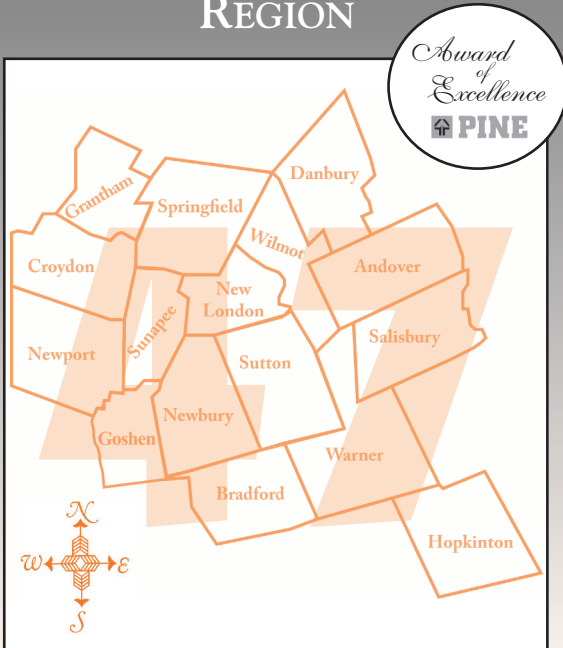


Since 1971  
47 Years of Service



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



## 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)
<b>PERSONAL</b> (Non-Commercial)	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	<b>21.00</b>	<b>PREPAID</b>
<b>COLOR:</b>			
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)
<b>FRONT or BACK COVER:</b>			
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**.

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

**AGENCY:** Please call. Special conditions apply.

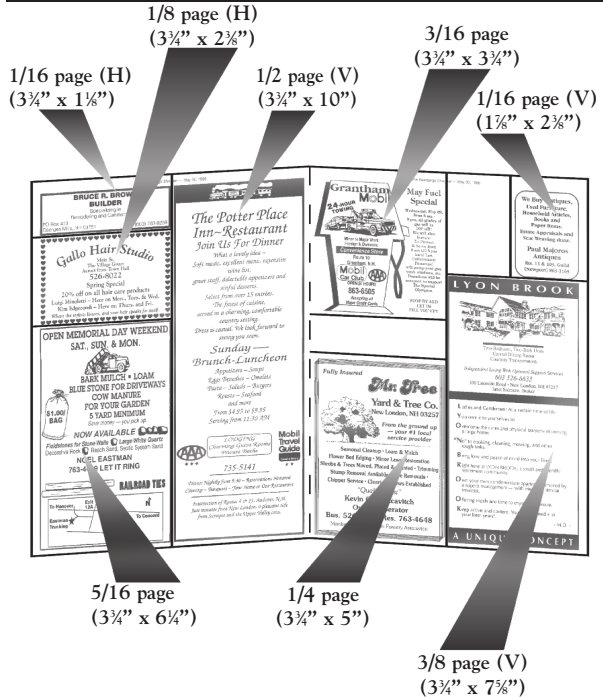
**SUBSCRIPTIONS:** Paid in advance and non-refundable.  
1 week: \$10.00; 6 Weeks: \$36.00; 13 Weeks \$68.00;  
26 weeks \$110.00; 1 year \$174.00.

**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).
- 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.

**The Kearsarge Shopper®:**  
**IS THE #1 DISPLAY ADVERTISING PUBLICATION:**  
 Serving the Kearsarge-Lake Sunapee Region weekly.  
**REACHES 20,665 ADDRESSEES WEEKLY:**  
 Distribution by *Direct Mail*, 41,000 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 18,045 addressees **(36,090 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](mailto: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](http://www.echocominc.com) \* [theshopper@echocominc.com](mailto:theshopper@echocominc.com)

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

**DISTRIBUTION**

**Total Market Coverage:** 20,665 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,025)*	Newbury (1,030)
Andover – East (135)	New London (2,535)
Bradford (1,020)	Newport (3,845)
Contoocook (2,620)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (555)
Danbury (585)	Springfield (360)
Elkins (205)	Sunapee (1,620)
Georges Mills (335)	Sutton – North (330)
Goshen (410)	Sutton – South (155)
Grantham (1,695)	Warner (1,465)
Guild (90)	Wilmot (650)

Hopkinton (Contoocook)  
 560 additional copies distributed at 22 locations in the Lake Sunapee Region including Colby-Sawyer College (when in session) and Dartmouth-Hitchcock Medical Center.  
 \*Number of addressees per town (6/19/18).

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