

INTERTOWN

RECORD

A Paid Weekly Circulation Newspaper with a Readership over 7,500

Serving the Kearsarge-Sunapee Region: Andover, Bradford, Croydon, Elkins, Georges Mills, New London, Newbury, Newport, Springfield, Sunapee, Sutton, Warner and Wilmot

Published every Tuesday – 52 times per year

Advertising Deadline: Thursday at 6 p.m. for Tuesday's Publication

◆ Rates & Specifications ◆

AD LAYOUT SPECIFICATIONS:

11" X 17" Tabloid - 5 Column Format

1-column width: 1-15/16" or 1.937

2-column width: 4"

3-column width: 6-1/8" or 6.097

4-column width: 8-3/16" or 8.167

5-column width: 10-1/4" or 10.25

Full page image area: 10 1/4" wide x 16" deep

FORMAT:

Ads with images: PDF format

Images: JPEG - 300 dpi, Embed all fonts

Full Color Ads: CMYK

B&W Ads: Grayscale

AD DESIGN & LAYOUT SERVICES:

Rate: \$50/hour (15 minute minimum)

Charges may apply to rework ads submitted in other applications.

There is **NO CHARGE** for Advertisers with Contracts.

Disc with a PDF Ad: \$10

Emailing Ad to another Publication: \$10

DISPLAY AD PRICES:

\$7.50 per column inch - Open Rate per publication

Special Placement Request: \$25

COLOR:

Spot Color: \$80 Full (4) Color: \$250

LINE CLASSIFIEDS:

\$5 for 25 words or less, 20¢ each additional word

Line Classifieds are Prepaid

CONTRACT DISCOUNTS:

13 weeks: 10% 26 weeks: 15%

52 weeks: 20%

SIZE DISCOUNTS:

Full Page: 10% Half Page: 5%

TFN ADS:

(Run Until Further Notice)

No Contract Required

Agree to run at least 4 weeks in a row for a Discount of 5%

or 13 weeks in a row for a 10% discount!

ADDITIONAL DISCOUNTS:

Non-profit: 15% Chamber of Commerce: 5%

PREPAY on four weeks or more: 5%

All political advertising is prepaid

This is 1 column wide (1-15/16") by 1" deep which equals 1 column inch
Price: \$7.50

For every column inch you require, just add \$7.50.

Phone: (603) 927-4028 Fax: (603) 927-4129 email: info@intertownrecord.com

website: www.intertownrecord.com

P.O. Box 162 - Route 114 - Unit D North Sutton, NH 03260