



**WHY  
ADVERTISE  
IN THE  
KEARSARGE  
SHOPPER® ?**

*IT IS #1 DISPLAY ADVERTISING PUBLICATION in the Kearsarge-Lake Sunapee area with over 31,600 readers each week!*

*Because this publication does not depend on newsstand sales, subscriptions, or retail store pick-up for distribution, your ad is assured of being delivered to the hands of area shoppers who come to Concord in search of things to do, shopping, places to eat and shows to attend!*

The Concord Connection™ pages have become a local source of information for

area readers about what to do in Concord, NH. Where to shop, where to eat, and events. Strong exposure that reaches the largest number of shoppers and consumers in the Kearsarge-Lake Sunapee area is guaranteed!

**We can Design Your AD  
For a minim Design Fee - \$100**

If you supply Camera Ready ads  
Camera Ready means: PDF files ONLY must be **exact** size of ad. No re sizing or additional ad design fees will be charged.

**NO PDF FILES FROM  
WORD® document files!**

**Black and White  
Color (cmyk) is available for  
Half or Full Page ads!**

**QUESTIONS?**

CONTACT US  
603.225.6438

# The Concord Connection™

**Greetings Concord Advertiser,  
Would you like to: EXPAND your business?  
OPEN DOORS to more opportunities?  
REACH more people?**

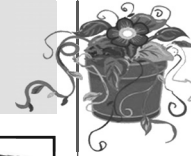
**Then advertise in The Concord Connection™** a new feature in the already well-established **Kearsarge Shopper®**, produced weekly since 1971 and read by more than 30,600 people **EACH** week!

Why A Concord Page?

- 1.) Your ad will have a guaranteed placement on pages related to Concord rather than a random placement in the publication.
- 2.) As a Concord businesses it is a great idea to expand your advertising area to increase your visibility in another market only a 35 minute drive away.
- 3.) Consumers in the New London area don't know all that Concord has to offer. Let them know!

Why Us? Joya has been designing and developing business and event images since the 4th grade (really!) Will well he started later, in high school. We know Concord! We raised our family here. Most important, we LOVE Concord and want to help businesses here grow and tell people in area communities about our great city!

Give the people who live in the New London area an opportunity to know what is so unique and special about Concord... Advertise on the Concord Connection™ pages!



**WHY ADVERTISE?**

*More than 30,600 people read it EACH week.*

You will reach people who live and work in an area that travels to Concord and to the Manchester-Boston Airport!

**THE EXPOSURE!**

**advertising at a VERY affordable rate!**

Your ad appears during the course of your contracted times on *The Concord Connection™* pages!

The Concord Connection,™ is mailed to 14 towns, 3 School Districts, 51 times each year, including the special year-end calendar issue.

Total Market Coverage by direct mail means that over 17,800 households receive, by mail every week, the latest and most up-to-date advertising messages and other items of interest.

**Concord Connection™ is seen by all postal patrons in these Communities:**

*Andover, Bradford, Croydon, Danbury, Elkins, Georges Mills, Grantham, Guild, Newbury, New London, Salisbury, Springfield, Sunapee, Sutton, Warner and Wilmot.*

**DEADLINE?**

**MONDAY of the week prior to publication**



change your ad anytime!

(up to nine days prior)

**AD INFORMATION:**

**AD SIZES & AD PRICES**

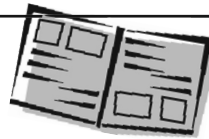
ONE-EIGHTH PAGE  
3.5x2, or 2x3.5 \$57.50/wk

QUARTER PAGE  
3.5 x4 or 4x3.5 \$106/wk

HALF PAGE  
7 x4 or 4x7 \$199.75/wk  
color\*\$827/wk

FULL PAGE  
7 x 8 \$388/wk color\* \$1290/wk

SPECIALS:  
8 week contract ~ 5% discount  
Pay for 15 weeks & the 16th week is **FREE**



*sizes are inches width x height*

*prices are for consecutive weeks*

*must be paid in full at the time of contract to receive discounts*

Full payment is made at time of ad contract (some exceptions)

*making your vision a reality...*

**Owl Woman Design™**

www.OwlWomanDesign.com

Ads@OwlWomanDesign.com

