

2008 rates & specifications

March 2008



production schedule

SPRING

Ad materials due: January 10
Available: February 15

SUMMER

Ad materials due: April 10
Available: May 15

FALL

Ad materials due: July 10
Available: August 15

WINTER

Ad materials due: October 10
Available: November 15

FAST FACT

80 percent of readers frequently purchase products or services from ads seen in *Kearsarge Magazine*.

— 2007 CVC Circulation Readership Study Data

FOR MORE INFORMATION about advertising, please call (603) 863-7048 or e-mail info@kearsargemagazine.com

Rediscover your hometown with *Kearsarge Magazine*, an award-winning four-color publication that covers the people, places and things of the Kearsarge/Lake Sunapee area. From arts and entertainment to history and heritage to culture and style, the articles in *Kearsarge Magazine* will help you fall in love with your town all over again.

AD LAYOUT SPECIFICATIONS

Please supply advertisement files in PDF format with all images saved at 350 dpi, convert Pantone colors to CMYK, do not use spot color and be sure to embed all fonts. B&W ads must be distilled with grayscale formatting. If you are unable to send PDFs, send QuarkXPress 4.0-6.5 documents with all supporting fonts and graphics. Layout charges may apply to rework ads submitted in other applications.

PRINTING

Web offset, perfect bound, 4 color (CMYK). Trim size is 8.125 by 10.875.

AD MATERIALS

Due 30 days before publication date. Email info@kearsargemagazine.com or mail ad materials to: Kearsarge Magazine | PO Box 1482 | Grantham, NH | 03753

ADVERTISING RATES		One Issue	Two Issues	Four Issues
1/6 Page	B&W	\$240	\$220	\$200
	4 Color	\$370	\$330	\$300
1/3 Page	B&W	\$440	\$400	\$360
	4 Color	\$640	\$530	\$470
1/2 Page	B&W	\$610	\$550	\$500
	4 Color	\$810	\$690	\$580
2/3 Page	B&W	\$780	\$700	\$630
	4 Color	\$980	\$810	\$700
Full Page	B&W	\$920	\$850	\$760
	4 Color	\$1,050	\$930	\$830
Covers	Inside Front			
	Inside Back	\$1,200	\$1,100	\$1,000
	Outside Back			

Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

AD SIZES	Width	Height
Full Page	7 1/8	10
Full Page Bleed	8 3/8	11 1/8
2/3 Page	4 5/8	10
1/2 Page (horizontal)	7 1/8	4 7/8
1/2 Page (vertical)	4 5/8	7 1/2
1/3 Page (horizontal)	4 5/8	4 7/8
1/3 Page (vertical)	2 3/16	10
1/6 Page (horizontal)	4 5/8	2 5/16
1/6 Page (vertical)	2 3/16	4 7/8



I just discovered Kearsarge Magazine. I really enjoyed the articles and advertising. I actually discovered a couple of local businesses I did not know about that I intend to check out.