.667" w x 3.764" h), (5.736" w x 5.042" h), V (3.792" w x 7.611" h)	490.00	441.00 (1764.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	321.00	288.90 (1155.60)
FRONT or BACK COVER:			
BLACK & WHITE	NEW 2017 (3.75" w x 4.167" h)	\$163.70	N/A
COLOR	(3.75" w x 4.167" h)	366.00	N/A

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: Proof of supplied files: \$10.00
 2nd proof for Customer Changes: \$15.00
 Changes to '.pdf' files: \$20.00 minimum
 ** Ads provided in Column Inch dimensions: \$30.00 for conversion.
 Design/Creative services: \$90.00 per hour (ask for estimate)

CANCELLATIONS: can 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 (7%): 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

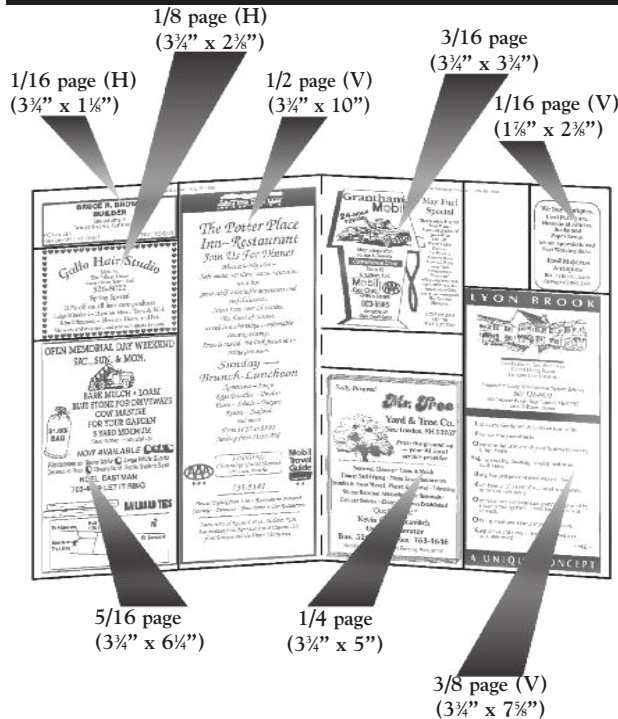
PERSONAL ADS: Pre-payment required

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.

THE KEARSARGE Shopper

Since 1971 46 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 incur Additional Design Fees. Proofs of these files are an additional \$10.00.

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 can not accept placement for Color ads.

The Kearsarge Shopper®:

IS THE #1 DISPLAY ADVERTISING PUBLICATION:

Serving the Kearsarge-Lake Sunapee Region weekly.

REACHES 20,030 ADDRESSEES WEEKLY:

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

PROVIDES VALUE:

Total Market Coverage, guaranteed.

- **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.
- **To Advertisers:**
 - The Readers.
 - The Budget:
 - A quarter page ad costs \$116.30 (2016 rates).
 - To reach Newport with 3,865 addressees (7,500 readers) Less than 3.1 cents/address (1.6 cents/reader) The other 16,165 addressees (**33,000 readers**) **FREE**.
 - Reach the people who live and shop locally - after the recreational visitors return home.
 - An advertising plan to meet any budget.

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: 20,030 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,010)*	Newbury (1,075)
Andover – East (140)	New London (2,475)
Bradford (1,050)	Newport (3,865)
Contoocook (2,585)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (540)
Danbury (560)	Springfield (390)
Elkins (180)	Sunapee (1,520)
Georges Mills (285)	Sutton – North (320)
Grantham (1,695)	Sutton – South (160)
Guild (100)	Warner (1,425)
Hopkinton (Contoocook)	Wilmot (655)

715 additional copies distributed at 19 locations in the Lake Sunapee Region including Colby-Sawyer College (when in session) and Dartmouth-Hitchcock Medical Center.

*Number of addressees per town (12/06/16).

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THE KEARSARGE Shopper

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

ECHO communications inc.