

ADVERTISING RATES, WEEKLY CONTRACT

(effective November 2018)

<u>Contract inches</u>	<u>% Discount</u>	<u>\$ per Col. Inch</u>
2.5" to 4.5" per week.....	13%.....	\$17.38
5.0" to 7.5" per week.....	20%.....	\$15.99
8.0" to 9.5" per week.....	23%.....	\$15.39
10.0" to 14.5" per week.....	27%.....	\$14.59
15.0" to 17.5" per week.....	32%.....	\$13.59
18.0" to 27.5" per week.....	37%.....	\$12.58
28.0" to 55.5" per week.....	39%.....	\$12.20
56.0" to 79.5" per week.....	41%.....	\$11.79
80.0" to 111.5" per week.....	43%.....	\$11.38
112.0" to 149.5" per week.....	45%.....	\$10.99
150.0" + per week.....	47%.....	\$10.55

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:
40,303**

(total mail and point of distribution 42,750)



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



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