

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

The Kearsarge Shopper[®] uses direct mail to provide **Total Market Coverage** for its advertisers. Over 17,600 households receive the Kearsarge Shopper[®] by mail every week. This ensures the readers are receiving the most up-to-date advertising messages and other items of interest right in their mailbox.

The Kearsarge Shopper[®] delivers the best value with a full page black & white ad costing only 2.3¢ per house, or color only 5.2¢ per house. With 30,000 readers each week that value improves to 1.4¢ and 3.1¢ respectively. Smaller ads can provide even greater value and the choice is yours.

The Kearsarge Shopper[®] is the only publication in the Kearsarge-Lake Sunapee Region that is mailed to 14 towns, 5 School Districts, 51 times each year.

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

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

DISTRIBUTION

Total market coverage of 17,600 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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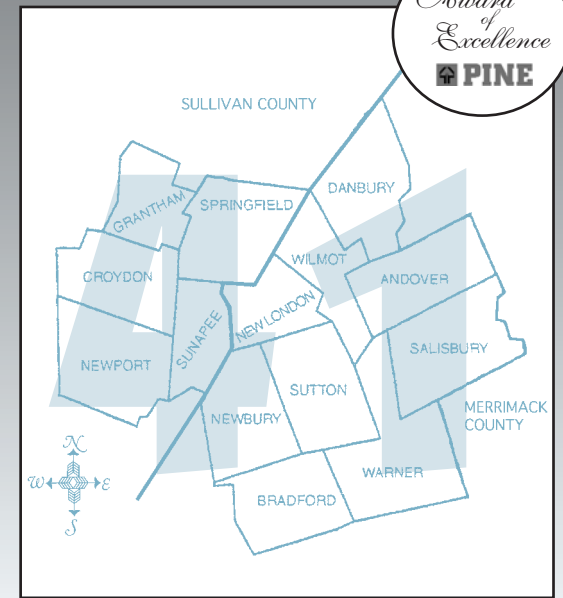
is a publication of



**Since 1971
41 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, 2012**

MECHANICAL SPECIFICATIONS:

PRINTING: By sheetfed Offset, on 50 lb. white opaque.
RESOLUTION: 150 line screen B&W/Grayscale
200 line screen CMYK color

DESIGN SERVICES: \$15 per quarter page (\$15 min.). Design Services may be incurred when a proof is requested.

PLACEMENT: All advertising is run-of-paper (ROP). When special requests can be accommodated, there will be a placement charge of \$35 per ad.

COLOR ADS: Submit CMYK-PDF files only.

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: Delivered by First Class Mail, in an envelope. \$3.00 per week, 4 week minimum. Payment with order, credit cards accepted.

PRINT READY FILES: 8% discount on single insertion rates only for electronically provided PDF files. Reworked PDF files will be charged at the full single insertion rate.

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

RENTALS: All real estate advertised herein is subject to the Federal Fair Housing Act.

NON-PROFIT RATE: Available to qualifying 501(c)3 organizations and is discounted 18% (B/W) and 10% (color) on single insertion rates only.

CANCELLATIONS: Cancellations after the deadline may be subject to a cancellation fee of 50% of the cost of the ad. Pre-paid frequency rates are non-refundable.

ERRORS: Echo Communications, Inc., d/b/a The Kearsarge Shopper® is not responsible, in any way, for errors in ads supplied print ready (PDF or camera ready). Echo Communications, Inc. will reprint, at no charge, the portion of the ad containing an error we typeset. The reprinted ad may not be the same size as the original ad.

COPY SUBMISSION: All copy must be presented via mail, fax, e-mail, or dropped off at our office at 59 Pleasant Street, New London, NH 03257. It is not our policy to accept original copy or copy changes over the telephone.

KEARSARGE SHOPPER® RATES
JANUARY 1, 2012

AD SIZE (in inches) Width x Height	SINGLE INSERTION	FREQUENCY RATE
FULL PAGE (7" x 10")	\$399.80	\$359.80 (1,439.20)
THREE-FOURTHS PAGE (7" x 7"), (5" x 10")	315.80	284.20 (1,136.80)
HALF PAGE (7" x 5"), (3" x 10")	210.50	189.50 (758.00)
THREE-EIGHTHS PAGE (7" x 3"), (3" x 7"), (5" x 5")	165.00	148.50 (594.00)
FIVE-SIXTEENTHS PAGE (3" x 6")	141.70	127.50 (510.00)
QUARTER PAGE (3" x 5"), (1" x 10"), (7" x 2")	108.20	97.40 (389.60)
THREE-SIXTEENTHS PAGE (3" x 3"), (5" x 2"), (1" x 7")	84.20	75.80 (303.20)
ONE-EIGHTH PAGE (3" x 2"), (1" x 5")	58.70	52.80 (211.20)
ONE-SIXTEENTH PAGE (3" x 1"), (1" x 2")	31.40	28.30 (113.20)
PERSONAL (NON-COMMERCIAL) (3" x 1"), (1" x 2")	19.00	PREPAID
COLOR:		
FULL PAGE (7" x 10")	\$920.00	\$856.00 (3,424.00)
HALF PAGE (7" x 5"), (3" x 10")	503.00	468.00 (1,872.00)
QUARTER PAGE (3" x 5"), (1" x 10"), (7" x 2")	273.00	254.00 (1,016.00)

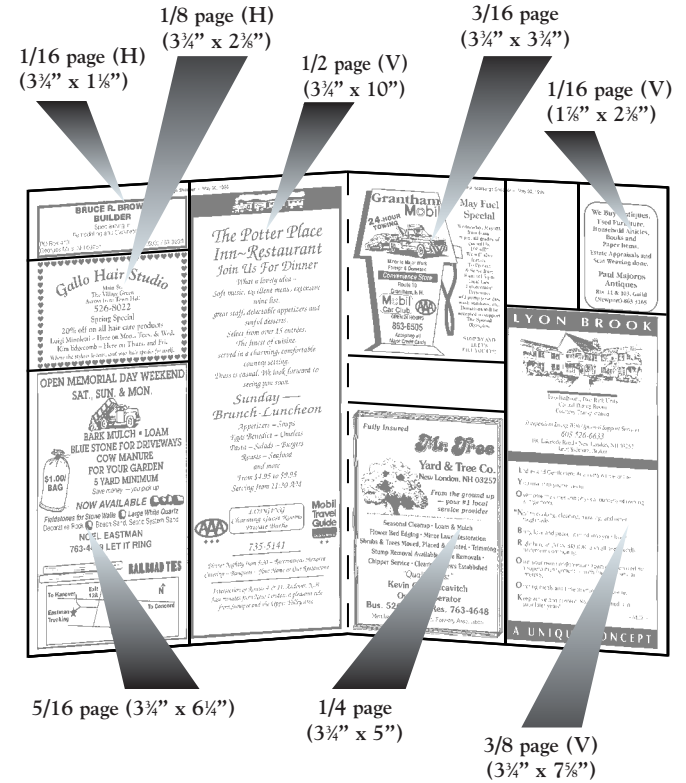
DEADLINE / AD COPY

WEDNESDAY NOON

PROOFS:

Schedule: Two weeks in advance of publication date and are available on request at our office - 59 Pleasant Street, New London, NH 03257.

Design Services: All ads requiring a proof are subject to Design Service Fees. Sorry, no proofs on personal ads.



GLOSSARY OF TERMS

PDF Files: Electronic files provided exactly to the size specifications outlined in the Advertising Rates brochure. Minimum resolution 300dpi, all color files provided CMYK. Changes requested at time of submission, or after, will be subject to Design Services fees.

Copy Change: A change made to a multiple-run ad. Notification of a copy change must be received by the deadline. Changes are subject to Design Services fees.

'Til Further Notice (TFN): Ad space reservation that runs indefinitely - EVERY WEEK. All ads must be the same size, frequency rates apply.

Every Other Week (EOW): Ad space reservation that runs indefinitely - EVERY OTHER WEEK. All ads must be the same size, single insertion rates apply.

Space Available: Ads submitted after the deadline will be taken on a space available basis. There is no guarantee that these ads will be published.