

**ADVERTISING RATES, WEEKLY CONTRACT**

(effective November 2017)

<u>Contract inches</u>	<u>% Discount</u>	<u>\$ per Col. Inch</u>
2.5" to 4.5" per week.....	13%.....	\$17.07
5.0" to 7.5" per week.....	20%.....	\$15.71
8.0" to 9.5" per week.....	23%.....	\$15.12
10.0" to 14.5" per week.....	27%.....	\$14.33
15.0" to 17.5" per week.....	32%.....	\$13.35
18.0" to 27.5" per week.....	37%.....	\$12.36
28.0" to 55.5" per week.....	39%.....	\$11.98
56.0" to 79.5" per week.....	41%.....	\$11.58
80.0" to 111.5" per week.....	43%.....	\$11.18
112.0" to 149.5" per week.....	45%.....	\$10.80
150.0" + per week.....	47%.....	\$10.36

*Above discounts are for consistent weekly advertisers who have signed a contract to advertise every week for at least one year or for new advertisers that have signed a thirteen (13) week introductory contract.*

**US Mail  
Distribution  
Every  
Wednesday:  
40,246**

(total mail and point of distribution 42,750)



**3**  
*population  
centers  
with 1  
publication ...*  
**Keene  
Jaffrey/Rindge  
Peterborough**



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