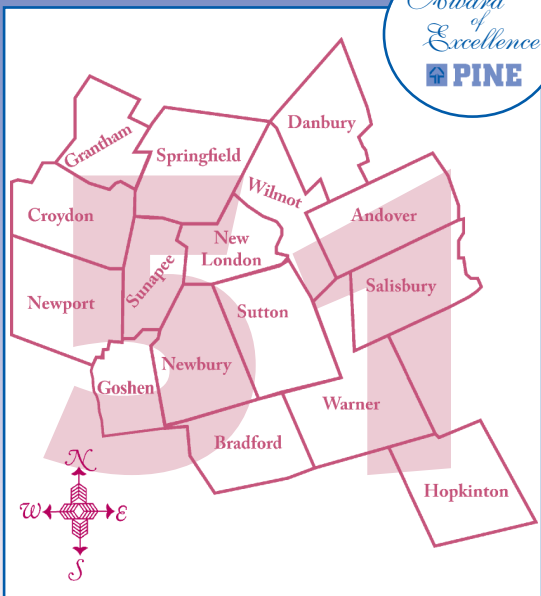


Since 1971



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, 2022

DEADLINE / AD COPY
WEDNESDAY NOON

The Kearsarge Shopper®:

IS THE #1 DISPLAY ADVERTISING PUBLICATION:

Serving the Kearsarge-Lake Sunapee Region weekly.

REACHES 21,732 ADDRESSEES WEEKLY:

Distribution by *Direct Mail* with over 43,464 readers.

Total Market Coverage, guaranteed.

PROVIDES VALUE:

- To Advertisers:*
 - Reach the people who live and **SHOP LOCALLY**.
 - The Budget:
 - A quarter page ad costs \$125.00 (2022 rates).
 - To reach New London, Andover, Springfield, and Wilmot with 4,825 addressees (9,650 readers) Less than 2.6 cents/address (1.3 cents per reader)
 - The other 16,880 addressees (**33,760 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])
- 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 8:00am – 4:30pm

www.echocominc.com

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

DISTRIBUTION

Total Market Coverage: 21,732 Shoppers distributed by U.S. Mail to all addressees in the towns of:

Andover (1,085)*	Newbury (1,200)
Andover – East (125)	New London (2,570)
Bradford (1,100)	Newport (3,900)
Contoocook (2,680)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (580)
Danbury (620)	Springfield (360)
Elkins (215)	Sunapee (1,800)
Georges Mills (360)	Sutton – North (350)
Goshen (460)	Sutton – South (165)
Grantham (1,840)	Warner (1,530)
Guild (80)	Wilmot (685)
Hopkinton (Contoocook)	Special Mailers (27)

305 additional copies distributed at 15 locations in the Lake Sunapee Region including Hannaford's New London.

*Number of addressees per town (10/19/21).

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



KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2022

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)	\$462.50	\$416.30 (1665.20)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	370.00	333.00 (1332.00)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	245.60	221.00 (884.00)
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)	188.70	169.80 (679.20)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	164.80	148.30 (593.20)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	125.00	112.50 (450.00)
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)	99.10	89.20 (356.80)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	71.30	64.20 (256.80)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	38.40	34.60 (138.40)
PERSONAL - 1/16	(3.792" w x 1.194" h), V (1.861" w x 2.486" h) (Non-Commercial)	26.00	PREPAID

COLOR:

FULL PAGE	(7.667" w x 10.167" h)	\$1099.00	\$989.10 (3956.40)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	914.00	822.60 (3290.40)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	603.00	542.70 (2170.80)
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)	485.00	436.50 (1746.00)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	448.00	403.20 (1612.80)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.069" h)	320.00	288.00 (1152.00)
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)	260.00	234.00 (936.00)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	182.00	163.80 (655.200)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	97.00	87.30 (349.20)

FRONT or BACK COVER:

BLACK & WHITE	(3.75" w x 4.167" h)	\$156.20	12 Month Contract*
COLOR	(3.75" w x 4.167" h)	402.00	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), 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 Press Ready '.pdf' files: \$10.00 minimum
 Design/Creative services: \$70.00 per hour (ask for estimate)

CANCELLATIONS: May not be accommodated after the deadline.

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

RATES: All (discounts) apply to the Single Insertion Rate and may not be combined.

FREQUENCY: Buying four, or more, weeks consecutive or EOW. Frequency rates are pre-paid, and are **Non-refundable (except for approved accounts)**.

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.**

BILLING/PAYMENT: Cash, Check or Credit Card

CREDIT APPROVED ACCOUNTS: Approved Credit Application on file, invoices issued monthly, and are due upon receipt.

NON-APPROVED ACCOUNTS: Pre-payment required. Non-refundable.



1/16 page (H) (3 3/4" x 1 1/8")

1/8 page (H) (3 3/4" x 2 3/8")

3/16 page (3 3/4" x 3 3/4")

1/2 page (V) (3 3/4" x 10")

1/16 page (V) (1 7/8" x 2 3/8")

5/16 page (3 3/4" x 6 1/4")

1/4 page (3 3/4" x 5")

3/8 page (V) (3 3/4" x 7 3/8")

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:

PRESS READY '.pdf' FILES: Electronic files that will print as supplied. Changes may incur **ADDITIONAL DESIGN FEES.**

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. SINGLE INSERTION 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, **PLACEMENT** fees apply. We can not accept placement for Color ads.