



Advertising Information and Rates 2022

- 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 and ads in the Clarion are usually 300 dpi. Images and should be sent to:
 - The **Clarion** will also design ads on request. There may be an additional, one-time charge for this, depending on ad complexity.
 - Our rates have remained unchanged since November, 2015.
- Advertising, billing or editorial questions may be sent to Ray Boas at rayboas@comcast.net

Or, by mail to:

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

The **WALPOLE Clarion**

Small:
One column x 1 7/8"
• \$55.00

Small Plus:
One column x 2 3/4"
• \$70.00

Medium horizontal:
1.5 columns x 2 15/16"
• \$85.00

Medium vertical:
One column x 3 9/16"
• \$85.00

Large horizontal:
2 columns x 2 15/16"
• \$100.00

Large vertical:
1 column x 4 7/8"
• \$100.00

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

4. Quarter Page horizontal:
2 columns x 3 9/16"
• \$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

Also:

The Bottom Line

This space on the back page lists pick-up locations and other Clarion information, but is available to advertisers. \$75.00

Calendar Bottom: 10.5 x 2.25" • \$185.00

Unoccupied calendar days are available for advertisers. Graphics are possible though text may be the best option. Placement on calendar will depend on each unique monthly schedule of events.

Calendar Day Box: 1.5 x 2.0" • \$25.00

(Also available for birthdays, anniversaries, graduations, etc.)

Calendar Full "Bottom Line": .5 x 10" • \$80.00

Used for Town Office hours, this space is available for advertisers.

... or Calendar Half "Bottom Line": .5 x 5" • \$40.00

Two of these can be accommodated per month.