

**ADVERTISING RATES, WEEKLY CONTRACT**

(effective November 2011)

<u>Contract inches</u>	<u>% Discount</u>	<u>\$ per Col. Inch</u>
2.5" to 4.5" per week.....	13%.....	\$15.24
5.0" to 7.5" per week.....	20%.....	\$14.03
8.0" to 9.5" per week.....	23%.....	\$13.49
10.0" to 14.5" per week.....	27%.....	\$12.79
15.0" to 17.5" per week.....	32%.....	\$11.92
18.0" to 27.5" per week.....	37%.....	\$11.04
28.0" to 55.5" per week.....	39%.....	\$10.68
56.0" to 79.5" per week.....	41%.....	\$10.34
80.0" to 111.5" per week.....	43%.....	\$9.98
112.0" to 149.5" per week.....	45%.....	\$9.65
150.0" + per week.....	47%.....	\$9.28

*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:  
40,176**

(total mail and point of distribution 42,750)



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



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