

**THE # 1 DISPLAY
ADVERTISING PUBLICATION OF
THE
KEARSARGE-LAKE SUNAPEE AREA.
30,000 READERS EACH WEEK**

The Kearsarge Shopper™ is the only publication in the Kearsarge-Lake Sunapee Region that is mailed to 14 towns, 3 School Districts, 51 times each year, including the special year-end calendar issue.

Total Market Coverage by direct mail means that over 17,800 households receive, by mail, every week, the latest and most up-to-date advertising messages and other items of interest published in *The Kearsarge Shopper™*.

The Kearsarge Shopper™ does not depend on subscriptions, newsstand sales, or retail store pick-up for distribution. Your ad is *assured* of being delivered to the hands of area shoppers.

The Kearsarge Shopper™ is a local source of information for all area readers. This strong exposure reaches the largest number of shoppers and consumers in the Kearsarge-Lake Sunapee area.

**HOW TO PLACE YOUR AD IN
THE KEARSARGE SHOPPER™:**

Call our Customer Service Representatives Monday - Friday between 8am and 4:30pm to reserve your ad space.

Then...

- e-mail (echocom@tds.net, SUBJECT: Shopper)
- fax (603-526-6062)
- drop off (59 Pleasant St. New London, NH)
- mail (PO Box 2300, New London, NH 03257)

...your ad copy to arrive by the noon Wednesday deadline.

It's that simple!

THE KEARSARGE SHOPPER™

59 PLEASANT STREET • P.O. BOX 2300

NEW LONDON, NH 03257

603-526-6006 • FAX 526-6062

1-800-811-6006

www.echocominc.com • E-mail:echocom@tds.net

DISTRIBUTION

Total market coverage of 17,800 shoppers distributed by U.S. Mail to postal customers in the towns of:

Andover	New London
Bradford	Newport
Croydon	Potter Place
Danbury	Salisbury
Elkins	Springfield
Georges Mills	Sunapee
Grantham	Sutton
Guild	Warner
Newbury	Wilmot

800 additional copies distributed at 15 locations in the New London and Newport areas and Colby-Sawyer College (when in session).

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Illustrations used herein are for design purposes only and do not necessarily depict the actual items offered by the advertisers.

This publication is distributed by U.S. Mail and assumes no responsibility for delays in delivery by the U.S. Post Office.

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is a publication of *The Shopper Publications Group™*

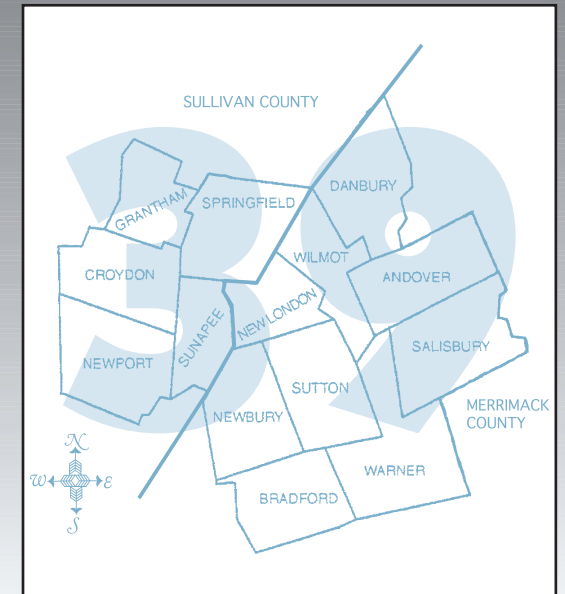
A DIVISION OF



**Since 1971
39 Years of Service**



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



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

**ADVERTISING RATES
EFFECTIVE JANUARY 1, 2010**

PUBLICATION: Weekly.
MECHANICAL SPECIFICATIONS:
PRODUCTION: Offset printing on 50 lb. white offset.
 100 line screen.
COLUMN WIDTH: 11 picas; 4 column page
PAGE SIZE: 46 picas wide (7 $\frac{1}{2}$ "");
 60 picas deep (10")

REVERSE: \$13.00 each
CUSTOM ART/SPECIAL REQUESTS/CORRECTING
DIGITAL FILES: Charged on a time basis. \$10.00 minimum, \$60/hour.
HALFTONES (PICTURES): Priced separately in excess of 8 per page
 (1 per 1/8th page).
PLACEMENT: All advertising is run-of-paper (ROP). When special requests can be accommodated, there will be a placement charge of \$35 per ad.

BILLING TERMS: (For established accounts)
 Invoices issued monthly, due on receipt, interest at rate of 12% annually, on balance over 30 days.
Frequency discounts allowed on current, paid-up accounts only.

PRE-PAYMENT: Required for non-established accounts
 (credit cards accepted).

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.

DISTRIBUTION: Delivered to Postal Service on Tuesday (with the exception of holidays or circumstances beyond our control) for distribution by U.S. Mail. Also available at other locations.

SUBSCRIPTIONS: By First Class Mail. Inquire about rates to areas out of our regular distribution area including Florida, California, Great Britain, and Western Europe.

AGENCY RATES: Agency billings discounted 15% on **single insertion rates only** for electronically provided PDF files. Discount not allowed if ads are reworked in any way (hard copy or electronic). Discount must be requested when ad is placed.

POLITICAL: Political ads must be paid in advance and display name and address of fiscal agent.

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

CHANGES & CANCELLATIONS: Any change or correction made to an ad after the deadline will be subject to the \$10.00 minimum "special request" charge. A charge will be made for any advertisement scheduled, composed, and then cancelled. Pre-paid frequency rates are non-refundable.

ERRORS: Echo Communications, Inc., d/b/a *The Kearsarge Shopper*TM is not responsible in any way for errors in ads supplied camera ready or for errors resulting from telephone insertions. If a typographical error is made by *The Kearsarge Shopper*TM, the portion of the ad in which the error occurs will be reprinted at no cost and may not necessarily be the same size as the original ad.

KEARSARGE SHOPPER RATES JANUARY 1, 2010

AD SIZE (in inches) Width x Height	SINGLE INSERTION	FREQUENCY RATE
FULL PAGE (7 $\frac{1}{2}$ " x 10")	\$388.00	\$360.75 (1,443.00)
THREE-FOURTHS PAGE (7 $\frac{1}{2}$ " x 7 $\frac{1}{2}$ ""), (5 $\frac{1}{4}$ " x 10")	297.00	276.25 (1,105.00)
HALF PAGE (7 $\frac{1}{2}$ " x 5"), (3 $\frac{3}{4}$ " x 10")	199.75	185.75 (743.00)
THREE-EIGHTHS PAGE (7 $\frac{1}{2}$ " x 3 $\frac{3}{4}$ ""), (3 $\frac{3}{4}$ " x 7 $\frac{1}{2}$ ""), (5 $\frac{1}{4}$ " x 5")	157.00	146.00 (584.00)
FIVE-SIXTEENTHS PAGE (3 $\frac{3}{4}$ " x 6 $\frac{1}{4}$ "")	138.00	128.50 (514.00)
QUARTER PAGE (3 $\frac{3}{4}$ " x 5"), (1 $\frac{1}{8}$ " x 10"), (7 $\frac{1}{2}$ " x 2 $\frac{3}{4}$ "")	106.00	98.75 (395.00)
THREE-SIXTEENTHS PAGE (3 $\frac{3}{4}$ " x 3 $\frac{3}{4}$ ""), (5 $\frac{1}{4}$ " x 2 $\frac{3}{4}$ ""), (1 $\frac{1}{8}$ " x 7 $\frac{1}{2}$ "")	82.50	76.75 (307.00)
ONE-EIGHTH PAGE (3 $\frac{3}{4}$ " x 2 $\frac{3}{4}$ ""), (1 $\frac{1}{8}$ " x 5")	57.50	53.50 (214.00)
ONE-SIXTEENTH PAGE (3 $\frac{3}{4}$ " x 1 $\frac{1}{8}$ ""), (1 $\frac{1}{8}$ " x 2 $\frac{3}{4}$ "")	30.75	28.50 (114.00)
PERSONAL (NON-COMMERCIAL) (3 $\frac{3}{4}$ " x 1 $\frac{1}{8}$ ""), (1 $\frac{1}{8}$ " x 2 $\frac{3}{4}$ "")	18.00	PREPAID
COLOR:		
FULL PAGE (7 $\frac{1}{2}$ " x 10")	\$1,290.00	\$1,200.00 (4,800.00)
HALF PAGE (7 $\frac{1}{2}$ " x 5"), (3 $\frac{3}{4}$ " x 10")	827.00	770.00 (3,080.00)

DEADLINE

WEDNESDAY NOON — Ad copy

PROOFS:

Proofs of advertisements may be shown on request at *The Kearsarge Shopper*TM. Proofs are for typographical errors only. Changes from original layout and copy are subject to additional charges.

**Copy requiring proof MUST be received
 ONE WEEK BEFORE DEADLINE.**

Tear sheets for co-op billing available upon request.



1/16 page (H) (3 $\frac{1}{4}$ " x 1 $\frac{1}{8}$ "")
 1/8 page (H) (3 $\frac{3}{4}$ " x 2 $\frac{3}{4}$ "")
 1/2 page (V) (3 $\frac{3}{4}$ " x 10")
 3/16 page (3 $\frac{3}{4}$ " x 3 $\frac{1}{4}$ "")
 1/16 page (V) (1 $\frac{1}{8}$ " x 2 $\frac{3}{4}$ "")
 5/16 page (3 $\frac{3}{4}$ " x 6 $\frac{1}{4}$ "")
 1/4 page (3 $\frac{3}{4}$ " x 5")
 3/8 page (V) (3 $\frac{3}{4}$ " x 7 $\frac{1}{2}$ "")

GLOSSARY OF TERMS

PDF Files: Ad copy is provided to size and according to our specifications in digital format as a PDF file. These files are print ready with no additional work being required once it is submitted for publication. Faxed hard copy required for accuracy.

Screen: Gray background

Reverse: Black background

TFN "Till Further Notice": Space reserved indefinitely, a minimum of four consecutive weeks, same size all weeks.

Copy Change: A change made to a multiple-run ad. We must be notified by the deadline of copy changes.

Space Available: Ads submitted after the deadline will be taken on a space available basis. After all other ads have been assembled, the remaining space will be filled with "space available" ads. There is no guarantee that these ads will be published.