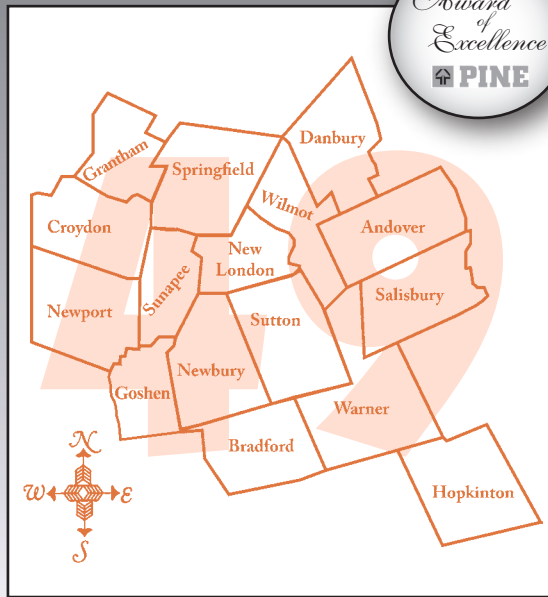


Since 1971
49 Years of Service

THE KEARSARGE
Shopper[®]
Since 1971 49 years of your advertising

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

Award
of
Excellence
PINE



ADVERTISING RATES

EFFECTIVE JANUARY 1, 2020

DEADLINE / AD COPY
WEDNESDAY NOON

The Kearsarge Shopper[®]:
IS THE #1 DISPLAY ADVERTISING PUBLICATION:
Serving the Kearsarge-Lake Sunapee Region weekly.
REACHES 20,815 ADDRESSEES WEEKLY:
Distribution by *Direct Mail* with over 41,630 readers.
Total Market Coverage, guaranteed.

PROVIDES VALUE:

- ♦ **To Advertisers:**
 - **Reach the people who live and shop locally.**
 - **The Budget:**
A quarter page ad costs \$122.90 (2020 rates).
 - ♦ To reach Newport, Grantham, Sunapee, Goshen, and Guild with 8,005 addressees (16,010 readers)
Less than 1.0 cent/address (.5 cent/reader)
The other 12,810 addressees (**25,620 readers**) **FREE**.
 - 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: 20,815 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,035)*	Newbury (1,120)
Andover – East (125)	New London (2,510)
Bradford (1,055)	Newport (3,860)
Contoocook (2,675)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (555)
Danbury (595)	Springfield (335)
Elkins (195)	Sunapee (1,620)
Georges Mills (335)	Sutton – North (330)
Goshen (420)	Sutton – South (155)
Grantham (1,690)	Warner (1,475)
Guild (80)	Wilmot (650)
Hopkinton (Contoocook)	

510 additional copies distributed at 20 locations in the Lake Sunapee Region including Dartmouth-Hitchcock Medical Center.
*Number of addressees per town (11/5/19).

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THE KEARSARGE
Shopper

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

ECHO communications
inc.

See rate list on page 2

KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2020

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	150.90 (603.60)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	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	86.90 (347.60)
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)	20.00	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 (2242.80)
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)	511.00	459.90 (1839.60)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	465.00	418.50 (1674.00)
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)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h) NEW 2020	95.00	85.50 (342.00)

FRONT or BACK COVER:

BLACK & WHITE	(3.75" w x 4.167" h)	\$153.60	12 Month Contract*
COLOR	(3.75" w x 4.167" h)	422.60	12 Month Contract* * Call For Availability

FILE SPECIFICATIONS:

AD DIMENSIONS: **W**idth X **H**eight (in inches).
 PRINTING: Sheet fed Offset, 50 lb. white opaque, free sheet
 RESOLUTION: **B&W, Grayscale and Color**- Min. 300DPI
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 credit approved accounts).**

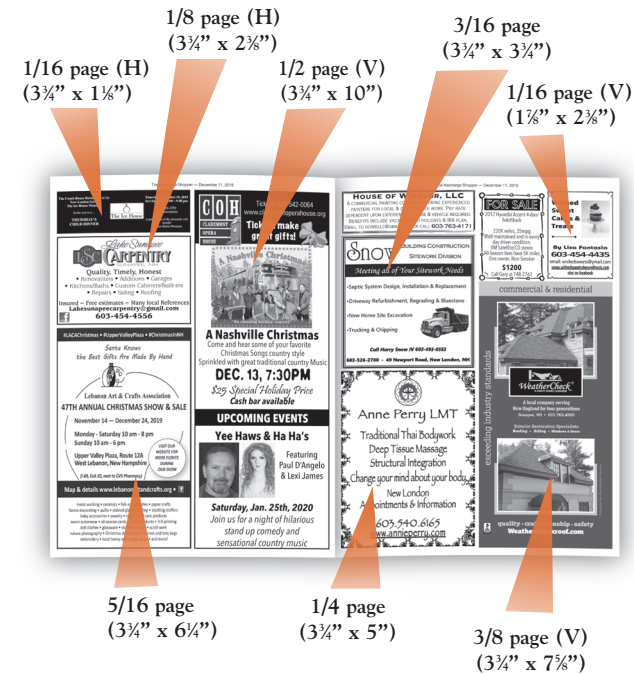
NON-PROFIT Available to qualified 501(c)3 organizations.
 B&W: (10%) 1-3 individual weeks; (15%) 4, or more, consecutive weeks.
 Color: (10%) 1, or more weeks.

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.



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 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 can not accept placement for Color ads.