



## Advertising Information and Rates 2021

- The **Clarion** is a monthly publication for the Walpole, New Hampshire, community (Walpole, North Walpole, and Drewsville), and the surrounding area.
  - More than 2,000 copies are printed monthly.
  - A copy is mailed to every address in the community. In addition, copies are left at various locations in Walpole and Vermont.
- The newsletter reaches a Walpole population of more than 3,700, as well as households in Alstead and Westmoreland in New Hampshire, and Bellows Falls and Westminster in Vermont.
  - Printed in black on a matte-finish, coated stock, the newsletter goes to press no later than the 26th of each month.
- The deadline for submissions is usually the 22nd of the month, but may vary depending on holidays.
  - Advertising may be accommodated for a day or two after that date.
  - A commitment to six ads (with prepayment) will receive a 10% discount. Advertisements need not be in consecutive months. Prepayment may be made in two installments.
- Camera-ready ads should be in pdf, jpeg or tiff formats; the higher the resolution, the better. Photos in the Clarion are usually 300 dpi. Files & photos should be sent to: [rayboas@comcast.net](mailto:rayboas@comcast.net)
  - The **Clarion** will also design ads on request. There may be an additional, one-time charge for this, depending on ad complexity.
  - For ads on the calendar or newsletter back page, inquire.
- Advertising, billing or editorial questions may be sent to Ray Boas at [rayboas@comcast.net](mailto:rayboas@comcast.net)

Or, by mail to:

Ray Boas, Publisher  
The Walpole Clarion  
PO Box 757  
Walpole, NH 03608

Or, by phone at: 603-756-4545

- See following pages for ad sizes and rates.

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The **WALPOLE Clarion**

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Small:  
One column x  $1\frac{7}{8}$ "  
• \$55.00

Small Plus:  
One column x  $2\frac{3}{4}$ "  
• \$70.00

Large vertical:  
1 column x  $4\frac{7}{8}$ "  
• \$100.00

**Column Widths:**

One Column -  $2\frac{5}{16}$ "  
(2.3125")

One and one half columns -  $3\frac{9}{16}$ "  
(3.5625")

Two columns -  $4\frac{7}{8}$ "  
(4.875")

Three columns -  $7\frac{1}{2}$ "  
(7.5")

Medium vertical:  
One column x  $3\frac{9}{16}$ "  
• \$85.00

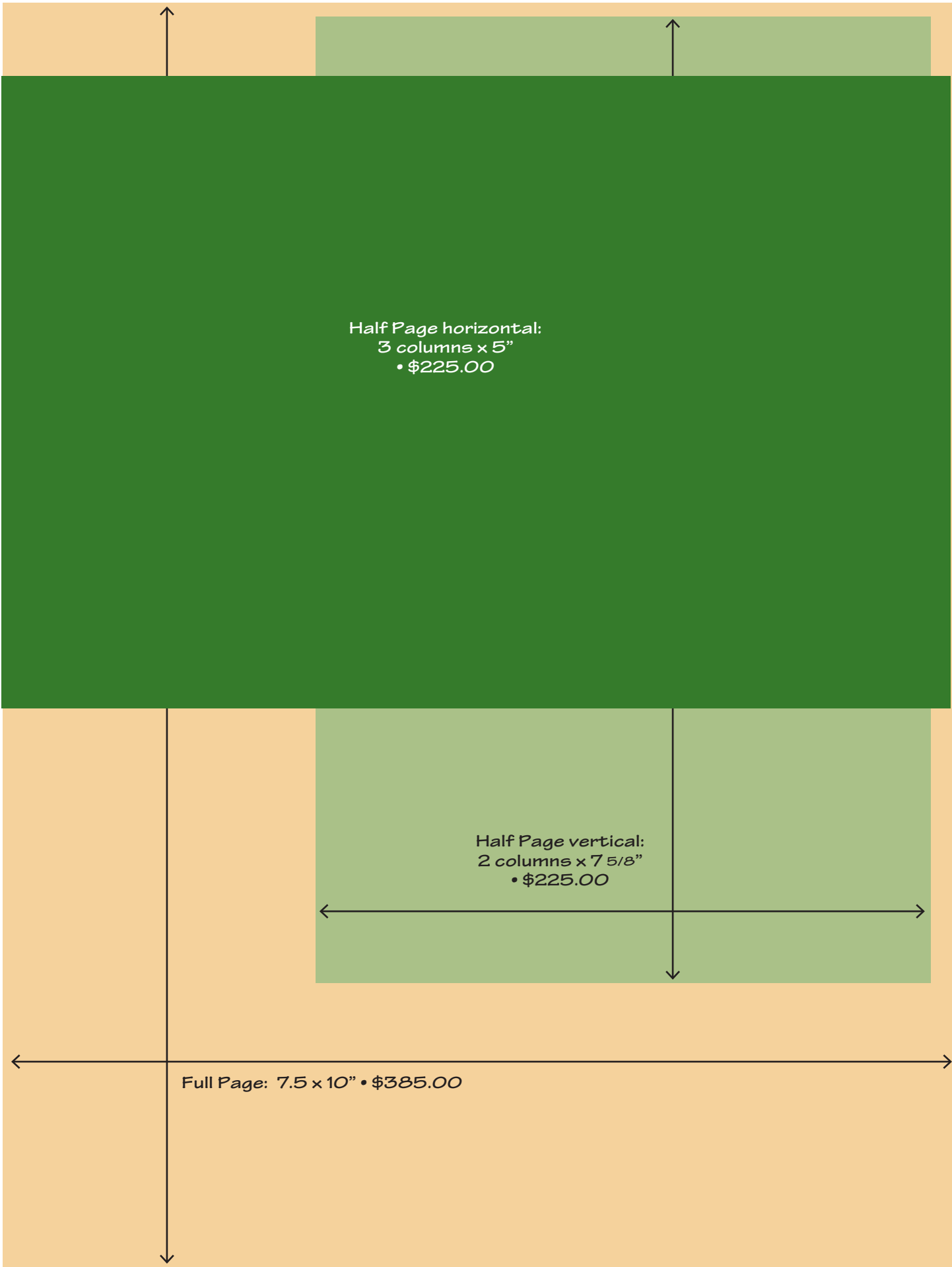
Medium horizontal:  
1.5 columns x  $2\frac{15}{16}$ "  
• \$85.00

Large horizontal:  
2 columns x  $2\frac{15}{16}$ "  
• \$100.00

Quarter Page vertical:  
1.5 columns x 4 7/8"  
• \$140.00

Quarter Page horizontal A:  
2 columns x 3 9/16"  
• \$140.00

Quarter Page horizontal B:  
3 columns x 2 5/16"  
• \$140.00



Half Page horizontal:  
3 columns x 5"  
• \$225.00

Half Page vertical:  
2 columns x 7 5/8"  
• \$225.00

Full Page: 7.5 x 10" • \$385.00