

# THE KEARSARGE SHOPPER® RATES

EFFECTIVE JANUARY 1, 2025

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)	\$520.10	\$468.10	(\$1,872.40)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	416.20	374.60	(1,498.40)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	276.20	248.60	(994.40)
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)	212.20	191.00	(764.00)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	188.30	169.50	(678.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.167" h)	140.60	126.50	(506.00)
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)	112.90	101.60	(406.40)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	80.30	72.30	(289.20)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	42.80	38.50	(154.00)
PERSONAL - 1/16 PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h) (Non-Commercial)	29.00	PREPAID	

## COLOR:

FULL PAGE	(7.667" w x 10.167" h)	\$1,196.00	\$1,076.40	(4,305.60)
THREE-QUARTER PAGE	(7.667" w x 7.611" h), V (5.736" w x 10.167" h)	996.00	896.40	(3,585.60)
HALF PAGE	(7.667" w x 5.042" h), V (3.792" w x 10.167" h)	656.50	590.90	(2,363.60)
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)	527.00	474.30	(1,897.20)
FIVE-SIXTEENTHS PAGE	(3.792" w x 6.319" h)	490.00	441.00	(1,764.00)
QUARTER PAGE	(3.792" w x 5.042" h), (7.667" w x 2.486" h), V (1.861" w x 10.167" h)	349.00	314.10	(1,256.40)
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)	285.00	256.50	(1,026.00)
ONE-EIGHTH PAGE	(3.792" w x 2.486" h), V (1.861" w x 5.042" h)	199.90	179.90	(719.60)
ONE-SIXTEENTH PAGE	(3.792" w x 1.194" h), V (1.861" w x 2.486" h)	106.00	95.40	(381.60)

**FRONT or BACK COVER:** \* Call For Availability

BLACK & WHITE	(3.75" w x 4.167" h)	\$158.20	12 MONTH CONTRACT *
COLOR	(3.75" w x 4.167" h)	392.60	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), mail, or e-mail.  
**NO COPY TAKEN OVER THE PHONE**

A.) ".pdf" File – Electronic file that will print as supplied  
B.) Changes to ".pdf" File – minimum charge \$15.00.  
C.) Design Ad/Set Copy requiring more than 2 proofs –  
Minimum charge \$30.00. Each additional proof \$15.00.

**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.

**CANCELLATIONS:** May not be accommodated after the deadline.

**GUARANTEED PLACEMENT:** \$45.00 per ad, per page,  
per week. **Black & White Ads ONLY!**

**RATES:** Include Printing and Distribution only.

Discounts apply to SINGLE INSERTION Rates and may not  
be combined.

**FREQUENCY:** Buying four, or more, consecutive weeks or  
EOW (Every Other Week).

(Pre-paid frequency is non-refundable)

**NON-PROFIT:** Available to qualified 501(c)3 organizations.

B&W: (10%) 1-3 individual weeks

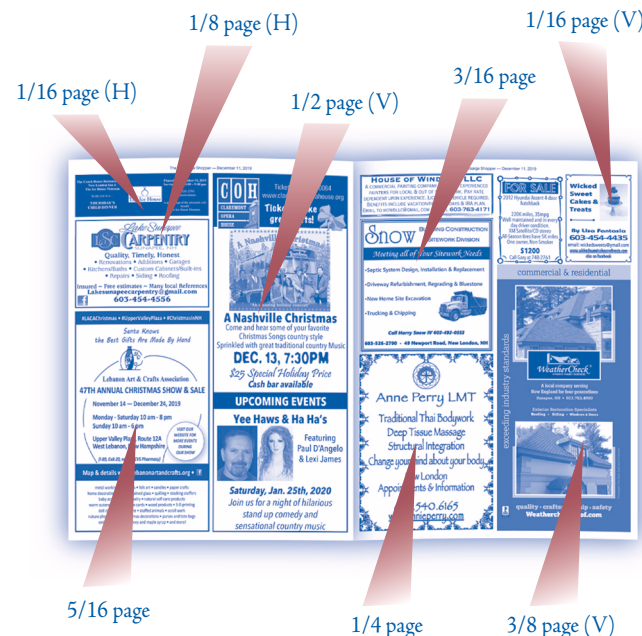
(15%) 4 or more consecutive weeks.

Color: (10%) 1 or more weeks.

**AGENCY:** Please Call. **SPECIAL CONDITIONS APPLY.**

**PAYMENTS:** In advance by Cash, Check, or Credit Card.

**BILLING:** Open Accounts only with approved Credit Application  
on file.



**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:

**COPY CHANGE:** Changes made to multiple-run ads.  
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.

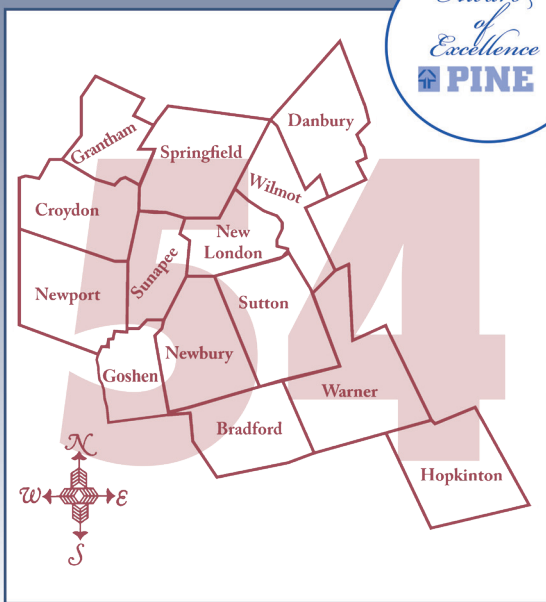
**SPACE AVAILABLE:** All ads taken after the deadline of **NOON  
WEDNESDAY, THE WEEK BEFORE PUBLICATION.**  
No guarantee these ads will be published.

**RUN OF PAPER (ROP):** Ad placement is at the discretion of  
Echo Communications.  
Placement costs \$45.00 per ad, per page, per week.  
Only available for Black & White ads.

Since 1971

THE KEARSARGE  
*Shopper*<sup>®</sup>  
Since 1971 54 years of your advertising

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



ADVERTISING RATES

EFFECTIVE January 1, 2025

DEADLINE / AD COPY  
WEDNESDAY NOON

### The Kearsarge Shopper<sup>®</sup>:

IS THE #1 DISPLAY ADVERTISING PUBLICATION:

Serving the Kearsarge-Lake Sunapee Region weekly.

REACHES 21,540 POSTAL CUSTOMERS WEEKLY:

Distribution by **Direct Mail** with over 43,000 readers.

**Total Market Coverage**, guaranteed.

### PROVIDES VALUE:

- ♦ To Advertisers:
  - Reach the people who live and SHOP LOCALLY.
  - The Budget:
    - A quarter page ad costs \$140.60 (2025 rates).
    - ♦ To reach Seven towns in the Kearsarge Regional School District with 8,115 Postal Customers (16,330 readers) Costs 1.73 cents/address (.86 cents per reader)
    - ♦ The other 13,425 addresses (**26,850 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<sup>®</sup>:

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](mailto:theshopper@echocominc.com)  
(SUBJECT: KS – {the date of publication, i.e. 11/23})
- ♦ Drop off at our office.
- ♦ Mail

### The Kearsarge Shopper<sup>®</sup>

59 Pleasant Street, P.O. Box 2300  
New London, NH 03257-2300

603-526-9131

Office Hours: M-F 8:00am – 4:30pm

[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:** 21,540 Shoppers distributed by U.S. Mail to all postal customers in the towns of:

Andover (1,075)*	Newbury (1,175)
Andover – East (105)	New London (2,420)
Bradford (1,055)	Newport (3,985)
Contoocook (2,680)	Potter Place (Andover)
Croydon (Newport+Grantham)	Salisbury (600)
Danbury (665)	Springfield (375)
Elkins (220)	Sunapee (1,580)
Georges Mills (345)	Sutton – North (470)
Goshen (455)	Sutton – South (165)
Grantham (1,845)	Warner (1,535)
Guild (90)	Wilmot (700)
Hopkinton (Contoocook)	Special Mailers (26)

355 additional copies distributed at 16 locations in the Lake Sunapee Region including Hannaford's New London  
\*Number of postal customers per town (12/10/24).

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THE KEARSARGE  
*Shopper*<sup>®</sup>

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

ECHO communications  
inc.