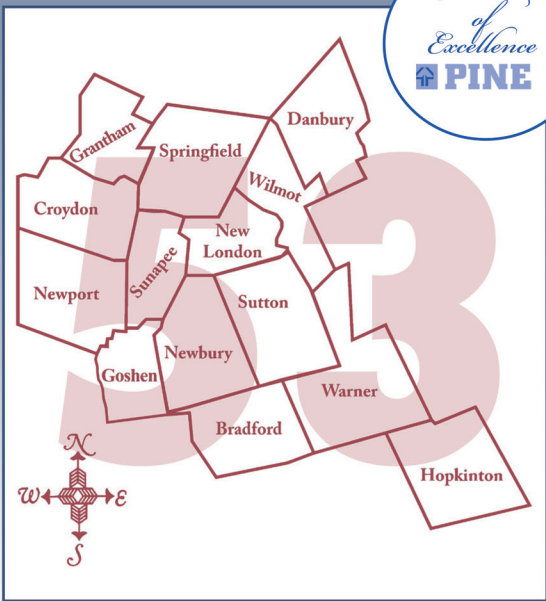


Since 1971

THE KEARSARGE
Shopper[®]
Since 1971 53 years of your advertising

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



Award
of
Excellence
PINE

ADVERTISING RATES

EFFECTIVE January 1, 2024

DEADLINE / AD COPY
WEDNESDAY NOON

The Kearsarge Shopper[®]:

IS THE #1 DISPLAY ADVERTISING PUBLICATION:

Serving the Kearsarge-Lake Sunapee Region weekly.

REACHES 21,646 POSTAL CUSTOMERS WEEKLY:

Distribution by *Direct Mail* with over 43,300 readers.

Total Market Coverage, guaranteed.

PROVIDES VALUE:

- ♦ To Advertisers:
 - Reach the people who live and **SHOP LOCALLY**.
 - The Budget:
 - A quarter page ad costs \$137.10 (2024 rates).
 - ♦ To reach Contoocook, Hopkinton, Warner, Bradford, and Sutton with 5,860 Postal Customers (11,720 readers) Costs 2.34 cents/address (1.17 cents per reader)
 - ♦ The other 15,786 Postal customers (**31,572 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, ONE WEEK BEFORE PUBLICATION.

SEND US YOUR AD COPY:

- ♦ E-mail: theshopper@echocominc.com
(SUBJECT: KS – {the date of publication, i.e. 11/23})
- ♦ Drop off at our office.
- ♦ Mail

The Kearsarge Shopper[®]

59 Pleasant Street, P.O. Box 2300
New London, NH 03257-2300

603-526-9131

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: 21,646 Shoppers distributed by
U.S. Mail to all postal customers in the towns of:

Andover (1,065)*	Newbury (1,175)
Andover – East (110)	New London (2,420)
Bradford (1,090)	Newport (3,975)
Contoocook (2,695)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (600)
Danbury (645)	Springfield (375)
Elkins (210)	Sunapee (1,735)
Georges Mills (355)	Sutton – North (400)
Goshen (465)	Sutton – South (165)
Grantham (1,845)	Warner (1,510)
Guild (90)	Wilmot (695)
Hopkinton (Contoocook)	Special Mailers (26)

380 additional copies distributed at 16 locations in the
Lake Sunapee Region including Hannaford's New London

*Number of postal customers per town (10/24/23).

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THE KEARSARGE
Shopper[®]

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

ECHO communications
inc.

THE KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2024

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)	\$507.10	\$456.40 (\$1,825.60)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	405.80	365.20 (1,460.80)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	269.30	242.40 (969.60)
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)	206.90	186.20 (744.80)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	182.60	164.30 (657.20)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.167" h)	137.10	123.40 (493.60)
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)	109.80	98.80 (395.20)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	78.30	70.50 (282.00)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	41.70	37.50 (150.00)
PERSONAL - 1/16 PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h) (Non-Commercial)	28.00	PREPAID

COLOR:

FULL PAGE	(7.667" w x 10.167" h)	\$1,166.00	\$1,049.40	(4,197.60)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	971.00	873.90	(3,495.60)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	640.00	576.00	(2,304.00)
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)	514.00	462.60	(1,850.40)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	476.00	428.40	(1,713.60)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.167" h)	340.00	306.00	(1,224.00)
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)	276.00	248.40	(993.60)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	196.00	176.40	(705.60)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	103.00	92.70	(370.80)

FRONT or BACK COVER: * Call For Availability

BLACK & WHITE	(3.75" w x 4.167" h)	\$154.30	12 MONTH CONTRACT *
COLOR	(3.75" w x 4.167" h)	382.50	12 Month Contract * (*Call for availability)

FILE SPECIFICATIONS:

AD DIMENSIONS: Width X Height (in inches).

PRINTING: Sheet fed Offset, 50 lb. white opaque, free sheet

RESOLUTION: Highest Resolution possible (PHOTOS "Actual Size")

ALL COLOR ADS C-M-Y-K press ready *.pdf* files only

COPY SUBMISSIONS: written (in person), mail, or e-mail.

NO COPY TAKEN OVER THE PHONE

A.) *.pdf* File – Electronic file that will print as supplied

B.) Changes to *.pdf* File – minimum charge \$15.00.

C.) Design Ad/Set Copy requiring more than 2 proofs – Minimum charge \$30.00. Each additional proof \$15.00.

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.

CANCELLATIONS: May not be accommodated after the deadline.

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

RATES: Include Printing and Distribution only.

Discounts apply to SINGLE INSERTION Rates and may not be combined.

FREQUENCY: Buying four, or more, weeks consecutive or EOW.

Frequency rates are pre-paid, and are Non-refundable

NON-PROFIT: Available to qualified 501(c)3 organizations.

B&W: (10%) 1-3 individual weeks

(15%) 4 or more consecutive weeks.

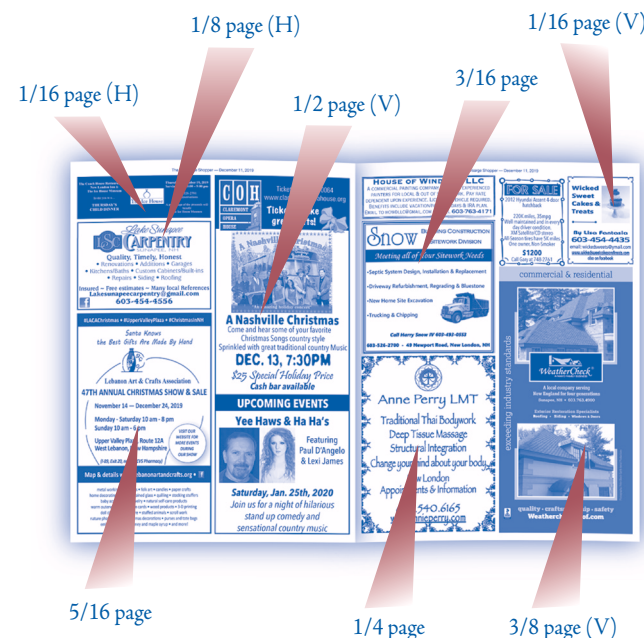
Color: (10%) 1 or more weeks.

AGENCY: Please Call. SPECIAL CONDITIONS APPLY.

POLITICAL ADS: Single Insertion Rates only.

PAYMENTS: In advance by Cash, Check, or Credit Card.

BILLING: Open Accounts only with approved Credit Application on file.



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:

COPY CHANGE: Changes made to multiple-run ads.

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.

SPACE AVAILABLE: All ads taken after the deadline of NOON WEDNESDAY, THE WEEK BEFORE PUBLICATION. No guarantee these ads will be published.

RUN OF PAPER (ROP): Ad placement is up to Echo Communications. When special placement can be accommodated, PLACEMENT fees apply. We cannot accept placement for color ads.