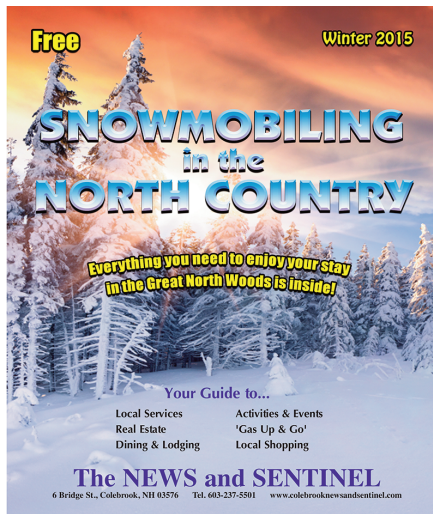


Statewide Marketing Opportunity:

Our Summer & Winter Visitor Guides Will Be Carried in *The New Hampshire Sunday News!*

Local area distribution plus **49,000** all over NH!



Guides are carried as inserts in The News and Sentinel, then distributed all season long at area hotels, restaurants, stores, welcome centers & local events:

20,000 Summer Guides Arriving May 20, 2015

15,000 Winter Guides Arriving Jan. 13, 2016

Starting with the 2015 summer guide, 49,000 copies of each season's visitor guide will also be placed in The New Hampshire Sunday News.

Along with this opportunity, we are introducing new ad rates and offering significant discounts: for advertising in both guides, and advance payment.

Pay for both guides up front and save **25%!**

Professional design service; wide variety of graphics to choose from; all included.

Advertising Deadlines:
Summer Guide — April 29
Winter Guide — Dec. 23
 (Earlier deadlines, no extra charge for cover ads; spaces available first-come, first-served.)

Contact sales rep Brenda Maurais for assistance: 603-237-5501
 adsales@colebrooknewsandsentinel.com

Or submit advertising copy to designer Peter Keyser:
 graphics@colebrooknewsandsentinel.com

Advertising Rates				
Ad Size	Summer or Winter	Paid in Advance	Summer and Winter	Paid in Advance
1/16 page	\$95	\$85.50	\$161.50	\$142.50
1/8 page	\$187.50	\$168.75	\$318.75	\$281.25
1/4 page	\$375	\$337.50	\$637.50	\$562.50
1/3 page	\$500	\$450	\$850	\$750
1/2 page	\$750	\$675	\$1,275	\$1,125
Full page	\$1,500	\$1,350	\$2,550	\$2,250
Add \$20 for spot color (any single color of choice)		10% OFF!	15% OFF!	25% OFF!
or \$50 for full color		To receive discounts: Same size & color specs in both guides; ad content may differ for each.		

The NEWS and SENTINEL 6 Bridge St., Colebrook, N.H.

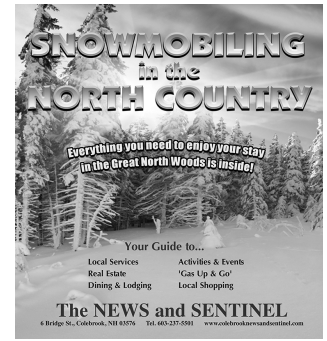
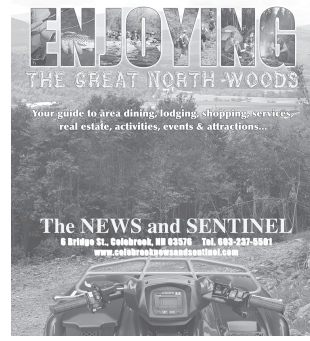
603-237-5501 FAX 237-5060

www.colebrooknewsandsentinel.com

Great Opportunity for Statewide Marketing:

Our Summer & Winter Visitor Guides Will Be Carried in The New Hampshire Sunday News!

Your ad will be seen all over New Hampshire, in addition to our usual local distribution:
 20,000 Summer Guides — Arriving May 20, 2015
 15,000 Winter Guides — Arriving Jan. 13, 2016



The NEWS and SENTINEL
 6 Bridge St., Colebrook, NH 03576
 adsales@colebrooknewsandsentinel.com
 603-237-5501 FAX 237-5060

1/8 page horizontal

4.5" x 2.5"

Summer or Winter Guide: \$187.50
 Paid in Advance (10% off): \$168.75
 Both Guides (15% off): \$318.75
 Paid in Advance (25% off): \$281.25

1/16 page

2.125" x 2.5"

Summer or Winter Guide: \$95
 Paid in Advance (10% off): \$85.50
 Both Guides (15% off): \$161.50
 Paid in Advance (25% off): \$142.50

Local area distribution plus 49,000 all over NH!

1/8 page vertical

2.125" x 5.25"

Summer or Winter Guide: \$187.50
 Paid in Advance (10% off): \$168.75
 Both Guides (15% off): \$318.75
 Paid in Advance (25% off): \$281.25

Pay for both guides up front and save 25%!

More sizes & information on reverse

1/4 page

4.5" x 5.25"

Summer or Winter Guide: \$375
 Paid in Advance (10% off): \$337.50
 Both Guides (15% off): \$637.50
 Paid in Advance (25% off): \$562.50

Advertising Deadlines:

Summer Guide — April 29
Winter Guide — Dec. 23

(Earlier deadlines, no extra charge for cover ads; spaces available first-come, first-served.)

Standard prices

Spot Color: \$20

(any single color)

Full Color: \$50

Contact sales rep Brenda Maurais

for assistance: 603-237-5501

adsales@colebrooknewsandsentinel.com

Or submit advertising copy

to designer Peter Keyser:

graphics@colebrooknewsandsentinel.com

*Ad rates include professional design service,
with a wide variety of graphics and styles
available to represent your business.*

Full page

9.25" x 10.75"

Summer or Winter Guide: \$1,500

Paid in Advance (10% off): \$1,350

Both Guides (15% off): \$2,550

Paid in Advance (25% off): \$2,250

1/2 page

vertical – 4.5" x 10.75"

horizontal – 9.25" x 10.75"

Summer or Winter Guide: \$750

Paid in Advance (10% off): \$675

Both Guides (15% off): \$1,275

Paid in Advance (25% off): \$1,125

1/3 page

6.875" x 5.25"

Summer or Winter Guide: \$500

Paid in Advance (10% off): \$450

Both Guides (15% off): \$850

Paid in Advance (25% off): \$750

*Paying up front for an ad
in both seasons' guides
offers the best deal:
your ad will appear in
133,000 copies!*