

KEARSARGE SHOPPER 101

WAYS TO PLACE YOUR AD IN THE KEARSARGE SHOPPER:

Our Customer Service Representatives are ready to assist you in all phases of your ad placement.

Bring your ad copy to our office at 59 Pleasant Street., New London, NH, Monday-Friday 8:00-4:30.

Or... mail us your ad copy with payment to PO Box 2300, New London, NH 03257

Or... email your ad copy and contact information to echocom@tds.net

Or... fax your ad copy and contact information to (603)526-6062

We now accept Master Card, Visa, American Express and Discover.

**We cannot accept ad copy by telephone.
Ads must be prepaid.**

CUSTOMER SERVICE:
(603) 526-6006 ext. 221

KEARSARGE SHOPPER® RATES JANUARY 1, 2012

AD SIZE (in inches) Width x Height	SINGLE INSERTION	FREQUENCY RATE
FULL PAGE (7½" x 10")	\$399.80	\$359.80 (1,439.20)
THREE-FOURTHS PAGE (7" x 7"), (5¾" x 10")	315.80	284.20 (1,136.80)
HALF PAGE (7" x 5"), (3¾" x 10")	210.50	189.50 (758.00)
THREE-EIGHTHS PAGE (7" x 3½"), (3¾" x 7¾"), (5" x 5")	165.00	148.50 (594.00)
FIVE-SIXTEENTHS PAGE (3¾" x 6¾")	141.70	127.50 (510.00)
QUARTER PAGE (3¾" x 5"), (1¾" x 10"), (7" x 2½")	108.20	97.40 (389.60)
THREE-SIXTEENTHS PAGE (3¾" x 3¾"), (5¾" x 2¾"), (1¾" x 7¾")	84.20	75.80 (303.20)
ONE-EIGHTH PAGE (3¾" x 2¾"), (1¾" x 5")	58.70	52.80 (211.20)
ONE-SIXTEENTH PAGE (3¾" x 1¾"), (1¾" x 2¾")	31.40	28.30 (113.20)
PERSONAL (NON-COMMERCIAL) (3¾" x 1¾"), (1¾" x 2¾")	19.00	PREPAID
COLOR:		
FULL PAGE (7½" x 10")	\$920.00	\$856.00 (3,424.00)
HALF PAGE (7" x 5"), (3¾" x 10")	503.00	468.00 (1,872.00)
QUARTER PAGE (3¾" x 5"), (1¾" x 10"), (7" x 2¾")	273.00	254.00 (1,016.00)

FREQUENCY RATE:

Applies to four or more consecutive ads the same size. Pre-paid frequency rates are set up at the beginning of the 4 week run and are non-refundable.

Please note:

\$19.00 Personal Ads do not include Real Estate/Rental ads which are charged at the Commercial Rate.

VISIT US ON THE WEB!

www.echocominc.com

To view ad sizes:

1. Click on "Shopper Publications Group"
2. Click on "Kearsarge Shopper"
3. Click on "Printable Version of Rate Brochure"

DEADLINE
NOON WEDNESDAY for publication the following Wednesday