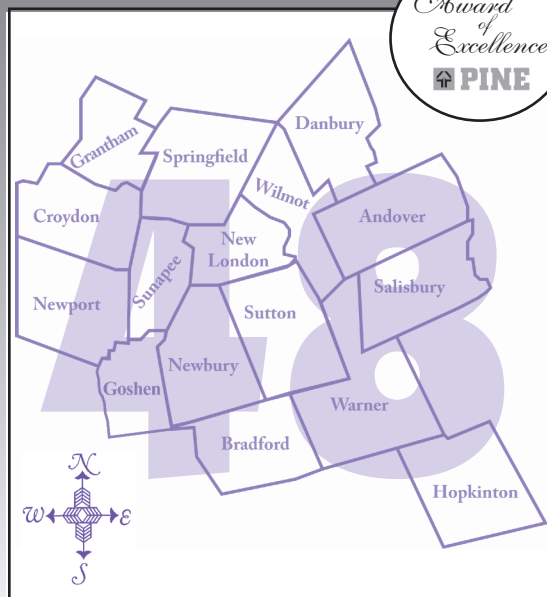


If it doesn't say KEARSARGE ~ It's not "THE Shopper"™

Since 1971
48 Years of Service



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



ADVERTISING RATES

EFFECTIVE JANUARY 1, 2019

DEADLINE / AD COPY
WEDNESDAY NOON

KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2019

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)	\$458.00	\$412.20 (1648.80)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	363.40	327.10 (1308.40)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	245.90	221.30 (885.20)
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)	192.50	173.30 (693.20)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	167.70	151.00 (604.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	122.90	110.60 (442.40)
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)	96.60	87.00 (348.00)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	65.00	58.50 (234.00)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	34.60	31.10 (124.40)
PERSONAL	(3.792" w x 1.194" h), V (1.861" w x 2.486" h) (Non-Commercial)	21.00	PREPAID

COLOR:

FULL PAGE	(7.667" w x 10.167" h)	\$1116.00	\$1004.40 (4017.60)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	945.00	850.50 (3402.00)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	623.00	560.70 (2242.00)
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)	511.00	459.90 (1839.60)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	465.00	419.00 (1676.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	338.00	304.20 (1216.80)
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)	270.00	243.00 (972.00)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	179.00	161.10 (644.40)

FRONT or BACK COVER:

BLACK & WHITE	(3.75" w x 4.167" h)	\$187.00	Six & 12 Month Contract*
COLOR	(3.75" w x 4.167" h)	380.00	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 Press Ready '.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 Press Ready '.pdf' files: \$10.00 minimum
Design/Creative services: \$70.00 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 and may not be combined.

FREQUENCY (10%): Buying four, or more, consecutive weeks (same size ad).

Frequency rates are pre-paid, and are **Non-refundable (except for approved accounts).**

NON-PROFIT (15% B&W/10% Color): Available to qualified 501(c)3 organizations.

AGENCY: Please call. SPECIAL CONDITIONS APPLY.

BILLING/PAYMENT: Cash, Check or Credit Card

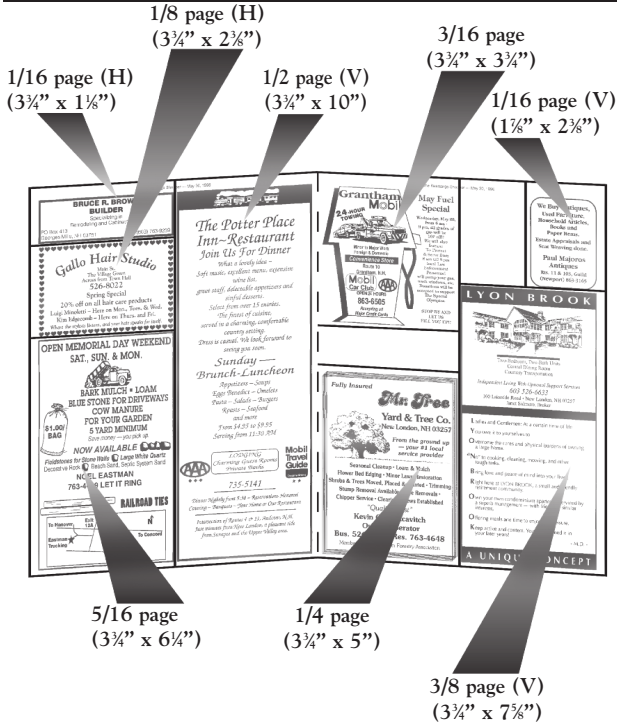
CREDIT APPROVED ACCOUNTS: Approved Credit Application on file, invoices issued monthly, and are due upon receipt.

NON-APPROVED ACCOUNTS:

Pre-payment required. Non-refundable.

THE KEARSARGE Shopper®

Since 1971 48 years of your advertising



The Kearsarge Shopper®:
IS THE #1 DISPLAY ADVERTISING PUBLICATION:
 Serving the Kearsarge-Lake Sunapee Region weekly.
REACHES 20,255 ADDRESSEES WEEKLY:
 Distribution by *Direct Mail* with over 40,000 readers.
Total Market Coverage, guaranteed.
PROVIDES VALUE:

- **To Advertisers:**
 - The Readers.
 - The Budget:
 - A quarter page ad costs \$122.90 (2019 rates).
 - To reach Warner, Bradford, and Sutton with 2,965 addressees (5,800 readers) Less than 4.2 cents/address (2.2 cents/reader) The other 17,290 addressees **(34,500 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.

- SEND US YOUR AD COPY:
- E-mail: theshopper@echocominc.com (SUBJECT: KS – {the date of publication, i.e. 11/23})
 - 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 8:00am – 4:30pm
www.echocominc.com * theshopper@echocominc.com

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

DISTRIBUTION

Total Market Coverage: 20,255 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,025)*	Newbury (995)
Andover – East (130)	New London (2,425)
Bradford (1,020)	Newport (3,865)
Contoocook (2,620)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (555)
Danbury (575)	Springfield (335)
Elkins (195)	Sunapee (1,675)
Georges Mills (335)	Sutton – North (315)
Goshen (420)	Sutton – South (155)
Grantham (1,390)	Warner (1,475)
Guild (80)	Wilmot (660)
Hopkinton (Contoocook)	

545 additional copies distributed at 20 locations in the Lake Sunapee Region including Colby-Sawyer College (when in session) and Dartmouth-Hitchcock Medical Center.
 *Number of addressees per town (12/4/18).

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



SUBSCRIPTIONS: Paid in advance and non-refundable.
 1 week: \$4.00; 6 Weeks: \$22.00; 13 Weeks \$45.00;
 26 weeks \$87.00; 1 year \$165.00.

GLOSSARY OF TERMS:

PRESS READY ‘.pdf’ FILES: Electronic files that will print as supplied. Changes 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. **SINGLE INSERTION 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.